

I hereby give notice that an ordinary meeting of the Māngere-Ōtāhuhu Local Board will be held on:

**Date:** Wednesday, 18 October 2017  
**Time:** 5.00pm  
**Meeting Room:** Māngere-Ōtāhuhu Local Board Office  
**Venue:** Shop 17B  
93 Bader Drive  
Māngere

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## **Māngere-Ōtāhuhu Local Board OPEN ADDENDUM AGENDA**

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### **MEMBERSHIP**

<b>Chairperson</b>	Lemauga Lydia Sosene
<b>Deputy Chairperson</b>	Togiatolu Walter Togiamua
<b>Members</b>	Tauanu'u Nick Bakulich Carrol Elliott, JP Makalita Kolo Tafafuna'i Tasi Lauese, JP Christine O'Brien

(Quorum 4 members)

**Janette McKain**  
**Local Board Democracy Advisor**

**11 October 2017**

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## Māngere-Ōtāhuhu Social Enterprise Collective Funding 17/18

File No.: CP2017/18737

### Purpose

1. To approve funding of \$30,000 to an umbrella group on behalf of the Māngere Ōtāhuhu Social Enterprise Collective (MOSEC).

### Executive summary

2. The Arts, Community and Events (ACE) 2017/2018 work programme line item 631 allocates \$30,000 to build capacity for community-led economic development and social enterprise for the Māngere-Ōtāhuhu community, subject to board approval of activities.
3. The Māngere-Ōtāhuhu Local Board funded \$20,000 to MOSEC in the 2016/2017 financial year. This budget has increased for 2017/2018.
4. In 2016/17, MOSEC successes included the PopUp South brand, a retail shop in Old Papatoetoe, a pop-up retail container at Wynyard Quarter, a website and Facebook page. The plan for the future is to build on the successes of the 2016/2017 year by continuing to provide a platform to support a diverse cross-community collective based in Māngere-Ōtāhuhu to:
  - drive development and provision of opportunities
  - support performing and visual artists, both traditional and contemporary
  - provide for the intergenerational transfer of cultural skills and heritage
  - showcase arts and culture
  - develop business models for the sustainability of social enterprise in Māngere-Ōtāhuhu through the PopUp South initiative
  - contract a coordinator to organise and facilitate the participation of MOSEC in social enterprise initiatives.
5. An umbrella group will recruit and manage the coordinator and provide mentoring advice to MOSEC. The preference would be for a local group to undertake this umbrella role.

### Recommendation/s

That the Māngere-Ōtāhuhu Local Board:

- a) approve funding of \$30,000 to an umbrella group to contract and manage a coordinator for the Māngere Ōtāhuhu Social Enterprise Collective to participate in social enterprise initiatives.

### Comments

#### Background

6. MOSEC was formed in 2015 and initially included representatives from Taulanga U
7. In 2016, the local board approved funding for to act as host organisation for MOSEC. The funding was to support capacity building for social enterprise entrepreneurship to improve economic outcomes for local Pacific and Māori communities.
8. MOSEC is a community-led social enterprise initiative. It showcases Māngere-Ōtāhuhu's rich and unique diversity by:

- supporting local talented people to use their skills and traditions to create unique products
  - sourcing places to exhibit and sell those products
  - using traditional skills which creates positive inter-generational social and cultural impact
  - generating a source of income for local artists.
9. MOSEC created the PopUp South brand to showcase retail initiatives including a retail outlet shop in Old Papatoetoe and collaboration with The Southern Initiative and partnering with Pānuku Development Auckland on a pop-up retail container at Wynyard Quarter from 1-21 December 2016, and 13 April to 17 May 2017. MOSEC has worked to raise the profile of the craft market at Massey Homestead, created the [www.popupsouth.com](http://www.popupsouth.com) website and a Facebook page.
10. CIDANZ delivered the administrative umbrella role for MOSEC during 2016/2017.

#### Allocation of budget for 2017/2018

11. MOSEC held an open day on 6 September 2017 to grow membership and set direction. Three new groups have since joined: Māngere East Access Trust (Māngere East Community Centre), Māngere Mountain Education Centre and Repfm, a youth focussed and driven radio station based in Māngere.
12. The following project focus points for 2017/2018 have been identified:
- a) Building the collective to incorporate a broader cross section of local artists and organisations.
  - b) Continued development of a comprehensive database of talent from Māngere-Ōtāhuhu.
  - c) Continued development of customer base and initial customer feedback channels, such as the website.
  - d) Building MOSEC's internal infrastructure towards a successful and sustainable organisation ie capacity building, administration, marketing.
  - e) Development of new sales channels through existing sales outlets e.g. design stores, libraries, community places and facilities, and commercial outlets.
  - f) Development of local makers and artists to ensure quality and output targets are able to be achieved.
  - g) Development of a diverse income strategy to ensure continued development into the future.
13. To achieve the objectives above MOSEC has proposed the following deliverable outputs:

Project strand	Notes	Timeframe	Proposed budget
Engage a project coordinator	To support with the administrative, marketing and logistical coordination for MOSEC activities: 1. Develop internal administrative systems including financial management, database management and a collective communications and decision making strategy. 2. Organise logistics of the waterfront market/PopUp shop. 3. Ensure communications with artists, customers and the wider	Recruit for role ASAP, in place by October.	\$16,500

	community are clear. 5. Support the broader vision of the collective. 6. Seek and scope out additional locations for point of sale initiatives.		
Engage a project mentor	To oversee the contracting and management of the Project Coordinator for the first 3 months of the contract period to ensure targets are met, appropriate systems developed and key tasks completed.	October to December 2017	\$2,500
Waterfront container popup shop	To work in partnership with Pānuku to present a third Auckland Waterfront market for Māngere Ōtāhuhu crafts-people to sell their products to regional and international visitors. - Budget to ensure professional design and staffing of pop up experience.	December 2017 for three weeks.	\$6,000
Customer development	To develop and implement a marketing strategy for the collective including targeted social media, advertising and point of sale print collateral.	Ongoing	\$5,000
		<b>Total</b>	<b>\$30,000</b>

14. An umbrella group to administer the funding needs to be identified because MOSEC is not a legal entity. The organisation is growing and a coordinator is now required to advance opportunities for MOSEC to participate in. A paid coordinator would remove the pressure of responsibility from one group to manage administrative duties and allow for fuller participation from all groups.
15. A coordinator would also provide the opportunity for the collective to grow, support providing an income to local artists through social enterprise and brand Māngere-Ōtāhuhu as a destination which provides quality traditional and contemporary arts and crafts.
16. The coordinator would be engaged in empowering and building the capacity of community groups in Māngere-Ōtāhuhu.
17. The funding requested is required to achieve the objectives of MOSEC for this financial year, assisted by the appointment of an umbrella group and coordinator. Should the funding not be approved, MOSEC will be unable to progress its objectives.

## Consideration

### Local board views and implications

18. The following outcomes in the Māngere-Ōtāhuhu Local Board Plan 2017 are supported by the work that MOSEC engages in with the community:
  - we are the heart of Māori and Pasifika culture
  - a strong local economy
  - a place where everyone thrives and belongs

### Māori impact statement

19. The strategic broker for Māngere-Ōtāhuhu is actively recruiting local marae onto MOSEC to ensure Māori representation on the collective and participation in the community.

## Implementation

20. Staff will work with MOSEC to identify an appropriate umbrella group and process the funding agreement.
21. In the future the social enterprise initiatives under MOSEC may be able to be expanded into a multi-board programme, this would be the next step beyond this year's deliverables.

## Attachments

There are no attachments for this report.

## Signatories

Authors	Helen Grant - Community Development Facilitator Natia Tucker - Advisor
Authorisers	Graham Bodman - General Manager Arts, Community and Events Neil Taylor – Acting Relationship Manager