

## **The Southern Initiative – Pacific People’s Advisory Panel brief.**



### **The Southern Initiative**

The Southern Initiative (TSI) is one of the two big place-based initiatives in the Auckland Plan. It covers the four southern local board areas - Māngere-Ōtāhuhu, Ōtara-Papatoetoe, Manurewa and Papakura - and has an explicit remit to champion, stimulate and enable social and community innovation in South Auckland. TSI is a unique model of change agency and is attracting high level interest and investment from central government, community, business and philanthropy.

TSI focuses on social innovation. It brokers relationships, identifies local change makers, builds community capacity and capability and grows initiatives that will have the most positive impact. With insight into the south’s many opportunities TSI uses research and data to develop bold solutions to tackle complex, social issues. Ongoing support from eight central government agencies is recognition of the need to collaborate across sectors if the potential of South Auckland’s unique combination of opportunity, diversity and challenge is to be reached. Two strategic documents that contain TSI insights as a result of Auckland Co-Design Lab work into unemployment and driver licensing are influencing central government policy and operational strategies. TSI is a magnet for and enabler of central government, philanthropic and business collaboration with Auckland Council.

### **Our mahi and focus areas**

The Southern Initiative aims to create, foster and support innovative social change for the benefit of South Aucklanders and operates at both ends of the transformation spectrum. At a grassroots level, TSI is creating a network of innovators and change makers which carries out activities that support ground-up conversion and development. At the other end of the spectrum TSI is identifying ways to make a significant difference for South Aucklanders’ economic and social success by shaking up policy to create systemic change. TSI does this through its strong relationship with central government and by leveraging council assets and strengths such as strategic procurement and redesigning the way council delivers its services, particularly to children and young people.

TSI has sharpened its attention to concentrate on strategic projects and initiatives, selected because they can produce high-quality, high-impact result and effect deep change:

- Employment and skills
- Whānau and families
- Entrepreneurship and enterprise.

The following sections of this document details some of the progress made in these three areas.

### **Employment and skills**

#### **Māori and Pasifika Trades Training**

TSI's Māori and Pasifika Trades Training (MPTT) is a nation-wide initiative funded by the Tertiary Education Commission (TEC). There are currently 16 consortiums providing fees-free training across the country; TSI is the contract holder for one of Auckland's two MPTT programmes (the other is provided by MIT and Unitec) and the model is unique because TSI is the only non-tertiary provider. TSI's courses, ranging from 12 to 50 weeks, are delivered by six private training establishments based in South Auckland and cover carpentry, motor mechanics, electrics, infrastructure and welding.

Our MPTT focuses solely on infrastructure and construction courses; skills directly related to council's role in construction and infrastructure. As a result, it can directly influence council family procurement, leveraging the council family's purchasing power and the skills shortage to progress South Aucklanders into quality jobs. We intentionally focused on people who face challenges in the labour market; young people who are NEET, sole parent mothers and people who have experienced long-term unemployment or sporadic, low wage employment and its MPTT is trainee-centric and industry-led.

Feedback from TEC is that TSI's MPTT is one of the country's highest performing. Its 2016 target of 265 trainees was met and more funding for 2017 has been secured. TSI gets positive feedback from the Ministry of Social Development about enabling people to move from benefits to employment and the programme has ambitious goals. Pasifika participation in MPTT for 2016 was just under 50%. We want our participation numbers to reflect our community, therefore we have set a goal to increase Pasifika participation from 48% to 60% by 2018.

#### **Youth employment**

The Southern Initiative works collaboratively with council teams to tackle youth employment. Youth Connections and TSI worked with the Joy Business Academy to create YouthFull, a digital platform designed to specifically support young people with limited qualifications or work experience. The academy

supports young people into the workforce by offering a variety of online courses and then connecting them with job opportunities, employers and funding opportunities for entrepreneurship. Employers, such as Vodafone and Z Energy, have all committed to making jobs available which allow young people to get their foot in the door.

Unlike other online recruitment sites, YouthFull has listed job opportunities from employers willing to accept applicants based on attitude and potential. It enables young people to do free online courses to demonstrate their motivation and skills and then, instead of submitting a CV, they engage directly with employers by 'pitching' for roles. In the pitch they can explain why they think they'd be great for the role in the format that works best for them. A unique benefit of this process is young people always get feedback from employers on their pitches so they can learn and develop.

### **Strategic procurement**

Strategic procurement is a TSI priority and bearing fruit. Procurement is an obvious and controllable lever the council family has to tackle tough challenges; using its purchasing power to deliver social, economic, environmental and cultural objectives. This is standard procurement practice across Europe (particularly in the UK), North America and Australia. With an annual expenditure of more than \$3 billion, council has a real opportunity to make a material difference to South Aucklanders' lives. We want to ensure that Pasifika businesses and communities benefit from strategic procurement opportunities. We do this by finding Pasifika businesses that match council contract requirements and encouraging them to tender for the work. We'll partner with other organisations to ensure that the businesses are able to put their best foot forward when tendering.

A great example of this is Randwick Park, a community once synonymous with crime and poverty but now one of the most transformative and enterprising communities in the country and which is a finalist in the Mitre 10 Community of the Year award. TSI brokered a relationship between Stepping Stones, their community-led enterprise, with Downer to sub-contract the maintenance contract for Riverton Reserve. This enabled five men who lived in the area and had experienced long-term unemployment to secure local employment. As a result, Stepping Stones has gone on to secure the school maintenance contract and Downer has offered them more work. Downer, with The Southern Initiative's and Stepping Stone's help, is motivated to replicate this model in Smiths Ave, Papakura.

Auckland Transport is a key partner to TSI in using strategic procurement to deliver employment and enterprise outcomes for South Aucklanders and TSI has been very successful in influencing its procurements including the Ōtāhuhu Streetscape Upgrade, Manukau Bus Train Interchange, Pukekohe Rail Upgrade, Ōtāhuhu Station and City Rail Link. In the Manukau Bus Train interchange, for example, the contractors will take six of TSI MPTT graduates at a starting wage of \$20 per hour (rather than the training or minimum wage). The City Rail Link is a big opportunity to make progress at scale, in line with the practice of all other international cities.

## **Whānau and families**

### **Early Years**

TSI is working on the early years challenge which explores how it can better support parents to give their tamariki the best start in life. South Auckland is a place where communities and whanau have strengths and resilience but this potential is often untapped when it could be part of the solution. By using co-design methodology TSI is bringing parents/whanau together with staff from Auckland Council, Plunket and other agencies to explore new ideas to ensure council facilities meet the needs of parents and communities. It is a whanau centric and strengths based approach and the insights and ideas developed will be valuable to families, community, policy makers, iwi, funders and service providers.

TSI has also recently partnered with the Social Investment Board to work and Early Childhood Providers in Māngere to better understand how we support children and whanau to be school ready by the age of 5. The majority of the Early Childhood Providers participating in the project are Pasifika, providing a unique opportunity to create a co-design framework based on Pacific cultures and values.

### **Healthy Families**

Healthy Families is a Ministry of Health funded initiative delivered by a partnership of Auckland Council (via The Southern Initiative), Alliance Community Initiatives' Trust (ACIT) and Nga Mana Whenua o Tamaki Makaurau to show leadership in creating health promoting environments. TSI teamed up with a range of council departments to improve access to healthy choice in council-run facilities. As a result leisure centres dropped sugar-sweetened drinks from vending machines and community centres, houses and libraries have taken away vending machines altogether. This alone removed more than 85,000 sugar cubes from the council systems.

TSI recognises that Pasifika communities are disproportionately impacted by poor health outcomes. By partnering with ACIT, a Pasifika health organisation, we're able to amplify our impact in our communities and ensure that we play our role in making sure Auckland Council facilities promote rather than hinder health.

### **Auckland Wide Healthy Homes**

This project was established by the Ministry of Health in 2013 to reduce household crowding for Auckland whānau with children at risk of rheumatic fever. In October 2015 TSI was contracted by the ministry to use a more user-centred approach and develop a range of ideas and initiatives to deal with the issue. TSI works with a wide range of stakeholders such as government agencies and whānau living in poor quality housing with a desire to make South Auckland homes safer, warmer and drier and therefore improve the quality of council’s rental housing stock (while at the same time delivering outcomes for early years).

TSI secured support from DHBs and was instrumental in identifying South Aucklanders living in unacceptable conditions and securing them better places to live. The team also sourced more than 150 good quality curtains from local schools and established a community curtain bank which is being well used and restocked through a good collection system instigated by the team.

### **Transforming Papakura**

Papakura is quite possibly the area where TSI can make the biggest transformational impact.

We are working with Kootitui ki Papakura, a collective of community and school leaders, whānau and mana whenua, focused on an integrated approach to the health, education and housing domains to deliver better outcomes for tamariki. Leigh Auton is Kootitui’s chair. Family support and housing conditions are critical to educational and lifelong outcomes for children and TSI supports this approach as a process to enable fit for purpose solutions and a whānau centric, community-led way of working.

The programme is delivered across six schools in the Papakura area:

- **Education** – Manaia Kalani, a one-to-one digital education programme using visible teaching and learning to leverage improved education achievement
- **Health** – the provision of daily school health clinics in primary schools with nurses and whānau workers and a full-time health service in the secondary school which includes nurses, a youth worker and a doctor to treat preventable diseases
- **Homes** – safe and healthy homes support whānau to enable lifelong outcomes for tamariki with a co-design and ‘with whānau for whānau’ approach (working with Habitat for Humanity and others).

While the Pasifika population living in Papakura is small, those that do live in Papakura are concentrated in the area that Kootitui ki Papakura covers.

## **Entrepreneurship and enterprise**

### **Makerhood**

Many young people in South Auckland do not have access to technologies that improve productivity and wellbeing. The World Internet Project stated there are affordability issues, lack of capability and confidence to use technology, lack of understanding about its expected value and unequal access to computers and the internet. It's also about South Aucklanders mainly using the internet for entertainment so there is a huge need to demonstrate how it can be used differently - to build capability and experience and for economic development and learning.

The technology sector is the fastest growing industry in New Zealand and is growing exponentially. Young people need to be equipped with problem solving skills, critical thinking and an entrepreneurial mind-set so they can navigate the uncertainty of the future of work.

The Southern Initiative is involved in the Makerhood movement to help South Aucklanders grow a maker culture (to tinker, fix, create). It's a movement that envisions a generation of passionate makers and learners and is slowly seeing people who are confident in picking up and using new tools and technologies. TSI aims to make maker tools, expertise and learning available to South Auckland to equip young people and citizens with skills for the 21<sup>st</sup> century work, creative problem solving, and self-efficacy. The vision is that South Auckland is known for inter-generational creativity, entrepreneurship and innovation and Auckland becomes the social enterprise capital of New Zealand where social ventures are thriving and creating a positive impact to the community.

As part of Makerhood, maker pods were designed to bring maker technology to life – Tech Pod, Upcycle Pod, Bike Repair Pod and Appliance Repair Pod – in various activations across South Auckland. TSI facilitated a kiosk of products created by makers and for sale being operational at Birkenhead Library and in partnership with local boards , industry partners and community groups introduced more than 500 people to technology that is so important in the future of work. Nearly two dozen Makerhood events have been held in South Auckland town centres.

TSI organises regular meet-ups of like-minded people to share projects and create solutions and we provide an online presence of all Makerhood journeys and activities. In partnership with five TSI libraries we have set up after school programmes on how to code, build and design robots. TSI ran a Makerhood Design workshop, with help from libraries, to support 60 students to come up with solutions on local issues. The workshop was part of Manurewa High School's inaugural Maker Fest in February 2017 and the school invited TSI to take part.

It also provided mentors to assist the students to build their prototypes. Maker Fest was aimed to spark creativity and entrepreneurship among students through designing and building. About 450 students were involved and more than 1000 people attended.

### **Technology**

To quote NZEIR:

*“...the hard truth is that occupations that are the most common in South Auckland are most at risk of automation over the next 30 years... The key lessons from South Auckland's economic history is that success lies in being resilient to the inevitable march of technological progress; being able to adapt to change, harness technology and benefit from it”.*

TSI was responsible for spearheading and encouraging a number of activities to make sure everyone has access to computers and can learn the skills necessary to use that all important technology.

More than 100 people attended, took part and shared insights and solutions on that topic at NetHui 2016. Children and young people had to chance to navigate the computers (including some old Auckland ones we'd commandeered) and got the chance to experience virtual reality and 3D printing, all of which increase creativity and critical thinking. High school students were introduced to technology integrated with Māori culture. Together with Panuku TSI has strengthened relationship with tertiary institutions and equipped students with skills on teamwork and developing viable technology solutions.

Makerhood and Technology both provide Pasifika communities with a chance to get ahead of the curve and have lifelong satisfying careers and businesses. We're keen to ensure that as many Pasifika children, young people and families are able to benefit from these opportunities

### **UPSOUTH**

TSI has experimented and tested a crowd empowerment digital platform and is launching UPsouth. The UPsouth platform is a place for people to respond to South Auckland's challenges together by getting creative and sharing new and original ideas. Through UPsouth South Aucklanders can develop ideas to tackle local issues and earn some regular money for their input.

It is an exciting new way of developing a network of young people who lead together, support one another's development and is both entrepreneurial and altruistic. UPsouth supports people capable of moving fluidly between the roles they need to survive and thrive – now and in the future.

Different groups including TSI use UPsouth to make a callUP. A callUP asks about a challenge in our community so people can share ideas on how to solve the challenge. These calls are an opportunity for users to get creative, respond and express their ideas and contribute to solving the challenge. Tapping into creativity, we can solve local challenges and find new ways of tackling them. In return those who contribute ideas earn money for their contribution.

People earn money by responding to callUPs. Users are paid from the funding attached to each call. Each call is unique but in general UPsouth will distribute money to ideas that are honest, original, and creative and expressed differently. UPsouth is not a place to copy and paste. UPsouth is a place to express your south! The ideas will generate insights and actions by the group or organisation running the callUP. Once the callUP is closed that group or organisation will report back to the network about what happened as a result of all the ideas created. If UPsouth users like an idea someone else has posted in response to a callUP they can share \$1 or more with them by clicking 'give' on the site. Every week the balance in a user's UPsouth wallet will be paid into their bank account. Anyone can join, however to earn money people need a New Zealand bank account and an IRD number.

UPsouth's testing zone was ItsNOON which operated on a similar concept and three young people answered several calls including 'what do you love about South Auckland'. Janet, Neihana and Jackson used the money they earned from their contributions to buy camera and video equipment to start their own businesses and all three are building their client base.

We've seen good sign up rates for Pasifika young people we're engaging with in schools. There is huge potential for the platform to provide supplementary income for young people, while solving solutions and contributing to wider social good.

### **popUP South**

In the lead up to Christmas 2016, a pop up store in containers at Wynyard Quarter showcased the rich diversity of Polynesian handicrafts, food and entertainment from South Auckland. Visitors and tourists loved it. Organised by the popUP South Collective, which includes CIDANZ and TSI, the store promoted the talents of South Aucklanders with an opportunity to sell their work. The project was the first in a broader summer pop up festival programme

to be held in various locations across Auckland as part of a longer-term collective vision to encourage people to experience the rich multi-cultural diversity of South Auckland. Sales reached more than \$15,000. Similar events will be held throughout 2017 across Auckland.

TSI's work with Pasifika is generating international interest. At the end of 2016 it hosted a delegation of members of Parliament from across the Pacific who were interested in TSI's innovative ways of partnering with Pacific community organisations and entrepreneurs to improve social and economic outcomes in South Auckland.

### **TSI's strategy to achieve transformational impact**

Our 2017/18 work programme will focus on achieving transformational impact with the following work streams:

**MPTT** – work towards systematic change by understanding and growing what works and getting closer to the infrastructure and construction industry to increase the number of people who can complete our courses and get into quality, well paid jobs

**UPsouth and YouthFull** – use technology and our digital platforms to facilitate greater numbers of people into work and entrepreneurship

**Makerhood and social enterprise** - build an ecosystem of social entrepreneurs to increase the community's capacity and capability

**Social infrastructure and early years** - do more with what we already have to maximise council resources and assets to improve social infrastructure and service delivery

**Citizen empowerment** - work with citizen partners to rebuild trust between South Aucklanders and local government

**Co-Design Lab** - work collaboratively with central government on how to make the biggest difference in South Auckland

While these have been listed individually they are best appreciated together. TSI is pulling the threads of all our activities so we can leverage off our collective strength and achieve integrated impact.