



New Zealand Embassy Newsletter for New Zealanders in Japan December 2010



In this edition

Increased Budget Allocated toward Japanese Tourist Market.....	1
Minister keen to see more research collaboration with Japan.....	2
Japanese peace award for Waikanae landscaper	2
One Year to Go" to Rugby World Cup 2011..	3
REAL New Zealand Festival.....	4
Neil Smith – Laying down the Lawn	4
Tokyo2010 Retrospect	5
Under the Mountain.....	6
Waitangi Day	6
ANZAC Day.....	6
Embassy email newsletters	6
Safe Travel.....	7

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NEW ZEALAND
Embassy TOKYO
TE AKA AORERE

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New Zealand Government

Dear Kiwis in Japan

This newsletter provides news and information of interest to the New Zealand community in Japan. Please also remember to check the Embassy website for further news updates.

Increased Budget Allocated toward Japanese Tourist Market

The Prime Minister and Tourism Minister of New Zealand John Key called in at JTB in Yurakucho during his recent visit to Japan. While there, John Key announced a plan for the government to invest an additional NZ\$1.2 million (equiv. 76.5 million yen) into the Japanese market and said that the money should be used by JTB and other organisations to promote Japanese travellers to visit New Zealand. Japan ranks fourth in the international visitor arrivals to New Zealand.



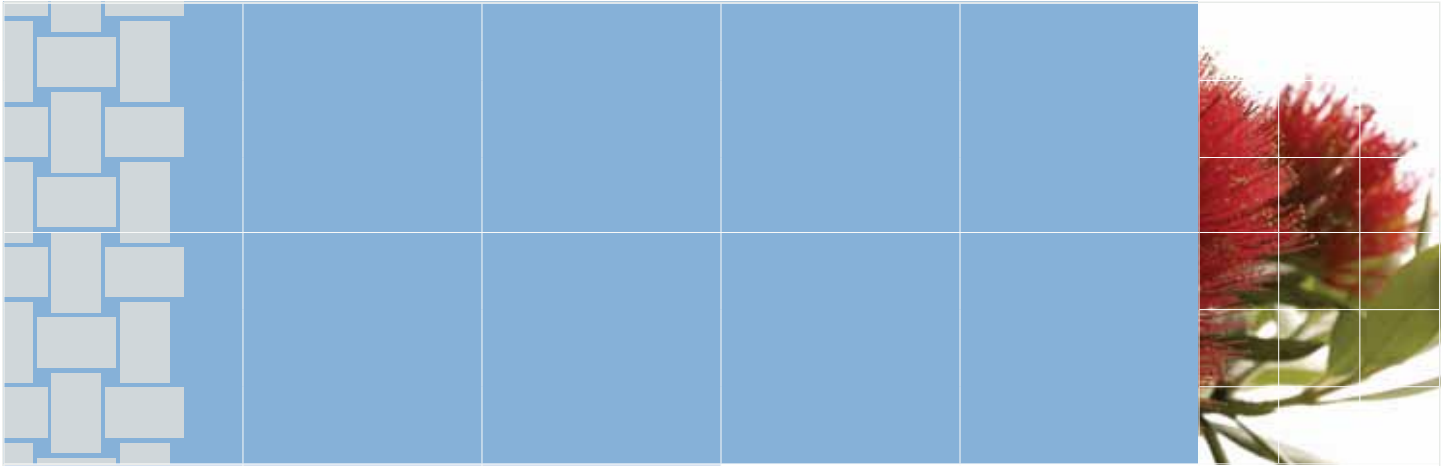
The Prime Minister and Tourism Minister of New Zealand John Key offered a certificate of appreciation of continued efforts to the president and CEO of JTB Corp. Mr. Hiromi Tagawa.

President and CEO of JTB Corporation, Hiromi Tagawa said

JTB is looking into fresh approaches to tackle the New Zealand market including promoting it as a destination that caters to the discerning traveller. Tagawa visited New Zealand in 2008 and saw an opportunity to push its diet culture, lifestyle, eco-tourism and other nature related activities to increase the number of Japanese tourists.

In 2008, JTB began actively designing tours that incorporate tourist facilities certified with the "Qualmark" symbol for high quality standards. He admitted that the outbreak of H1N1 influenza saw sales slide in 2009 however, this year it appears that people's interest in New Zealand has taken root as tourists realise how to make the most of travelling around the country. JTB tours are selling 80 percent more tours than last year.

Tagawa also referred to the potential of educational tours. He suggested that "conventional models of exchange will not be enough. It is up to the governments and tourism offices to create opportunities for human interaction and social exchange from an educational point of view."



Minister keen to see more research collaboration with Japan

The Minister of Research, Science and Technology, Hon Dr Wayne Mapp undertook an interview with the Science News during a recent trip to Japan. Dr. Mapp expressed keen interest in collaboration with Japan in various research fields such as biotechnology and functional foods. He also saw areas of shared interests such as marine science, marine resource management and issues related to climate change.

Dr Mapp noted that New Zealand and Japan are both volcanic countries prone to regular seismic activity. New Zealand was reminded of this recently when Christchurch was devastated by an earthquake measuring 7.1 on the Richter Scale. Although older buildings suffered damage in the earthquake, miraculously no one was killed. However, he believes collaborative research on strengthening buildings and infrastructure is still needed.

Regarding research on greenhouse gases, New Zealand proposed the establishment of the Global Research Alliance on Agricultural Greenhouse Gases at COP15 in Copenhagen last December and 21 countries, including Japan, are participating in this initiative. In line with the division of responsibility among members, New Zealand is responsible for carrying out research on methane emissions from livestock, and Japan is coordinating research on greenhouse gas emissions from rice paddy fields.



Japanese peace award for Waikanae landscaper

By MARGARET IRVINE - Kapiti Observer

PEACE GARDEN: Ben Hoyle's award-winning garden with its messages of peace.

Waikanae garden designer Ben Hoyle has won the Peace Award at the inaugural Gardening World Cup in Nagasaki, Japan.

Mr Hoyle was one of 10 international landscape artists invited by Japanese designer Kazuyuki Ishihara to take part in the first world cup in his home town, which has a world peace theme.

Mr Hoyle's garden 'A Moment in Time' features a long reflective pool leading towards a kinetic feature wall.



Ben Hoyle

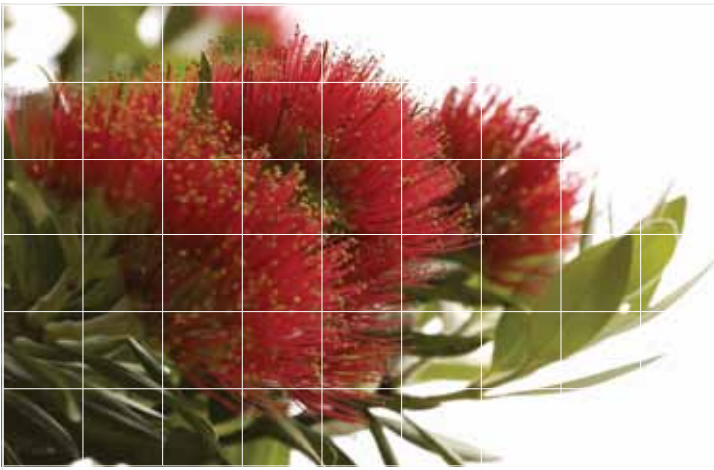
"A pool symbolises the need to look back and reflect on past experiences in order to understand and learn from them," said Hoyle.

"The kinetic feature wall includes a series of moving cogs which, when aligned, come together to form a white dove. These cogs represent the many actions each of us must take to create 'a moment in time' - world peace."

Banners with words of peace stand sentinel along the pool edge and the garden features two clocks, one stopped at the time the atomic bomb hit the city in 1945 and the other still running.

Before he left for Japan, Mr Hoyle said peace meant many things to many people, "from a state of mind, to freedom and liberty, to the way each of us interacts with one another in everyday life".

"This garden seeks to illustrate that as individuals, each of our actions must work together for a common good. "We cannot be complacent: The seeds we sow today will be reaped in the future."



Mr Hoyle said it was great to represent his country and to get another overseas experience before the Ellerslie International Flower Show in March.

He will start work on that showpiece on his return to New Zealand

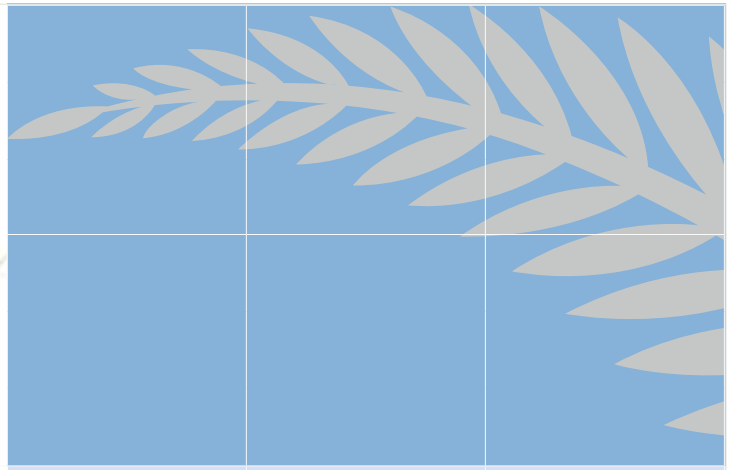


A section of Ben Hoyle's award winning entry

“One Year to Go” to Rugby World Cup 2011

9 September 2010 marked the one year countdown to the Rugby World Cup (RWC) being held in New Zealand in 2011. In Tokyo, New Zealand Tourism hosted a “One Year to Go” media launch at Tepia Hall, Gaienmai. The event drew around seventy sports and lifestyle media.

New Zealand Ambassador, Ian Kennedy, opened with remarks on rugby connections and explained the broader relationship



between New Zealand and Japan. Tourism New Zealand Regional Manager, Jason Hill followed with background on the World Cup schedule and outlined the planned “Real New Zealand Festival” - a New Zealand business and industry promotion.

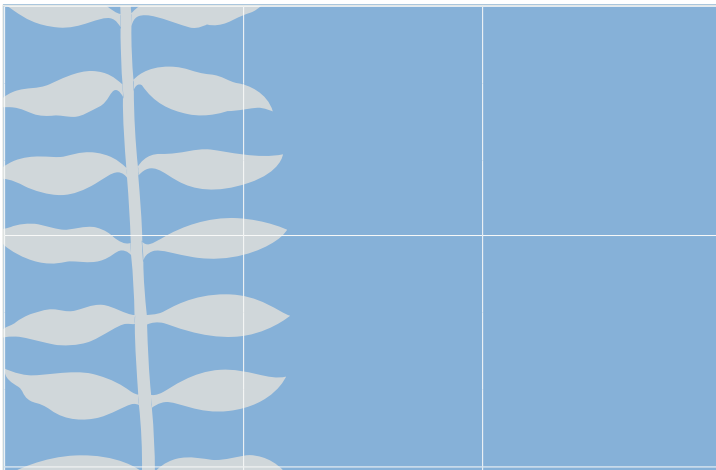
Next, John Kirwan, Japan Head Coach, RWC Ambassador and All Black legend, took the stage alongside popular current Japan team (Sakura) halfback, Fumiaka Tanaka. The casual Q&A style format and the warm rapport between player and coach struck a chord with the audience and it was evident that both were very enthusiastic about promoting rugby in Japan and performing well at the top level at RWC 2011 in New Zealand. Kirwan said he hopes to move the Sakura into the top ten International Rugby Board (IRB) standings in the near future. Japan is currently ranked thirteenth in the world.

An event held in Japan would not be complete without the inclusion of cute kids. Four youngsters in rugby attire joined the latter part of the Q&A segment and offered words of encouragement to the Japanese team. All the children involved currently play rugby and were inspired by words of encouragement from JK and Tanaka san to work hard and maybe represent Japan in the 2019 RWC (which Japan is hosting). Tourism New Zealand will run a number of promotional events over the next few months.



John Kirwan and Fumiaka Tanaka with keen rugby players of the future.

Photo: Courtesy of Chiharu Hanawa.



REAL New Zealand Festival

As New Zealand begins counting down to the Rugby World Cup 2011, New Zealand businesses and industries are also preparing to showcase their innovation and excellence to the world.

For six weeks from September 9 to October 23 2011, the world's attention will turn to New Zealand and the 2011 Rugby World Cup. Although the main focus will be rugby, it is a wonderful opportunity also to showcase New Zealand and raise our international profile. From food and wine to renewable energy, all sectors are getting ready to display what New Zealand has to offer.

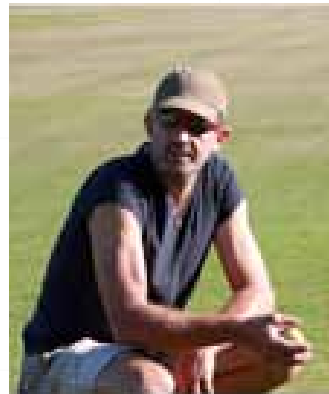
Along with showcasing business interests, a nationwide festival called the "REAL New Zealand Festival" is planned. The festival will complement the match timetable and team hosting schedule for RWC 2011. Hundreds of events are planned to take place all over the country to exhibit New Zealand's arts, food and wine, culture, heritage and entertainment. For more details go to www.nz2011.govt.nz



Neil Smith – Laying down the Lawn

The average Kiwi spends summer days playing a game of cricket at home in the back-yard or a game of touch footy at the local park. Growing up with easy access to grass fields is an aspect of Kiwi life that New Zealanders can, at times, take for granted. That is, until we arrive in Japan. A soft grassy field underfoot is replaced with a hard, gravel terrain of the typical "guraundo". This unforgiving surface is unappealing for exercising and even worse when used for playing a game of rugby.

Ex-pat Kiwi Neil Smith, who lives in Tottori, is making a name for himself by transforming dirt fields into turf. Neil relocated from Tokyo a few years ago. When he arrived in Tottori he set out to establish a rugby club but didn't like the idea of tackling opponents on a dirt surface. His unfruitful search to find a



Neil Smith

suitable playing surface eventually led him to develop his own and in the process he established an NPO called Green Sports Tottori that develops natural turf grounds.

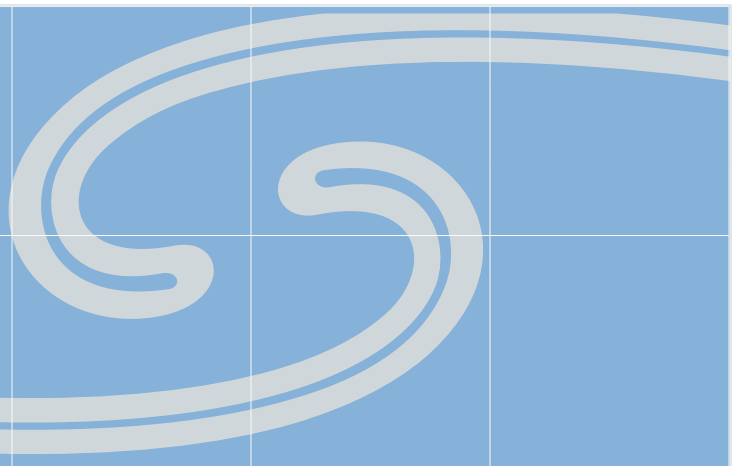
Neil's idea seems simple: he transplants grass seedlings to transform existing dirt fields into turf. Neil soon discovered that he had to try to transform conventional wisdom as well. In Japan, it is thought that grass fields are expensive and high-maintenance because

they need to be of a standard equal to a National Sports Stadium. Hence there are only dirt fields available. However, Neil overcame these and other bureaucratic obstacles by successfully transforming a large area to turf of a very high level.

Green Sports Tottori has also converted kindergarden play areas and school grounds into natural turf grounds much to the enjoyment of the littlies who happily run around barefoot. Neil shared some interesting research relating to the number of Japanese children with undeveloped feet arches affecting their physical coordination. He believes a contributing factor in this could be the lack of natural turf grounds for children to play on barefoot in a way that enhances physical development and coordination.



A natural turf ground in Tottori



Neil's success has generated unanticipated interest in his activities and he has received wide ranging exposure thanks to high-profile television coverage and nationwide newspaper articles. Green Sports Tottori receives thousands of enquires and provides technical assistance to the Japan Football Association in its project to develop grass grounds. Neil is trying to get the message out that turning dirt surfaces to natural turf isn't as high tech as assumed and maintenance can be relatively inexpensive and straightforward.

Tokyoroa 2010 Retrospect

By BRIGID CONNER

What I thought would be brief wrap up of the NZ talent that has visited Japanese shores in 2010 has (as you will read below) turned into a most impressive list of NZ artists coming over for more than just a bit of inspiration from the cherry blossoms. And to reflect this bubbling hot pool of talent coming to the big sushi I present to you a new term for this incredible place where the best and brightest of KIWI creative talent come to mix it up with the talent and audiences here. Ladies and Gentleman, I give you TOKYOROA.

2010 was a cracker and we'll start this retrospective with film, an art form in which New Zealand has seen huge successes in recently. The NZ Embassy proudly supported the participation of five NZ filmmakers in the Short Shorts Film Festival in Tokyo. NZ was able to have its own special showcase in this festival along with the participation of our very own Sir Richard Taylor from Weta Studios, who ran a couple of successful workshops with his colleague Martin Baynton that had locals queuing out the La Foret doors this summer.

And NZ feature films playing in Tokyo this year? There was acclaimed director Niki Caro's *The Vintners Luck* which is currently showing at Bunkamura's Le Cinema in Shibuya and Peter Jackson's *Lovely Bones* which I'm pretty sure you can find in most local rental DVD stores now.

A number of NZ musicians and bands have had things heating up throughout Japan this year too. The wonderful Roots sounds of Kora were here in Jan/Feb this year with support from Canyons in Minakami. Mike and team also hosted Ladi 6 and Shapeshifter over the warmer months making for some great weekend retreats for those lucky enough to get there. NZ Jazz favourite Nathan Haines mixed in with some local players in Tokyo and Yokohama and the Improvised Jazz scene saw NZ saxophonist Jeff Henderson tour Japan with local drummer Shoji Hano.

The NZ music scene represented in Tokyo got hotter still in 2010; Independent artists were well represented with Grayson Gilmour sneaking in a couple of small shows, folk artist Urban Trumper mixed with Japanese Butoh Dancers and blues singers and up and coming punkpopsters Tiddabades worked hard up and down the east coast rockin' with local bands all the way. NZ Drum and Bass outfit The Upbeats gave some clubs here a good party too.

New Zealand arts television got a look in too with Nick Dwyer of Music documentary *Making Tracks* came to have video game composer Hirokazu 'Hip' Tanaka cover an NZ songs for NZ music television. As a result of this kind of touring, more and more kiwi artists can be seen on the shelves of the music stores.

And for fans of the Visual arts? This has a growing place in Tokyoroa. I saw NZ visual Artists in the Land of the Rising Stars showcase, the opening night of this exhibition had artists skypping in from home to talk about their work live on the big screen. And very recently representing dance in November were the NZ break dancers mixing with the world's best beat boys at the Redbull BC1 championships.

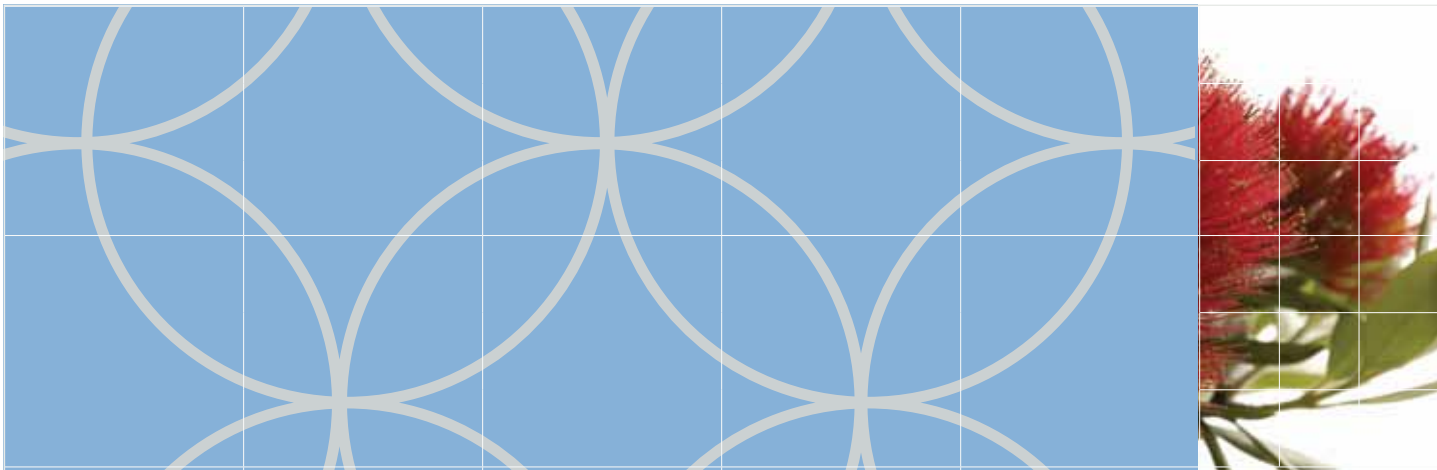
You may have gathered from my enthusiasm for all of this that I'm a huge advocate for NZ Arts and generally know when there's something in town. I'd like to think that I have mentioned every bit of kiwi creativity that has stepped on Japanese soil this year, but as more and more NZ creatives head to the east it's hard to keep track of them all. Let's not forget to mention the expats who are working hard to represent regularly on Japanese turf too. But dear reader stay tuned and I'll do my best to keep you up to date so you won't miss out.

Welcome to TOKYOROA!

Brigid keeps an ear out for kiwi artists visiting Japan, DJs at events around Tokyo and can be found in the blogosphere at <http://tokyoroa.blogspot.com/>. Check Brigid's blog for the latest updates.



The Six Dollar Fifty Man
NZ entry in this year's Short Shorts Film Festival



Under the Mountain

Some of you may remember the 8 part TV series "Under the Mountain", an adaptation of the novel of the same name by Maurice Gee. It is a story of twins possessing psychic powers who are befriended by a wary traveller while on summer vacation in Auckland. The traveller turns out to be an alien whose sole mission is to battle another alien race bent on destroying the earth.



This story has been remade into a feature film directed by Jonathan King and is released in Japan straight-to-DVD, rental only as 「ファンタスティック・ストーン 邪悪な魔獣と導かれし者」 "Fantastic Stone Jyaaku na Majyu to Michibikareshi mono"

Updates

Waitangi Day

As in the past, the Embassy will hold a Waitangi Day function for New Zealanders. Due to the success of the lunchtime BBQ format last year, we plan to hold another from 11:30-2:30pm at the Embassy on Sunday 6 February. The cost is still to be set; we will send out further information in early January.

ANZAC Day

Next year's commemoration of ANZAC Day will be held at Hodogaya Cemetery in Yokohama on **Monday, 25 April** and is being organised by the Australian Embassy. All are welcome to attend.

Directions to Hodogaya Cemetery, an explanation of the significance of ANZAC Day, information on New Zealanders interred at the Commonwealth War Graves Cemetery in Hodogaya, and much more can be found on the embassy website: www.nzembassy.com/japan.

Further updates will be posted in early 2011.

Contribute to upcoming newsletters?

Inform Kiwis of interesting news or happenings in your part of Japan. To send a submission, please email pa.nzemb.tky@gmail.com with the heading "Submission for Newsletter" in the subject box. Submissions close Friday 5 March.

Embassy email newsletters

If you are not already receiving these email newsletters directly from the Embassy but would like to, please follow the instructions below.

To subscribe: E-mail subscribe.nzemb.tky@gmail.com with "Subscribe" in subject line

To unsubscribe: E-mail subscribe.nzemb.tky@gmail.com with "Unsubscribe" in subject line.



Safe Travel

We encourage those of you visiting or residing in Japan to register your contact details on the New Zealand government's Kiwis Overseas register at www.safetravel.govt.nz. This worldwide registration facility has replaced the local registers previously held at overseas New Zealand missions including at the Embassy in Tokyo. Once you have registered, the Embassy in Tokyo and our other Embassies abroad will be able to contact you in the case of an emergency or disaster.

If you will be travelling overseas during the New Year break, we urge you to visit the Safe Travel website in advance for the Ministry of Foreign Affairs and Trade's travel advisories and other useful travel tips. Also, if you have already entered your details on the Kiwis Overseas register; don't forget to update your entry to provide us with your contact details at your holiday destination.

Here we are at the end of the first decade of the 21st century. Remember Y2K? We hope that you found interesting articles in this edition of the New Zealand Embassy Newsletter. We wish all the best this holiday season. See you again in 2011.

Until then, take care

New Zealand Embassy
Public Affairs Section

December 2010