

Date: Tuesday 18 September 2018
Time: 4.00pm
Meeting Room: Council Chamber
Venue: Henderson Civic Centre
6 Henderson Valley Road
Henderson

Henderson-Massey Local Board

OPEN MINUTE ITEM ATTACHMENTS

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Massey / Henderson

Local Board

18 September 2018

Deputation by Deborah Misiuepa, Relationships & Engagement



Ngā Matawhānui
Our vision

He takapau mātauranga,
he whānau huarewa

Whānau transformation
through education

Ngā Uara
Our values

Ngā Ture
The knowledge that our actions are morally and ethically right and that we are acting in an honourable manner.

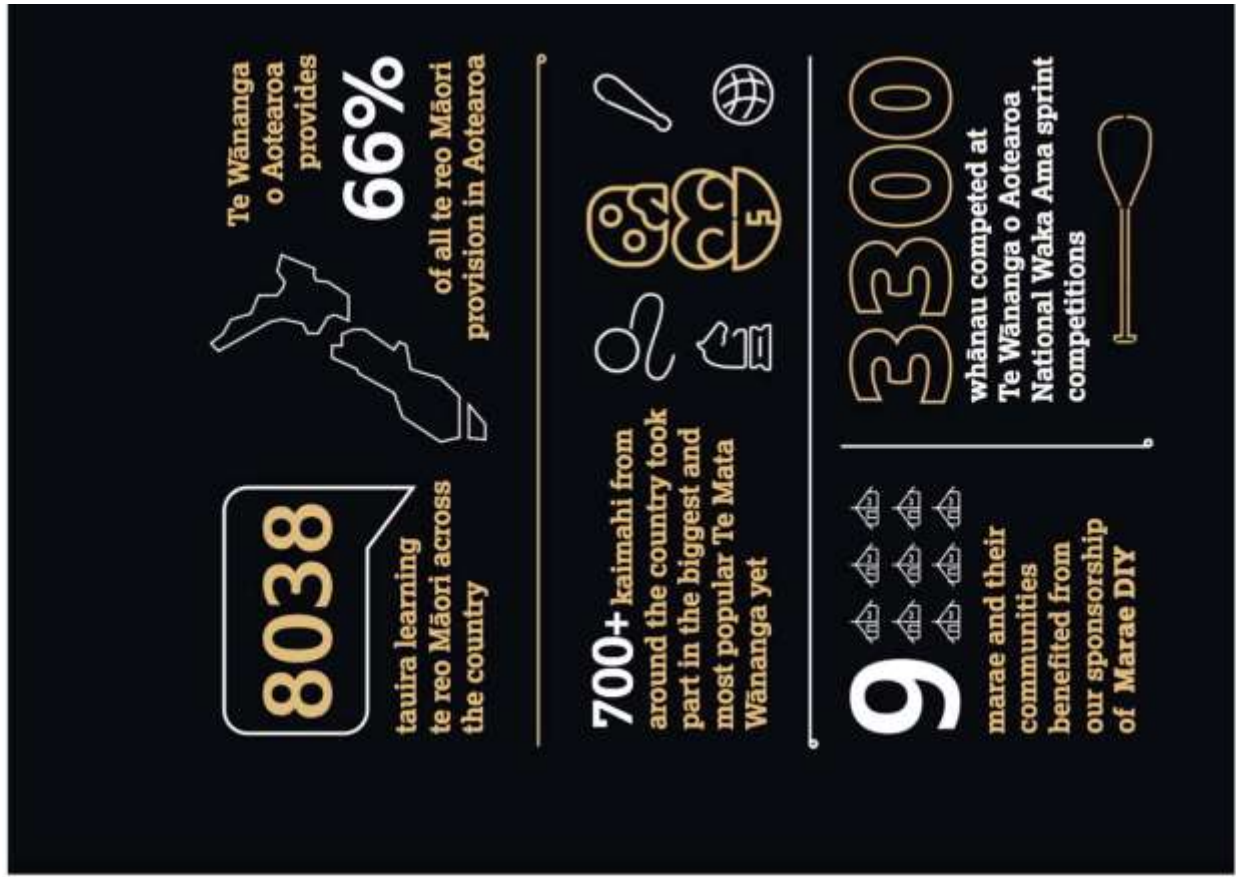
Ngā Whakatakanga
Our mission

Kia angitu te tauira

Tauira success

Ngā Aroha
Having regard for one another and those for whom we are responsible and to whom we are accountable to.

Te Kotahitanga
Unity amongst iwi and other ethnicities; standing as one.



Arotakenga
In review



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~~TWOA & Auckland Council~~

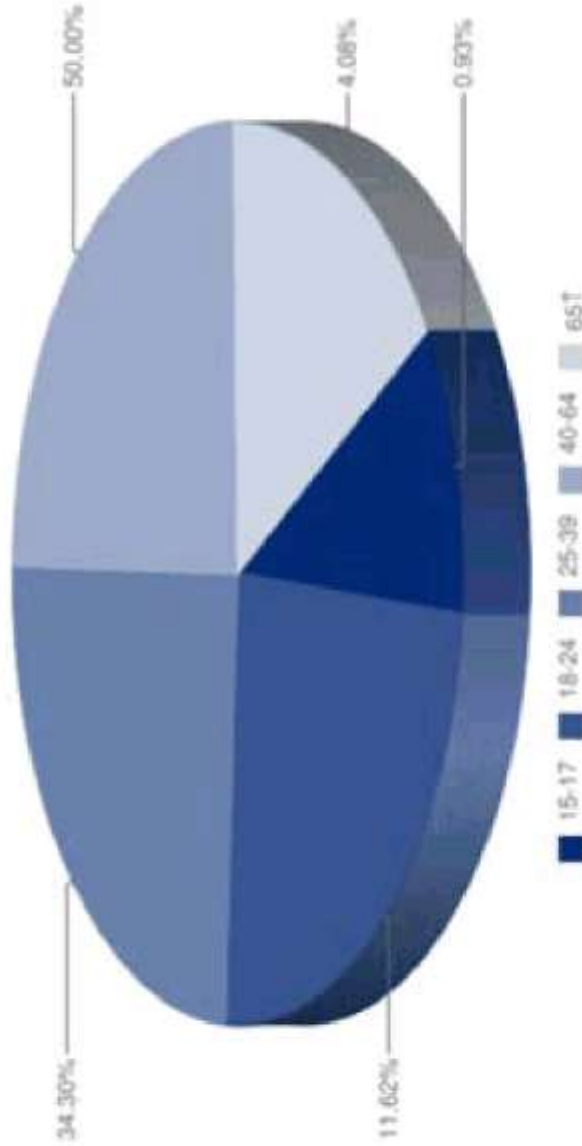
- Tamaki Herenga Waka
- Movies in Parks * He Papa Tikanga
- Pasifika * International Festival
- Matariki * Lantern Festival
- Polyfest * Lunar Festival
- Stand Up, Stand Out



Tairāwhiti

TWOA Tairāwhiti Profile - West Auckland

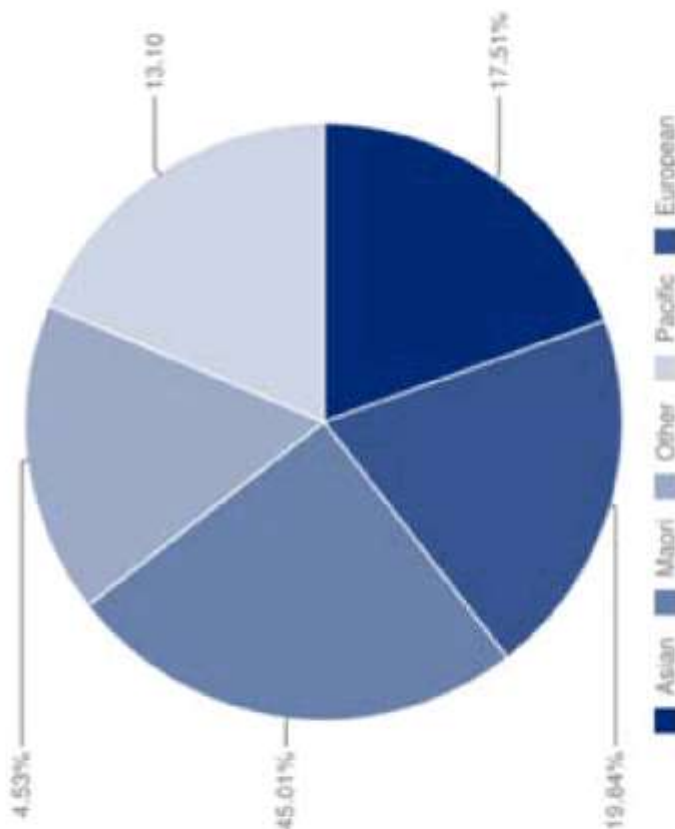
Age Group	No. of Students	Percentage
15-17	15	0.93%
18-24	188	11.62%
25-39	555	34.30%
40-64	809	50.00%
65+	66	4.08%



TWOA Taurira Profile - West Auckland

Attachment A

Ethnicity Group	No. of Students	Percentage
Asian	286	17.51%
European	324	19.84%
Maori	735	45.01%
Other	74	4.53%
Pacific	214	13.10%

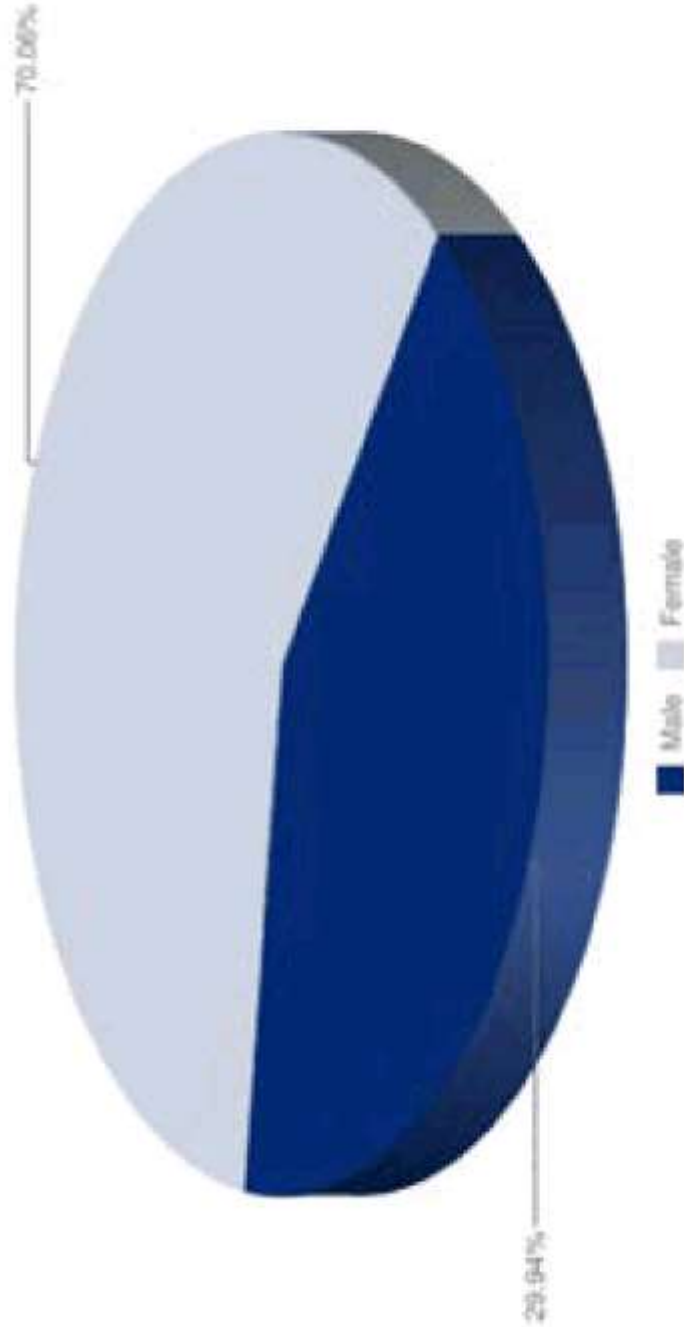


Te Wānanga o Aotearoa

Tairāwhiti

TWOA Tairāwhiti Profile - West Auckland

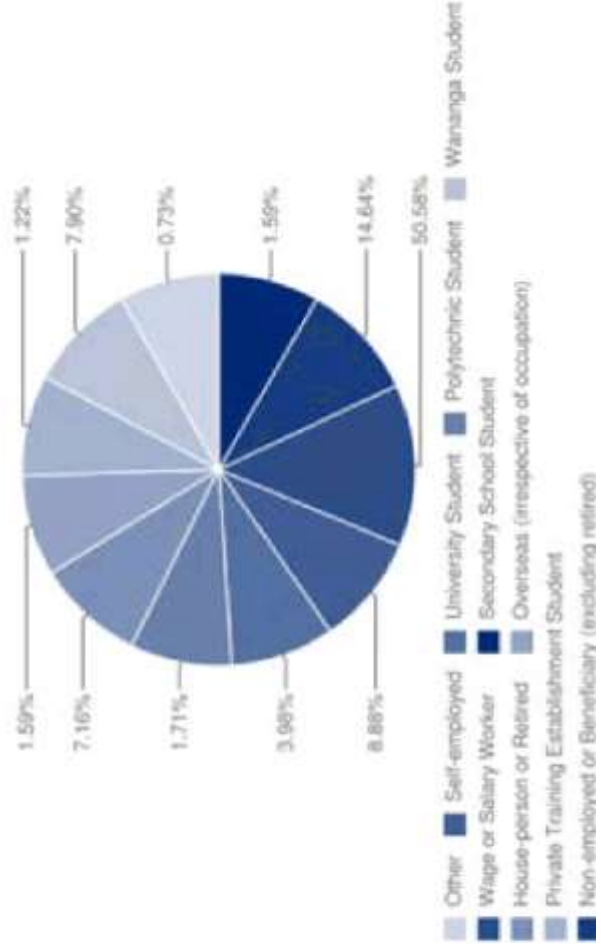
Gender	No. of Student	Percentage
Male	489	29.94%
Female	1144	70.06%



T'WOA 'Iauira Profile - West Auckland



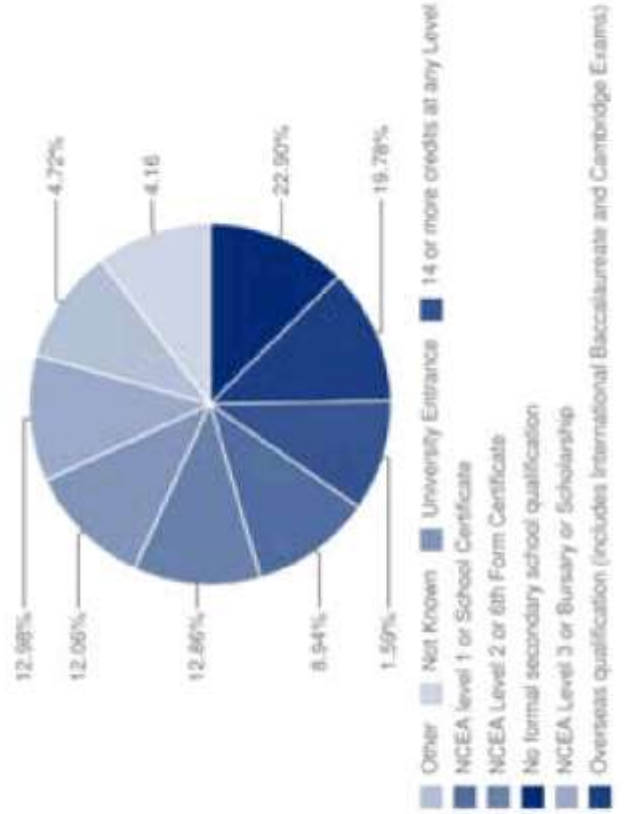
Prior Activity	No. of Students	Percentage
Secondary School Student	26	1.59%
Non-employed or Beneficiary (excluding retired)	239	14.64%
Wage or Salary Worker	826	50.58%
Self-employed	145	8.88%
University Student	65	3.98%
Polytechnic Student	28	1.71%
House-person or Retired	117	7.16%
Overseas (irrespective of occupation)	26	1.59%
Private Training Establishment Student	20	1.22%
Wananga Student	129	7.90%
Other	12	0.73%



Tairāwhiti

TWoa Tauria Profile - West Auckland

Secondary Award	No. of Students	Percentage
No formal secondary school qualification	374	22.90%
Overseas qualification (includes International Baccalaureate and Cambridge Exams)	323	19.78%
14 or more credits at any Level	26	1.59%
NCEA level 1 or School Certificate	146	8.94%
NCEA Level 2 or 6th Form Certificate	210	12.86%
University Entrance	197	12.06%
NCEA Level 3 or Bursary or Scholarship	212	12.96%
Other	77	4.72%
Not Known	68	4.15%



WŪA TAUIA IŪHIC - WĒSĪ AUCĀHĀIU

We deliver

- 63 Classes – Henderson, Glen Eden
- 1,550 tauira

Popular Programmes

- Te Arawhanui – CSB/PM, MM, CBAT
- Te Reo Rangatira
- Introduction to Visual Arts



Te Wānanga o Aotearoa

What Next?

That the Henderson / Massey Local Board partner with Te Wānanga o Aotearoa to identify opportunities to partner in the Maori Responsive Plan.





CPHBA Chair's Presentation to HMLB Meeting – 18 September

Introduction

Good afternoon, My name is Kelvin Armstrong, I am here representing the Central Park Henderson Business Association as the new Chairperson. I would like to thank you for your time, and for your recent and ongoing support.

As you may be aware we are working tirelessly connecting the business and wider community with some great gains and successes, on a number of our combined initiatives and desired developments.

Results – Previous Funding (Website & Database)

We would like to formally thank the local board for the past funding and we hope you have taken the opportunity to see the tangible outcomes, such as our recently completed website as per slideshow presented pages 7, 8 & 9.

It clearly identifies our current vehicles of communications and associated communities. You may notice the main landing page referring to "West Auckland Business" that houses our assets as well as defining our "One Voice for West" strapline.

Not just from an outbound communication aspect but also giving all stakeholders the opportunity of using us as a communications vehicle, such as the up and coming Lincoln Road Upgrade project.

Our identity is now clear in showing our community "what we do"

- Central Park Henderson Business Association
- West Auckland Business Club
- Wayin (our own West Auckland Youth in - to employment site)
- Lincoln Road Upgrade communication portal for Auckland Transport

The Database

Database accumulation is an incredibly large undertaking, Sourcing from vendors, software for storage and cleaning so it is usable for BID communication, we have this underway but are somewhat restrained from a cost and time perspective. We will be asking for more ongoing support in the new year.

One voice for the West!



Previous Funding – Youth

Our BDM has submitted our report in regards to our WAYIN™ (youth into employment) To summarise, we are committed to engage with the many West Auckland support services, from an outbound communication perspective in our recent CPH News Magazine articles.

We have held meetings with Waitakere College, The Trusts and VisionWest. While struggling with Youth Connections communication dropping off, we understand you are in process of a workshop with YC. CPHB are committed to connect our youth to our businesses we are gaining traction.

However, understanding the difficulties involved within this sector, it must be an ongoing project, we will be looking for further support for these plans in the 2018/19 funding round from the board. Our initiatives will show further tangible outcomes in our next report, with engagement from our above mentioned partners.

Our Community Memberships and Relationships

CPHBA membership is currently sitting at 180+ Companies with a target of 200 by year end. WABC Membership is close to the 2000 mark, we are working on cleansing this database currently and expect that will be complete by November 30th

Our Community Connections (July - August)

- CPHBA members only forum on the Lincoln Road upgrade with A.T. was a success and well received, with an upcoming Public forum to be held in October
- Meeting with Panuku team – Objective to forge a connection to realise the timelines and benefits for our community, to communicate with our stakeholders.
- Member Local Works discussing homeless and the impacts it has on the wider community and understanding issues and solutions.
- Directing a business to HMLB for the servicing of Henderson - Tree Fairy Lights
- Meeting with Tony Crampton, Auckland Council's Graffiti Vandalism Prevention Advisor, together with Henderson Police, in July to access our connection and reinforce CPHBA's desire to have a connection that we can build on and assist a great community.
- West Auckland Initiative – Myself and Garry attended and participated.
- VisionWest, several meetings creating our relationship and understanding how we can connect better with youth and be an advocate/liaison to business.
- The Trusts – focus on youth and connecting vocational pathways.
- Schools we can proudly say we have as members to CPHBA, 5 schools.
- Monthly catch up's with HMLB Chair Shane Henderson.

You can see from these, we are being seen, progressing work and are getting the job done!

ONGOING – We are investigating the appetite for a localised employment expo amongst local businesses and other relative key stakeholders (which will include schools, private training establishments, industry training organisations). Initial feedback is positive.

One voice for the West!



Communications

- Our "Central Park Henderson News" magazine is being well received, and overall comments from the readership and advertisers has been overwhelmingly positive with a periodic expansion of pages.
- Our aim is to achieve our target of 20 pages by mid-2019.
- CPHBA Email newsletter has an unprecedented opening rate of 40% plus (industry average being 16%)
- WABC Email Newsletter is succeeding at similar rate
- CPHBA Facebook followers 352
- WABC Facebook followers 533

These connections to our community are strategically managed, we are positioning ourselves for long term engagement with our community, should a call to action initiative arise we can be sure our community will engage with our objectives.

Networking

Our networking vehicle "West Auckland Business Club" has transitioned the management changeover from ATEED to NZFGS and has successfully held its first event. There was 150 attendees! And the room was electric.

Our next event will be this Wednesday at Waitakere netball/Te Pai event Centre. A note of importance is the attendance mix - from SME's, larger businesses such as banking & finance etc, to 'not for profits'.

The engagement this networking vehicle creates, is diverse and obviously a valued event on the calendar, with most now being oversubscribed! We are seeing an influx of new members is a consequence of this change of management.

In Summary

There is seriously a lot more we would like to do, but as a group of Board volunteers and only one fulltime contractor we have our limitations. As you are aware, it is our ambition to apply and successfully create a "Business Improvement District" in order to unleash these aforementioned restraints. Currently we are working on our strategic planning, and undertaking work on the BID database collection and cleaning.

Thank you for your reception and time.

One voice for the West!