

# RE:ACTION

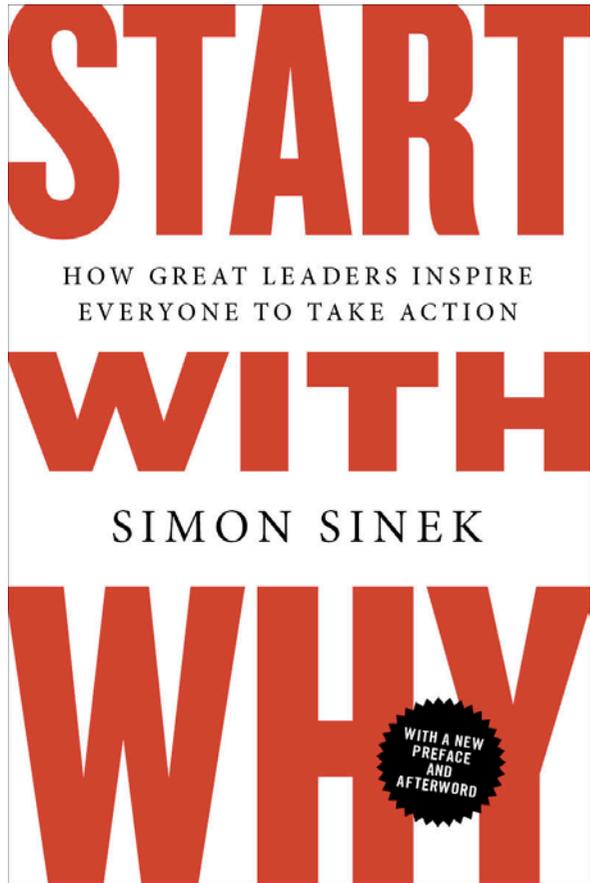
## TURNING IDEAS INTO ACTION

*Presentation to CBEC  
Conference*

*10 May 2013*

*Malcolm Alexander & Adam Feeley  
Chief Executives  
LGNZ & QLDC*

# TODAY



- LGNZ's Vision: Why We Do What We Do
- Queenstown Lakes District Council – Turning Vision into Action

# FINDING THE WHY – SIMON SINEK



- “What’s your purpose? What’s your cause? What’s your belief?...Why does your organisation exist? Why do you get out of bed in the morning and why should anyone care?”
- “People don’t buy what you do, they buy why you do it”
- [www.ted.com/talks/simon\\_sinek\\_how\\_great\\_leaders\\_inspire\\_action.html](http://www.ted.com/talks/simon_sinek_how_great_leaders_inspire_action.html)



# VISION – THE WHY

Local Democracy Powering  
Community and National  
Success

# COMMUNICATIONS STRATEGY



- Embed the Vision
- Align the Brand
- Demonstrate Change
- Tell the Story

# QLDC – DEMONSTRATING CHANGE



## Why Review our Operations?

- LGA Reforms:
  - Relevant purpose
  - Cost-efficiency and effectiveness
- Local democracy needs:
  - Capability
  - Value for money

# QLDC – DEMONSTRATING CHANGE



What will the review deliver to our communities?

- Cost transparency – choosing what you pay for
- Consistency – service standards and accessibility
- Informed decision-making



QUESTIONS?