

# Sally Duxfield (Bowler)



1978-1981

Sally settled on a career with the Royal New Zealand Air Force as an Operations Officer. Historically the role was predominantly in a male dominated environment; Sally thrived on the challenge and adventure within that world.

Leaving the Air Force she used the coordination and leadership skills that she had honed in the Air Force to build a successful consultancy (Contact NZ Ltd), later purchasing Makahika Outdoor Pursuits Centre (MOPC), building the outdoor centre into a thriving business parallel to her consultancy.

Her proudest achievement is her work with the Ministry of Social Development developing the Tama Tu Tama Ora (Stand Up Be Counted) programme that inspires long term unemployed to seek purpose and passion in their lives. Many clients feel they have no hope, no purpose; after engaging with them, they become impassioned, filled with self-belief, finding their purpose through work and family engagement and Sally says *“that is a real joy.”*

*“Seek joy in everything you do  
and help others.”*