

auckland  
communities  
foundation

# MacroAuckland

Mark Bentley





## What does Auckland Communities Foundation aim to do?

### For Community

- Research community needs.
- Act as community convenor.
- Provide leadership that fosters collaborative endeavour.

### For Good

- Match donors who care with causes that matter.
- Model best practice in donor services and administration.
- Champion philanthropy.

### For Ever

- Build permanent base of funds for future generations.
- Honour long-term giving intentions of their donors.
- Promote long-term community vitality.



# MacroAuckland

## **MacroAuckland is:**

- A research and engagement project designed to:
  - Identify Auckland's strengths and challenges.
  - Inform and inspire generosity.
  - Prioritise areas for ACF consideration.
  - Creatively explore how funders and donors can make real, sustainable, targeted change through projects in our community.



## MacroAuckland aims

### Primary aims

- Enable ACF to better advise our donors on Auckland's issues and thereby direct their granting more effectively.
- Use quality research to engage more generous Aucklanders and Auckland organisations to give (remove the 'too hard' argument).
- Encourage collaboration amongst funders and amongst charities.
- As a public foundation be publicly accountable
- Deliver on our role as a community convenor

### Secondary aims

- Create an evidence-based prospectus for ACF work.
- Build relationships with 'good' deliverers and the philanthropic community
- Bring 'reality' to ACF's reputation by getting important projects underway
- Build credibility and profile for ACF
- Establish strong relationships with corporates



## Project Structure

### Phase One: Understanding Auckland

Facts

Perceptions

**Outcomes:**  
Discussion papers and briefing  
documents for Forum

### Phase Two: MacroAuckland Forum

Synthesis of trends and themes  
in Auckland

Identification of priority areas  
of challenge and opportunity

**Outcomes:**  
Validation of data  
Initial strategic response ideas  
for ongoing activity

### Phase Three: Reporting and Action

Detailed development of  
strategic response initiatives

Development of full  
MacroAuckland report and  
interactive website resource

**Outcomes:**  
Strategic Projects  
Dissemination of report and  
findings



## **MacroAuckland Advisory Group**

### **Members**

- Alison Sutton, Critical Insight, Comet, MIT
- Kirk Sargent, Auckland Museum, ACF Trustee
- Phil Harington, University of Auckland, NZ Lottery Grants Board
- Megan Courtney, Inspiring Communities, ACDA
- Nicola Keen-Biggelaar, SKYCITY Auckland Community Trust
- Eva McLaren, Auckland Council
- Ian Leader, Westpac, formerly AUT

### **New additions**

- Nick Jones, IAG
- Lucy Baragwanath, Committee for Auckland

### **Help from**

- Chloe Harwood, ASB Community Trust
- John Bassett, Ministry of Social Development



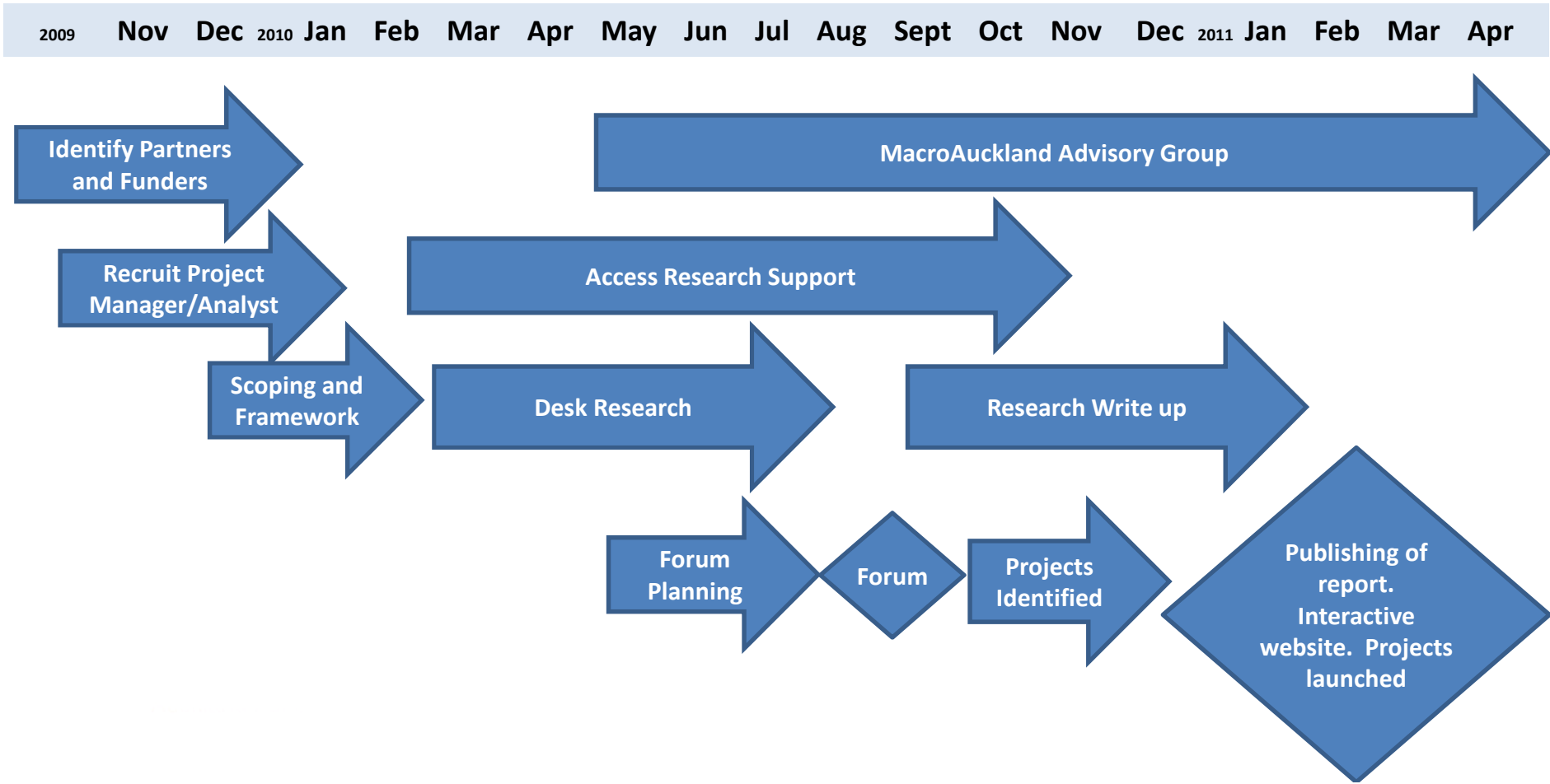
MacroAuckland

## **International Best Practice**

- Canada – Vital Signs
- Sydney – Liveable Sidney Project (United Way)
- Melbourne - MacroMelbourne



## Timeframe





# MacroAuckland

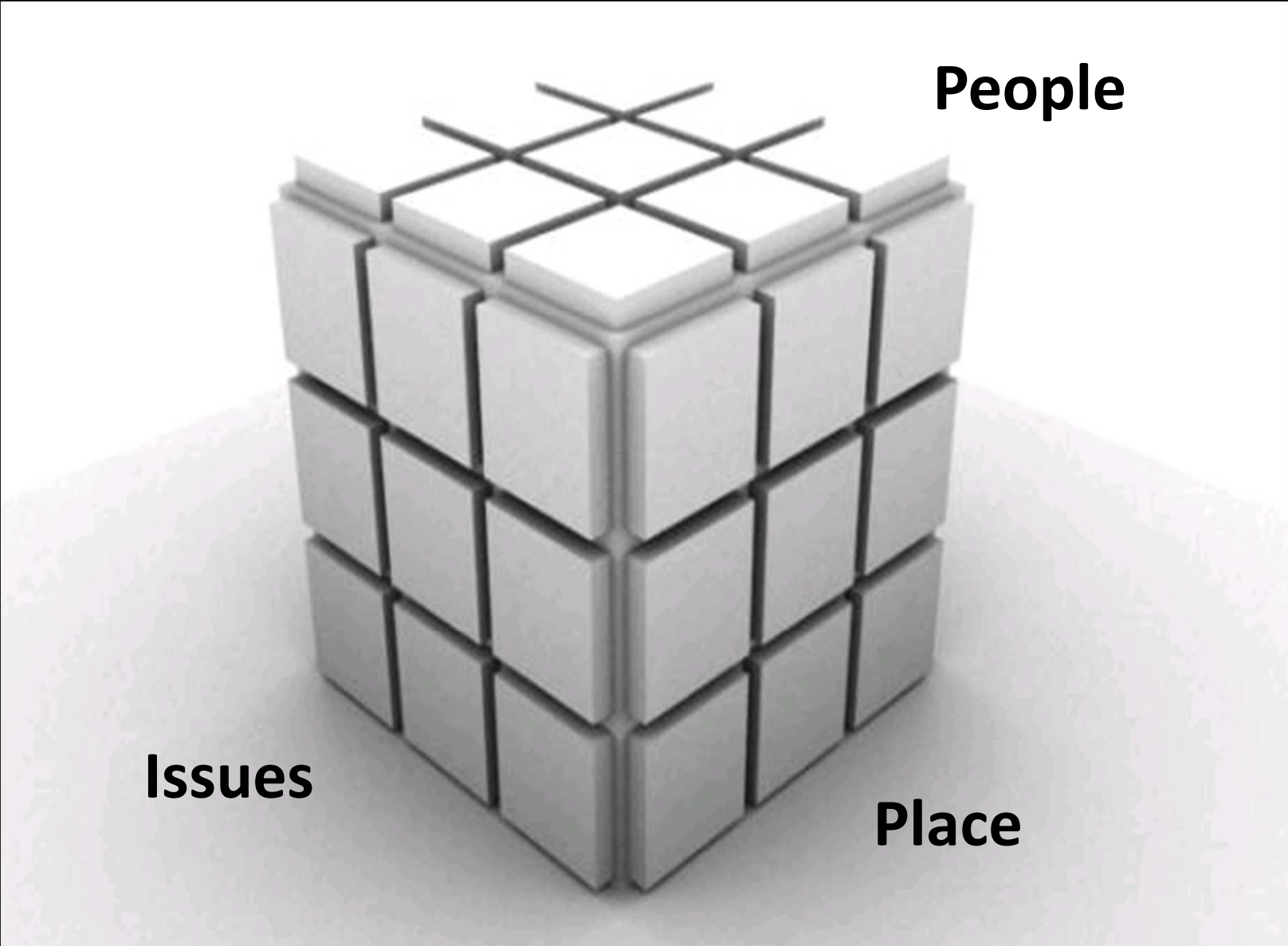
## **Funding**

### **Financial support**

- Westpac
- SKYCITY Auckland Community Trust
- Vodafone Foundation

### **Pro bono support**

- Ballantyne Taylor
- SKYCITY
- Geon Print and Communications
- Blendmedia
- Crackerjack Promotions
- KPMG





MacroAuckland

## Research Framework

-  **culture**
-  **environment**
-  **housing**
-  **access**
-  **safety**
-  **economic well-being**
-  **employment**
-  **education**
-  **health**



auckland  
communities  
foundation

# Macro Auckland

## Informing and Inspiring Generosity

Summary Report 2011

Deb Schwarz and Charles Crothers



auckland  
communities  
foundation

### auckland communities foundation

**As part of our commitment to taking the grassroots out of giving, Auckland Communities Foundation (ACF) has developed the MacroAuckland research and engagement project.**

**Why MacroAuckland?**

As part of our response to the report of the Auckland Council's Commission of Inquiry, ACF engaged the MacroAuckland research and engagement project to explore the needs, interests, and aspirations of Aucklanders in relation to their communities. The project's findings will inform our future work and help us to better understand the needs and interests of Aucklanders.

**Our aim is to:**

- Understand the needs and interests of Aucklanders in relation to their communities.
- Identify the issues and challenges that Aucklanders face in their communities.
- Develop strategies and initiatives to address these issues and challenges.
- Engage Aucklanders in the development of these strategies and initiatives.



### table of contents

introduction	04	aucklanders' attitudes	44
auckland communities foundation	06	what is government?	46
background to auckland	10	time to be generous	48
auckland by issue	10	the future	50
housing	12	aid - helping you to make a difference	52
employment	14	working, saving and investment	54
environment	16	research and information	58
changelmakers	18	further information	60
about	22		

### housing

**Housing is more than accommodation: it locates people in a community, and where someone lives affects how they feel, the people they interact with, their health and their relationships with others.**

**Key findings:**

- Most Aucklanders (70%) are satisfied with their housing.
- There is a need for more affordable housing.
- There is a need for more social housing.
- There is a need for more private rental housing.
- There is a need for more public housing.

### employment

**Jobs are important not just for the income obtained but for the social belonging that they engender, especially if the jobs are high quality jobs. Auckland's employment landscape, the wealth of knowledge and skills enjoyed by Aucklanders shapes what jobs are available, although improvement in both quantity and quality is possible in the future if challenges and barriers to better employment are overcome.**

**Key findings:**

- Most Aucklanders (70%) are satisfied with their employment.
- There is a need for more high-quality jobs.
- There is a need for more training and development opportunities.
- There is a need for more flexible working arrangements.

### environment

**Auckland's natural environment is highly diverse, supports a wide range of species, and provides Aucklanders with resources, income, aesthetic beauty and space for recreation. Recognising the inherent value of the natural world, as well as the benefits business can get from it, encourages increased responsibility and protection of the Auckland environment.**

**Key findings:**

- Most Aucklanders (70%) are satisfied with their environment.
- There is a need for more green spaces.
- There is a need for more water conservation measures.
- There is a need for more air quality improvements.

### changelmakers

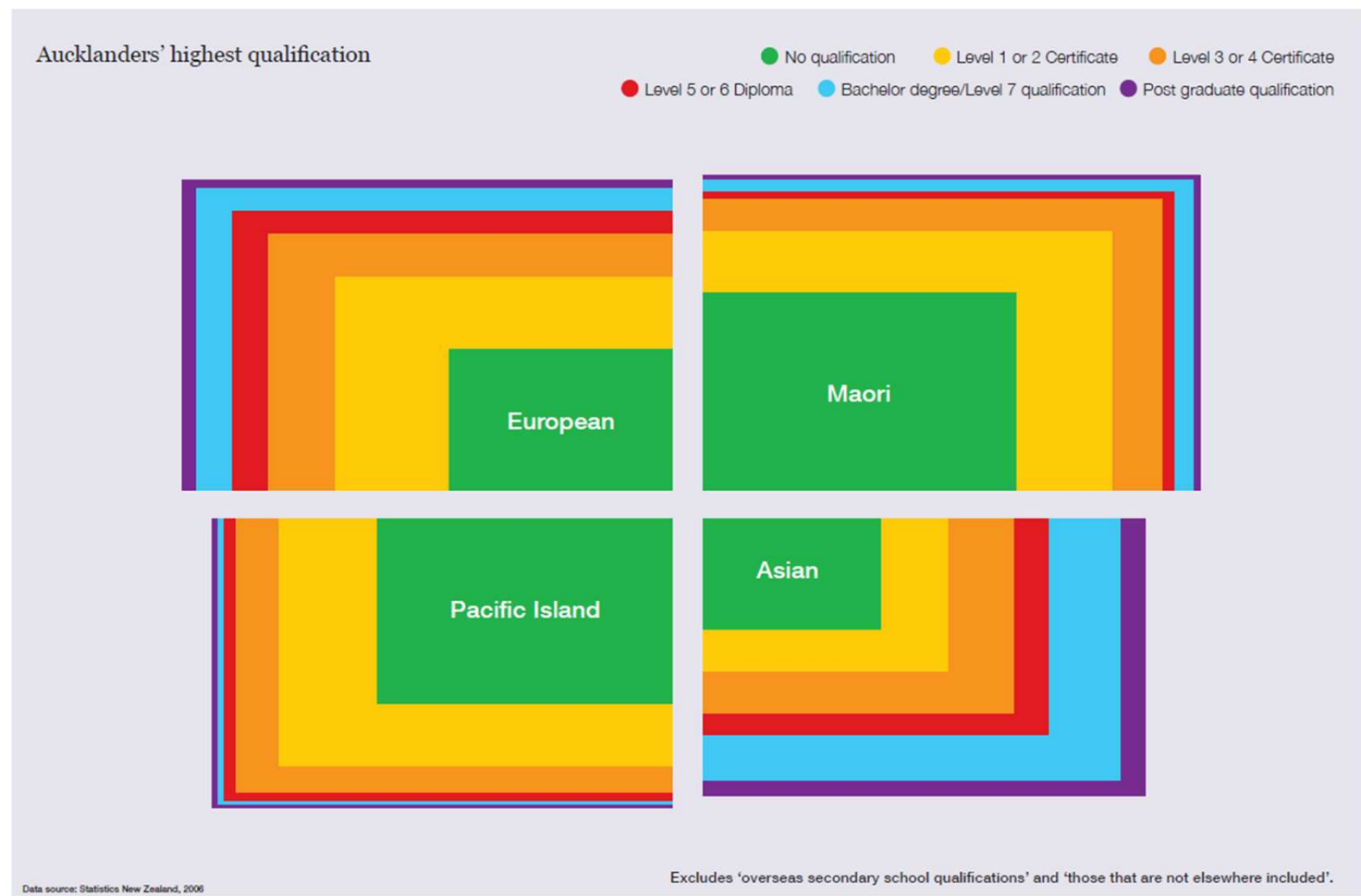
**Prober Time Streams - A Green Revolution**

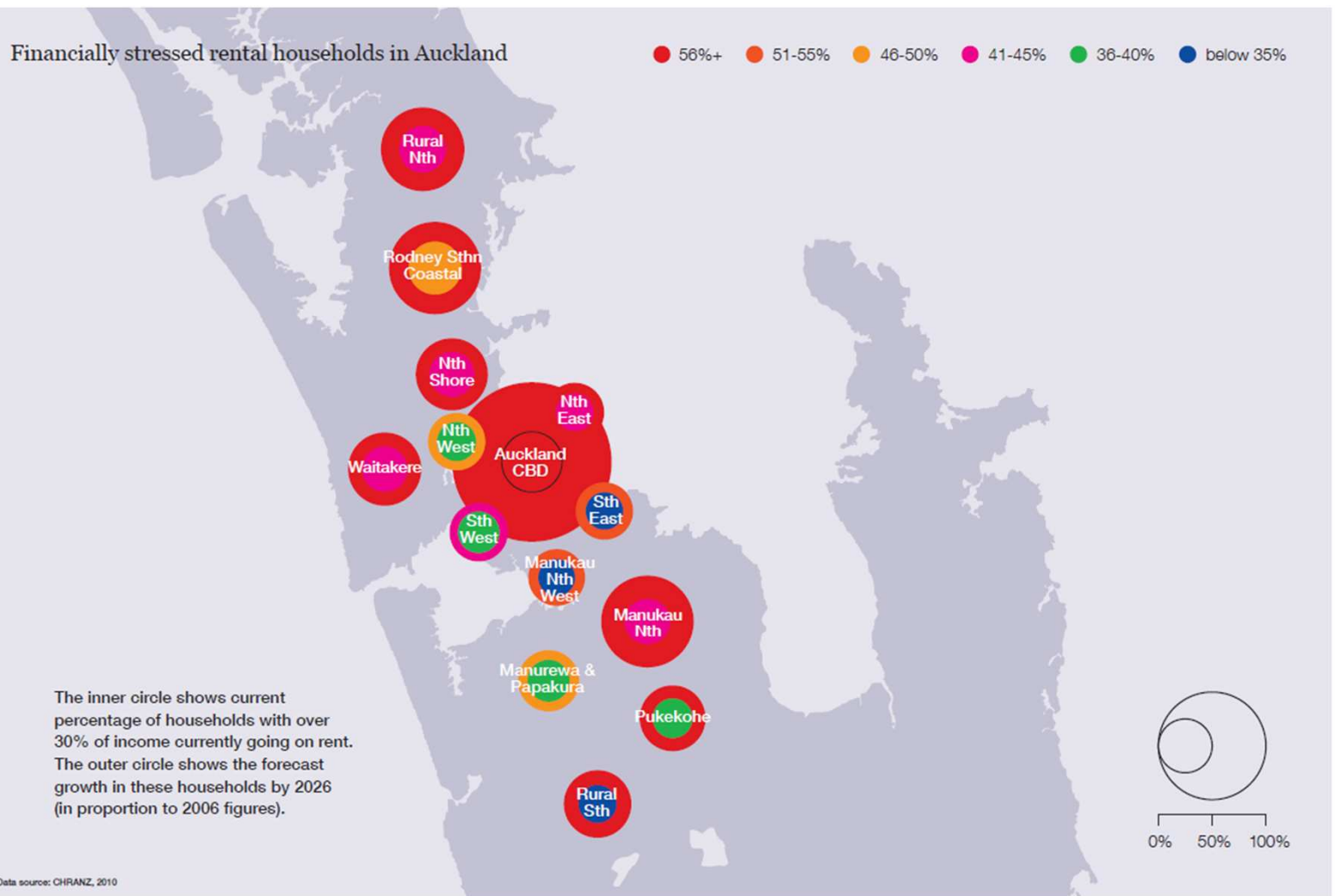
**Key findings:**

- Most Aucklanders (70%) are satisfied with their changemakers.
- There is a need for more community-led initiatives.
- There is a need for more social enterprise models.
- There is a need for more volunteer opportunities.



# Visualisations







Sign up for our Email Newsletter

First name [input] Family name [input] Email address [input] Sign up

For community For good For ever MacroAuckland



MacroAuckland Full report

In this section

- What is MacroAuckland?
The MacroAuckland Approach
MacroAuckland Research
Summary report
Full report
Background to Auckland
Aucklanders' Attitudes
What is Government doing?
Changemakers
MacroAuckland Initiatives
Sponsors

Full Report

The Full MacroAuckland Report builds on the MacroAuckland Summary Report released on 22nd March 2010. Each of the nine chapters that focus on specific issue areas are expanded to include additional research and insights.

Each of the extended chapters is available as a PDF below.

You can also access the following supporting information:

- Appendix tables
Maps
Full Reference List
Data Information

Culture

Full chapter

Culture includes our values, beliefs, traditions, communities and heritage and how we participate in and express ourselves in relation to our culture. Diversity can be a source of celebration, but can also be associated with misunderstanding and discrimination.

Environment

Full chapter

Auckland's natural environment is highly diverse and supports a wide (but somewhat threatened) range of different plants and animals. It also provides Aucklanders with resources, income, aesthetic beauty and space for recreation. This section also considers Aucklanders attitudes to our environment and responsibilities to care for it.

Housing

Full chapter

Housing is more than accommodation: it locates people in a community, and where someone lives affects how they feel, the people



## MacroAuckland Priority Areas

- Early Childhood Education
- Migrant and Refugee Settlement
- Youth Transitions
- Environment
- Youth Health
- Housing



## Project Criteria

- ACF is committed to supporting projects that meet the following core objectives:
  - Projects that are sustainable and make Auckland more sustainable
  - Increase the people of Auckland's wellbeing
  - Close the gap between the privileged and underprivileged
  - Increase inclusiveness
  - Increase opportunities to participate
  - Protect human rights, tolerance and diversity
  - Empower beneficiaries
  - Engender collaboration
  - Address multiple issues
  - Be flexible in terms of scale



BigBuddy YouthworX WaitakereLawCentre NewFoundationsTrust  
ChangeworksTrust GlenInnesFamilyCentre PointEnglandPrimarySchool  
LivingAndLearningFoundation NewZealandHousingFoundation  
CareerServices ProjectTwinStreams MinistryOfPacificIslandAffairs  
AucklandRegionalMigrantServices InspiringCommunities YouthHorizonsTrust  
Suss-It Barnardos HabitatforHumanity COMET  
Gardens4Health YoungEnterpriseTrust ManuAlive  
ManurewaParentingHub Oooby ManuAlive  
FountainOfKnowledgeTrust GreatPotentials  
WestsideCounsellingService ManurewaMarae TeManuAuteWhareOranga  
MinistryOfYouthDevelopment NewZealandPropertyInvestors  
OrganicSystems DepartmentforBuildingandHousing SalvationArmy YWCA  
NgaKaitiakiOTeWhanauAwhina AucklandCouncil TeTaiTonga Federation  
MentalHealthFoundation  
BestPasifikaLeadershipFoundation TheAucklandPerformingArtsCentre  
TamakiPlaycentreAssociation WaitakereYouthTransitionServices  
Youthline ManurewaMarlins PresbyterianSupportNorthern  
VisionWest DingwallTrust BreakOutYouthProgramme Clendon454  
Omega JamesSamuel CommunityOfRefugeTrust RoomToGrow MinistryOfSocialDevelopment  
C-MeMentoringTrust CountiesManukauDHB RaukuraHauoraOTainui  
DreamCentreYouthExtreme MasseyMatters SolomonGroup TeWaipunaPuawai FirstFoundation  
AucklandWomen'sCentre ClendonParkPrimarySchool MinistryOfEducation  
BrothersInArms Lifewise CAYAD Plunket CommunityWaitakere  
AucklandCouncil TheAucklandPerformingArtsCentre  
WaitakereYouthTransitionServices  
PresbyterianSupportNorthern  
BreakOutYouthProgramme  
CommunityWaitakere  
MinistryOfSocialDevelopment  
RaukuraHauoraOTainui  
FirstFoundation  
Clendon454  
DepartmentOfInternalAffairs  
ErickHolmesYouthTrust

## How are we doing so far

### Primary aims

- Enable ACF to better advise our donors on Auckland's issues and thereby direct their granting more effectively.
- Deliver on our role as a community convenor.
- Use quality research to engage more generous Aucklanders and Auckland organisations to give (remove the 'too hard' argument).
- Encourage collaboration amongst funders and amongst charities.
- As a public foundation be publicly accountable.

### Secondary aims

- Create an evidence-based prospectus for ACF work.
- Build credibility and profile for ACF.
- Establish strong relationships with corporates.
- Build relationships with 'good' deliverers and the philanthropic community
- Bring 'reality' to ACF's reputation by getting important projects underway