

# Valerie Proud

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## Personal Profile

I believe that we all have unlimited creative potential. I am committed to supporting individuals and groups to surface their innate creativity and unique skills. I enjoy using participative and collaborative processes, to define, understand and address challenges and opportunities.

I have a strong social and community ethic, and believe that together, communities can learn to live resiliently and sustainably within the limits of our environment. As a result of wishing to do more to achieve this vision, I have become a founding director of Co-Creationz, a social change consultancy specialising in building capability, and in assessing, measuring and improving positive social impact.

## Key Skills & Expertise

Extensive experience in community and public service, where I gained skills in training design, facilitation and evaluation, and strategic policy and advice. My particular expertise includes:

Simplifying complexity	I am skilled at expressing complex ideas simply. I am a flexible and strategic thinker, effective at aligning tactical everyday activities to integrated long term sustainable outcomes.
Achieving results	Broad experience in planning for results and managing risk in a political context, with high public exposure and diverging stakeholder interests. Objectives achieved on time and on budget.
Participatory / collaborative relationships	At ease working in multi-cultural environments, I enjoy enrolling others in a process of self-review and continuous improvement. My strong skills in conflict resolution, facilitation and mediation enable groups to work constructively together towards a common purpose.
Practical Innovator	Able to think creatively from both business and systems perspectives and conceptualise new models of operation. I adapt quickly to changing circumstances and ensure solutions are both strategic and workable. I enjoy co-design, from project initiation, to delivery and review.
Trainer / Facilitator / Communicator	Experienced training designer and facilitator, I listen actively, question effectively and get to the heart of issues, in diverse, often unpredictable, circumstances. I'm a skilled writer, producing evidence-based documents including contracts, OIA queries, submissions, proposals and Ministerial briefings, to statutory, policy and audit requirements.

## Career Summary

Position	Company	Dates
Founding Director	Co-Creationz Ltd	2015
Principal Policy Analyst	Auckland Council	2010 – 2014
Senior Policy Analyst	Manukau City Council	2007 - 2010
Area Manager	Tertiary Education Commission, Auckland South Area	2003 - 2006
Acting Manager (secondment)	Tertiary Education Commission, Wellington Strategic Analysis & Operational Policy	2005
Acting Manager Regional Training Advisor Skills Advisor	Skill New Zealand, Auckland Region Education & Training Support Agency	1994 - 2003
Guidance Counsellor	Otamatea High School	Pre 1994
Teacher	Thames High School	

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**Co-Creationz Ltd**

**Jan 2015 - present**

## **Director**

- ⇒ Facilitator of capacity-building workshops for community not-for-profits in central Auckland (strategic & project planning, evaluation & accountability (March –May 2015)
- ⇒ Consultant – preparation of LGNZ Awards application on behalf of Auckland Council (April 2015)
- ⇒ Consultant - Participatory Monitoring and Evaluation Framework and tool design and implementation (2 year contract starting May 2015).

**Auckland Council**

**2010-2014**

## **Principal Policy Analyst, Community Policy & Planning**

- ⇒ Provided clear, well researched, impartial, quality advice and support on community and cultural policy to local boards located in Auckland South.
- ⇒ Led a regional project to integrate fees and charges for hire of community facilities across all of Auckland, resulting in 25% gain in revenue
- ⇒ Seconded to lead community gardening, sustainability and social enterprise initiatives in the South, and ran workshops to improve the report-writing skills of departmental colleagues.
- ⇒ Planned and secured funding for 'Youth Connections across Auckland', in partnership with the Tindall Foundation and Auckland Airport.

**Manukau City Council**

**2007 – 2010**

## **Senior Policy Analyst, Strategy & Policy Department**

- ⇒ Advised all policy groups across the organisation on strategic and policy matters.
- ⇒ Assisted development of a Strategy and Policy Framework for Manukau City Council, providing strategic analysis and advice on best practice in areas such as quality, research, consultation and engagement, and monitoring and evaluation.
- ⇒ Represented Council in regional planning initiatives and supported the Chief Executive to chair 'Tomorrow's Manukau', a coalition of central and local government agencies and NGO sector.
- ⇒ Contributed to design and development of Towards 2060, an innovative programme for Manukau, working with local boards, communities and other stakeholders to participate, advocate and act towards their sustainable long-term futures.

**Tertiary Education Commission**

**2003 – 2006**

## **Area Manager, Auckland South Area**

- ⇒ Managed a multi-disciplinary team to advise 98 private and public sector tertiary education organisations.
- ⇒ All contracts and courses were reviewed, assessed against need and quality benchmarks, and matched to available funds. Implemented action plans to redirect providers who failed to meet standards.
- ⇒ Led workshops and training sessions for providers, which resulted in better cost management and accountability in the sector, and higher quality courses, with 95% of contracts receiving Ministerial approval for renewal.

## **Acting Manager Strategic Analysis & Operational Policy, Wellington**

- ⇒ Seconded to re-establish a Strategic Analysis and Operational Policy team. Recruited analysts to work with stakeholders.
- ⇒ With NZQA and MOE, I co-presented a road show around NZ to introduce unwelcome cross-sector policy changes for all universities and polytechnics. Developed new tertiary fee and course funding policy, in short timeframes, and received positive feedback from external stakeholders, management and staff.
- ⇒ Managed annual review of the tertiary funding policy manual and established the sector's first online fully searchable system, integrated with other Tertiary Sector agencies.

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**Skill New Zealand – Pūkenga Aotearoa**

**1994 – 2003**

## **Skills Advisor > Regional Training Advisor > Auckland Regional Manager**

- ⇒ Advisor on educational programme quality and negotiation and management of educational contracts. Progressed to managerial positions, with responsibility for up to 22 advisory staff and \$18m of funding.
- ⇒ Supported all Tertiary Education Organisations in Manukau to gain NZQA registration and accreditation. Contracts and funding arrangements negotiated annually, all outcomes targets exceeded.
- ⇒ Initiated and managed English for Migrants nation-wide.
- ⇒ Seconded to Auckland to manage a dysfunctional office, following external complaints. This resulted in better management of case-loads and improved relationships with stakeholders and the community.
- ⇒ During tertiary reforms, seconded to manage Nelson / Marlborough / West Coast region. Maintained effective relationships and quality training provision while implementing a 13% reduction in expenditure that required closure of two offices, and staff reductions.

## **Tertiary Qualifications**

1971	Bachelor of Arts	University of Auckland
1974	Diploma of Teaching & Advanced Teacher's Certificate	Auckland Secondary Training College
1979	Diploma in Guidance & Counselling	University of Auckland
1989	Foundation Diploma of Art	Auckland Society of Arts

## **Other Training**

General:	Time Management, Work-Wise for Managers, Project Management / Strategic Planning, Change Management, Resilient Communities, TetraMap Training, Social Enterprise Foundation Course, Graphic Facilitation, The Natural Step
Computer applications:	Proficient with a range of information technology applications, including: MS Office Professional; Outlook; MS Project; Adobe Photoshop; specialist in-house applications; electronic data and records management

## **Personal Interests and Affiliations**

Community initiatives:	Director, Towards 2060 Trust  Member of Goodness Only Grows (community co-operative)
Design & facilitation of adult community workshops:	'Personal Support Training', 'Art from the Heart', 'Choice, Courage and Change' (co-facilitator), 'Building Rewarding Relationships' (co-facilitator)
Hobbies:	Art, writing, languages, gardening

## **References**

Available on request.