

# Project Groundswell gathers momentum...

Project Groundswell began in November 2007 and is the most significant undertaking by the NZ Board in recent times. This update summarises the members' endorsement of work completed and the way forward to ensure SLS remains relevant for another 100 years.

**To improve is to change.  
To be perfect is to change often.  
Winston Churchill**

## **FUN**

The FUN has gone for many of our members

### **Members' key comments**

- Give us more time to do the things we want to do and take away the things we don't want to do
- We want to have more FUN

## **SUSTAINABILITY** Guaranteeing the Future of Surf Life Saving

These are the key challenges that members identified. We **must** address them to ensure we are sustainable and meet the needs of our key stakeholders - **members and public.**

## **EFFICIENCY**

SLS is inefficient with our HUMAN and FINANCIAL resources

### **Members' key comments**

- Provide us the tools to help us to do our job
- Remove the duplication and simplify our business
- Support and make it easier for our key leaders
- Use our collective size to provide savings
- Improve financial procedures and performance

## **RELEVANCE**

SLS risks losing our relevance to our members and the public

### **Members' key comments**

- We must provide our life saving service based on NEED
- Listen to us and then provide positive support

## **STRUCTURE**

We may not have the right structure to deliver our services

### **Members' key comments**

- Clubs MUST remain independent entities – it's the fundamental part of Surf Life Saving
- All other parts of the structure are 'up for grabs'
- Increase National support (direct) to Clubs
- Members don't care about the 'how', they just want it better

## **CONSISTENCY**

SLS provides inconsistent services throughout NZ

### **Members' key comment**

- Increased standardisation – reduce the need to reinvent the wheel

## **ALIGNMENT**

SLS is not aligned and cohesive as an organisation

### **Members' key comment**

- We need to become one organisation and work together not compete against one another

**Visit:** [www.surflifesaving.org.nz/groundswell](http://www.surflifesaving.org.nz/groundswell)  
**for more info and key documents**

If you want to know more, provide feedback and/or become involved in Project Groundswell please contact:

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# The next step - Solutions Group

**"The significant problems we face cannot be solved at the same level of thinking we were at when we created them"**

**Albert Einstein**

With the problems now agreed, the next step between now and March is to begin developing solutions. The following wider group (with key skills) has been identified for this.

## Advisory Member

Bruce Cotterill  
Malcolm Beattie OBE  
Brent Warner  
Marilyn Moffatt  
Stuart McLauchlan  
Nicki Nicol  
Matt Pickering  
Kerry McDonald

## Current Role

Professional Director  
Managing Director, Premier Events Ltd  
Operations Manager, Bakels Oils Ltd  
Project Manager  
Professional Director  
Offer and Development Manager, BP  
Leadership Consultant  
Chairman, BNZ Bank

## Key SLS Experience

Former BOP Chief Examiner, Junior Surf Parent  
SLSNZ Life Member, Chair Sunset Beach SLSC, Active Lifeguard  
SLSNZ Service Award, former Club Chair, Active Lifeguard  
Chair Lyall Bay SLSC, SLSNZ Distinguished Service Award  
Life Member St Clair SLSC, former SLSNZ Board Member  
20+ years SLS member, SLSNR Representative  
Board Member SLSBOP, former Club Chair  
Former national title holder and Titahi Bay SLSC member

## Sub Committee

Graeme Cullen  
Geoff Barry  
Heather Kohn  
Peter Fitzsimmons OBE  
Paul Veric

## Current Role

SLSNZ Chairman  
SLSNZ CEO  
SLSNZ Board Member  
Independent Sub Committee Member  
Project Manager

## Key SLS Experience

Chair SLSNZ Lifesaving Advisory Committee, Active Lifeguard  
Former Club and District Chair, Distinguished Service Award SLSNZ  
Former District Manager  
Former SLSNZ President, SLSNZ Life Member  
Former District Chair, SLSNZ Service Award

**NB:** As we look to develop Surf Life Saving's future, emerging leaders (like SLSNZ Leadership Group participants) will assist in testing the solutions.

## Boldly going where no organisation has gone before...?

The solutions group may build solutions that challenge our current way of doing things... We ask the members treat these with an open mind. Unlike the following infamous quotes...

**"Heavier-than-air flying machines are impossible" Lord Kelvin, 1895, British Mathematician and Physicist**

**"I think there is a world market for maybe five computers" Thomas Watson, 1943, Chairman of IBM**

## Where to now?

1. The Sub Committee will build (evidence based) solutions that address the Members' wishes / **Dec 08 - Feb 09**
2. The draft solutions will be presented back to the Members for consideration / **Mar 09**
3. 13 x Club and District Chair Workshops to discuss the solutions / **April 09**
4. Club and District Chairs Conference to finalise the solutions / **May 09**
5. Implementation begins / **Jun 09**

## From the Chairman...

The Project Groundswell Team loved meeting Club and District Chairs face to face during the consultation phase of this Project. We thank you for the time that you put into this and your frank responses to the questions posed. There is resounding support for the consultation process, evidence collected and key challenges developed. The solutions group will

recommend a solution that will address the Members' key challenges. We will not go back over the key challenges or the way they were arrived at. It is our intention that the debate on solutions will be based on evidence and effectiveness with a view to securing the future of our organisation.

**Graeme Cullen,  
Chairman SLSNZ**

