



SURF LIFE SAVING
NEW ZEALAND

Elected Board Candidate Booklet

2018 AGM

Mark Robberds

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Surf Life Saving Experience

- 2014 – current Chairperson of the Canterbury Local Sports Committee As Chairperson of the LSC I've worked hard to revitalize surf sports in Canterbury in the wake of the Canterbury earthquakes. With the closure of local pools and migration away from Christchurch we saw a need to focus on our younger athletes and offer them a renewed pathway in surf sports. We created the Canterbury Development Program and squad, prior to the recommencement of the NPC and we have been able to field teams in the event every year. We now have a re-energised group of young athletes, connected with each other and the LSC using a variety of tools including social media. In this role, as in all my governance roles, I've been proactive about succession planning and "shoulder-tapping" the right people to carry on and add to the initiatives that we start.
- 2010-14 – Chairperson Waimairi SLSC I took on the Chairperson position on Waimairi in 2010 and managed the introduction of groundswell for the club. I instigated the production of new strategic documents for the club and the adoption of a new constitution. The earthquakes posed another challenge in terms of physical damage to the club and club morale. We all worked very hard as a committee and as a club to repair our surroundings and to take care of each other. As always, my leadership style was friendly and approachable through out these years. The club had many successes during this period including Club of the Year awards and winning the inaugural South Island Championship. I left Waimairi on good terms (and as an Honorary Member) to take up a coaching position at Sumner SLSC which is within walking distance from my house.
- 2008 – present Club Coach at Waimairi/Sumner numerous roles as Canterbury Coach/Manager I'm passionate about coaching surf sports and I am still competing myself. I get satisfaction out of mentoring athletes of all abilities and seeing them achieve their goals. I have a fun approach to training and great relationships with those I train. I've trained many National medallists over the past ten years with a highlight being my Sumner boys taking out the U16 Board relay at Nationals this year.

Professional Experience

I have a Bachelor of Economics degree from the University of Sydney and a Bachelor of Arts with First Class Honours in English and History from Macquarie University.

I have an extensive background in construction, owning and running my own business in Christchurch for the last 20 years. During that time I have managed the operational and strategic aspects of my business, including the human resources, business development, and marketing. Prior to starting the business, I worked in the communications and education sector. I think my experience from those roles have fed into the success of my business and the excellent relationships that I have with my clients and co-workers.

I hold or have held several governance roles in the last 14 years, and a number of Chairperson roles. Across my roles in management and governance, I have developed a strong set of skills, including strategic planning, financial management, stakeholder engagement, finely tuned people skills, networking, collaborative problem solving, as well as media and communication expertise.

I have extensive experience in leading groups and public relations campaigns. I have lobbied government at all levels and have had success in achieving positive outcomes.

I am comfortable in a range of professional settings, including working towards a growing understanding of Maori language and protocols.

Governance experience and achievements

- 2012 –current, Vice-Chairperson/SI Chairperson New Zealand Stone Masons Association
The NZSMA is an organisation that promotes our trade across New Zealand and fosters links with relevant stakeholders such as central government and local Councils. I am responsible for the communications of the association. I have been responsible for lobbying to have our trade recognized under the Licensed Building Practitioners Scheme. This has involved the development of discussion documents and proposals, meetings with MBIE officials, presentations to the Building Practitioners Board and two Government Ministers. We now look likely to achieve this goal within the next year.
- 2015- current Chairperson, BCITO National Advisory Group As Chairperson of this group I have led the redevelopment and review of our qualification. This includes the development of the qualification and its associated resources and assessment guides. The NAG is also responsible for stakeholder engagement and participates in broader work on workforce development forecasting and planning.
- 2010-2017 Board Member Redcliffs School As a member of the Redcliffs School Board of Trustees I actively participated in all the relevant activities of governance including sitting on appointment panels for two Principal appointments. However, my primary role during this period was the communications portfolio. With the school under threat of closure in the wake of the earthquakes, I led a nationwide PR campaign to keep the school open. This involved organising public events, social media, preparing communication strategy and press releases, being the spokesperson for the school and conducting public meetings, and many radio, television, and press interviews. Those of us involved in this work received the Public Relations Institute of New Zealand -Supreme Award- in 2017 for our campaign. I was also lead writer and developer of three submissions presented to the Minister against closure. I was the lead lobbyist with various MPs and the local council. Our campaign was a success and the school is currently being rebuilt in the heart of Redcliffs. Through out this period the school received excellent reviews from ERO and is now on a five year review cycle.
- 2007-2010 Chair Waimairi School BOT Apart from the usual aspects of good governance, I managed the appointment of a new Principal. As Chairperson, I led the Board and developed a good team around me and had excellent relationships with both Principals. I dealt with a number of difficult incidents in human resourcing and have a good understanding of employment law and correct processes. As a leader I was friendly, down to earth, and approachable, but still made some tough calls when they had to be made.
- 2004-2007 Elected Board member Waimairi School BOT

Responses to the direct questions on the role

<p>▪ Experience relevant to the advertised directorship:</p>	<p>I've successfully managed a high-end construction business in Christchurch and more recently Queenstown for the past 20 years, including all strategic and operational matters – HR, marketing, work programming, client relations.</p> <p>I've had previous paid roles in communication and have held communication and PR focussed roles in last 10 years in a variety of voluntary organisations as well as sitting on numerous HR appointment panels.</p>
<p>▪ Governance experience, commercial and/ or not-for-profit?</p>	<p>2014 – current Chairperson of the Canterbury Local Sports Committee, SLSNZ</p> <p>2010-14 – Chairperson Waimairi SLSC</p> <p>2015 – current Chairperson of the BCITO National Advisory Group – Stonemasonry</p> <p>2011 – current Chairperson, Canterbury Stonemasonry Association</p> <p>2012 – current Vice Chairperson, New Zealand Stone Masons Association</p> <p>2010-2017 – Board member (communications portfolio) Redcliffs School, Christchurch</p> <p>2007-2010 – Chairperson, Waimairi School, Christchurch</p> <p>2004-2007 – Elected Board Member, Waimairi School</p>
<p>▪ What attracts you to this opportunity?</p>	<p>I have a good understanding of how governance can have a positive effect on organisations and I would like the opportunity to apply my skillset and problem solving ability to the SLSNZ environment.</p> <p>I'm passionate about SLS and think that I can make a positive contribution to the Board.</p>
<p>▪ What special contribution do you believe you could bring to the SLSNZ Board</p>	<p>I understand and will contribute to all of the Board's functions.</p> <p>I am passionate about surf sports and have expert knowledge in this area.</p> <p>I have real strengths in PR and communications. I have the ability to form good relationships with stakeholders and a proven track record in consultation and lobbying government and other institutions to get results.</p> <p>I'm comfortable and effective when speaking to media and public speaking generally.</p>