

**'BE AWARE BECAUSE WE CARE'
HOLIDAY BOARDGAME FOR KIDS ON NEXT TWO PAGES**

**MEET MR MAC &
DOUG THE DIGGER**



Whangarei's Alistair McIntyre, affectionately known as 'Mr Mac' is the creator of the popular cartoon character Doug the Digger.

In schools and homes right around the country, through his books, CDs and website, Doug the Digger entertains, inspires and educates children about machines, the construction industry, safety ...and some of life's big lessons and experiences.

SCENE: Mr Mac, were you fascinated by machines as a child?
Mr Mac: Absolutely. From an early age I had opportunities to "go for a ride" on machines... a grader, roller, truck, bulldozer, digger, tractor. By listening carefully and following instructions from the operators, I progressed to "pulling a lever". When something went up or down or round and round... that was it! I guess you could say I fell in love with machines.

SCENE: Did you grow up in the city or a small rural town?
Mr Mac: On a farm near Whangarei. I learned basic life skills such as shearing, fencing, livestock management, tractor work... but I wasn't very bright at school. So I left Tikipunga High at the end of the 5th Form. By the time I was 17 I was shearing, fencing, driving tractors etc and distributing refrigerated petfood!

SCENE: You had a really bad accident that changed your life. What happened to you?

Mr Mac: In February 1986, when I was 26, I had a severe crushing experience. My right arm was crushed between a truck and a building while I was loading cartons of frozen meat. The injury involved serious complications to other parts of my body.

As a result, I struggled to work around machines and in the industry I really loved. Basically, I had to find a new way of earning a living. And I had no academic skills!

SCENE: What made you decide to create a cartoon character?
Mr Mac: I've got a heap of photos showing me doing the things I loved - working around machines and so on. One day I hit on the idea of writing a book about my experiences. The biggest personal challenge was overcoming the doubts I had, that I was too dumb to do this thing. It took two years before I even got started. I still remember the date, November 15, 1997, that I put pen to paper, and Doug the Digger was finally conceived.

SCENE: How has Doug changed Alistair's life?
Mr Mac: Enormously. Through developing the idea of Doug the Digger I've met many talented people who have 'bought in' to the whole concept... and it's helped my self-esteem hugely to be involved in something that helps so many other people, especially the children. It wasn't an easy journey, I was referred to as a "Dumb-as-Digger Driver", but I've learned to believe in myself, pick myself up, be positive and have a "can-do" attitude.

SCENE: How do you spend your time now?
Mr Mac: I tour New Zealand, visiting schools, spreading Doug the Digger's message. I'm the only person that does motivational speaking fulltime with school students in New Zealand from pre-school right through to university and adult classes. I promote the importance of safety - personal, around roads and construction sites, etc.

With the High Schools I also promote the infrastructure and extraction industries as a profession, and the support and training offered by InfraTrain and Exito, the industry training organisations.

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Doug the Digger



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You will need...
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SUMMER 2005/2006



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FINISH
You made it!



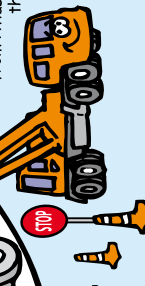
BE CAREFUL BECAUSE WE CARE

A big Claymore Concrete pipe needs to be lifted into place across the road... Wait patiently, and you'll be away again soon.



MISS NEXT TURN

A big, bright, shiny crane from Atlas Cranes gets the job done!



WOW!
Pick up your very own copy of Doug's new book (with CD included) 'The need for Listening' at Storytime (in Vine Street, Whangarei).



WHOOPS!
Doug's being trained by the very best!
You didn't stop for a break at the RoadSafe Northland Driver Reviver stop...



more than a design company and much more than a print company



Don't be a clown... SLOW DOWN!



WELL DONE!
you remembered to pack the sun protection gear!



NAUGHTY YOU!
going too fast around the sharp bend!



DRINK DRIVE DIE



OH NO!
You're in a bit of an accident! Thankfully, no one gets injured.



SMACK!



GO



WORKS END



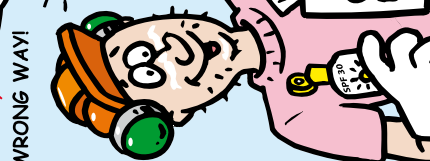
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'Be safe and HAVE FUN!'
Mr Mac

START

SEAT BELT NOT ON!

BACK TO START

WRONG WAY!



MISS NEXT TURN



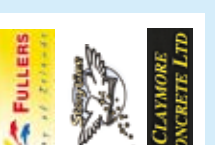
BACK TO START



MISS NEXT TURN

SEAN FIDLER 2005

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**'DOUG THE DIGGER'S' HOLIDAY BOARDGAME FOR KIDS
ON PREVIOUS TWO PAGES**

**WHAT KIDS
AND
TEACHERS SAY**



In 1998, Mr Mac began to take the story of Doug the Digger to schools. So far he has visited about 160 primary, intermediate and secondary schools, plus adult classes from Kaitaia to Christchurch. These are extracts from Doug the Digger's School Reports...

MORNINGSIDE PRIMARY SCHOOL, WHANGAREI

You held the children's interest, giving the children an insight into how to write a book and the process/stages involved. Appreciated how you shared personal experiences – children really benefit from your 'can-do attitude'. Great resource for a technology unit and great modeling of reading text.

Enjoyed the way you used the children/participation with reading. It was great confidence-building exercise for some children, especially those less confident readers. Many thanks!

53 students, Rooms 1 & 9. Teachers: Raewyn Turner, Lisa Wright
Your honesty and sincerity really impressed the children. You are an excellent role-model for the students.

As a teacher I really appreciated the time and thought that you have put into your presentation to my class. It wasn't just interesting, it became a real teaching experience. Thank you! Keep living your dream!!

23 students from Room 2. Teacher: Vicki Skudder
WHAU VALLEY PRIMARY

Good interaction, involvement, lovely use of humour, combination of rhythm and music wonderful, children responded warmly.

Beneficial shared with a smaller group. Would be great to have Alistair back to support a unit of work in this area.

RAURIMU AVENUE SCHOOL

You kept our class occupied for 45 minutes. Humour, information how you started your book, enjoyed reading your story. Marvellous story, wonderful author - hope you get a lot further in life with your career. Wish you all the best.

You put humour in your presentation to make sure we were still listening. You allowed us to talk, discuss, laugh and read your book. You kept us interested in your book by starting the song. You made me realise that reading is fun and to give it your best try. You made us laugh. Cool book and CD. Very good drawer.

HORNBY HIGH SCHOOL, CHRISTCHURCH

Thank you for your honesty and motivational words of wisdom. I appreciated the links made to our 'habits of minds' especially the link to 'persistence'. Our students have seen the importance of goal setting and in using others' skills and talents to further your own. I am sure your visit will be remembered for many years to come.

46 students present. Teacher - Michelle McDonald
TASKMASTER (ADULT EDUCATION)

Good to see someone with an idea, stick with it, believe in it, follow it through to reality. Cool book, love the pictures.

Really enjoyed how you followed your dreams. You are very inspirational. Admire your optimistic vision. Thanks for sharing.

Helen Dear

L.J. HOOKER

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*Once upon a time in a Whangarei land,
there lived a magical children's store, called...*



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