



**Philanthropy New Zealand**

Tōpūtanga Tuku Aroha o Aotearoa

# BayTrust, our journey, and the tools we use....





Philanthropy New Zealand

Tōpūtanga Tuku Aroha o Aotearoa

## Firstly the little Steps – Meet and Greet

- Find a host
- Good opportunity to get into small communities
- Encourage community based community development
- Make relationships –
  - Promote discussion
  - Put the \$\$\$ aside
  - Find out real problems
  - Discussion around issues, needs, what's working, what's not
- Talk to each other and you



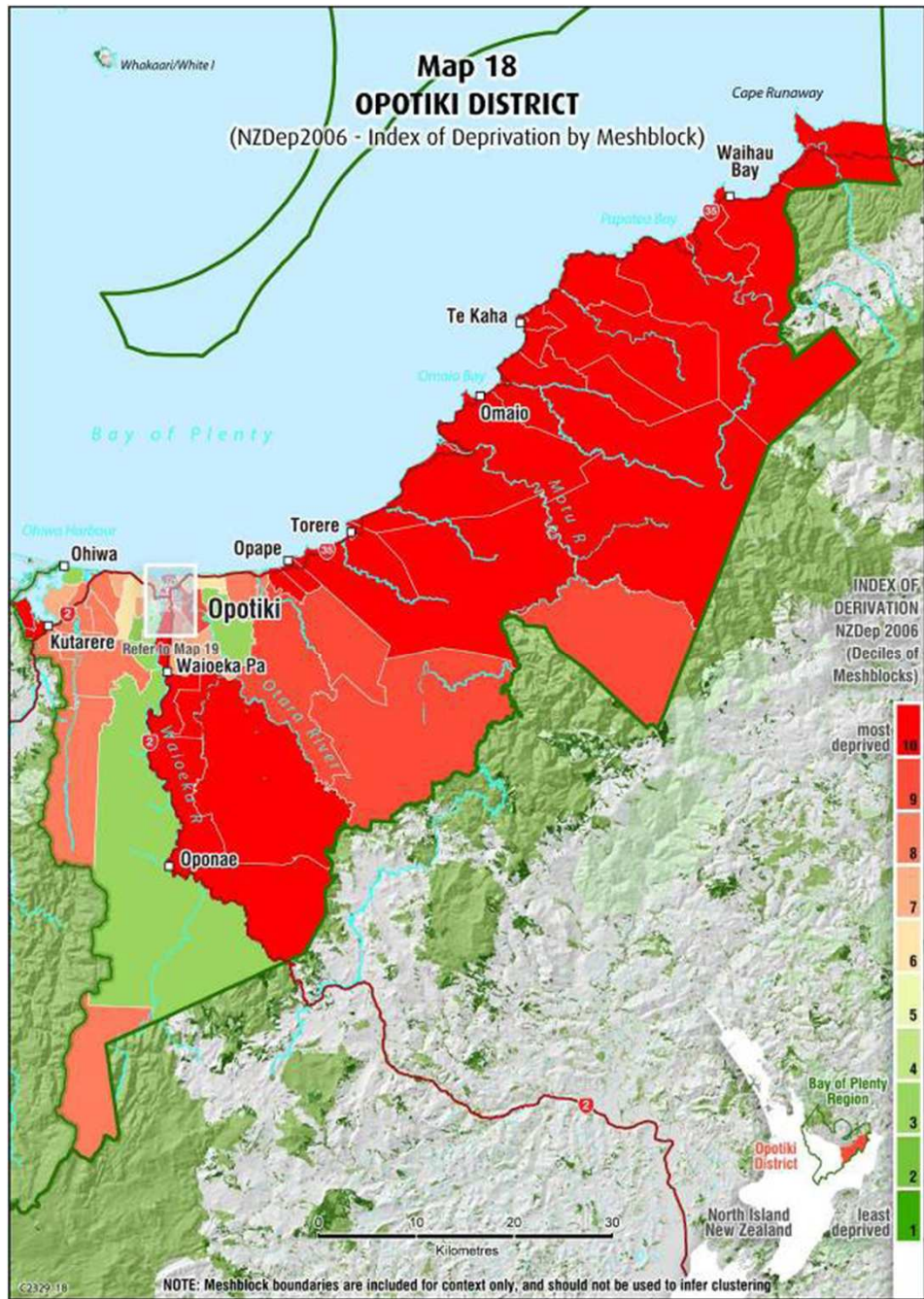
**Philanthropy New Zealand**

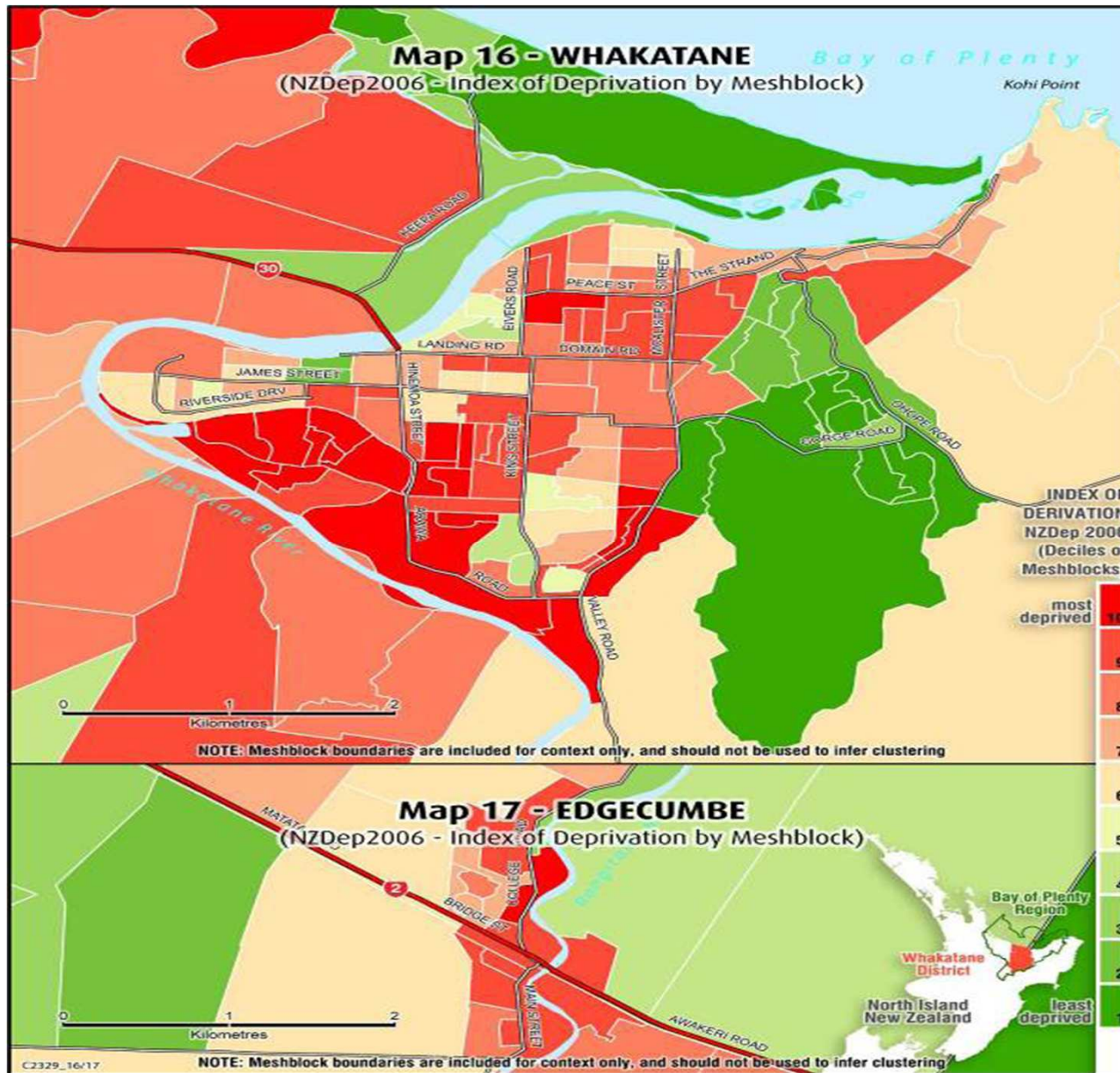
Tōpūtanga Tuku Aroha o Aotearoa

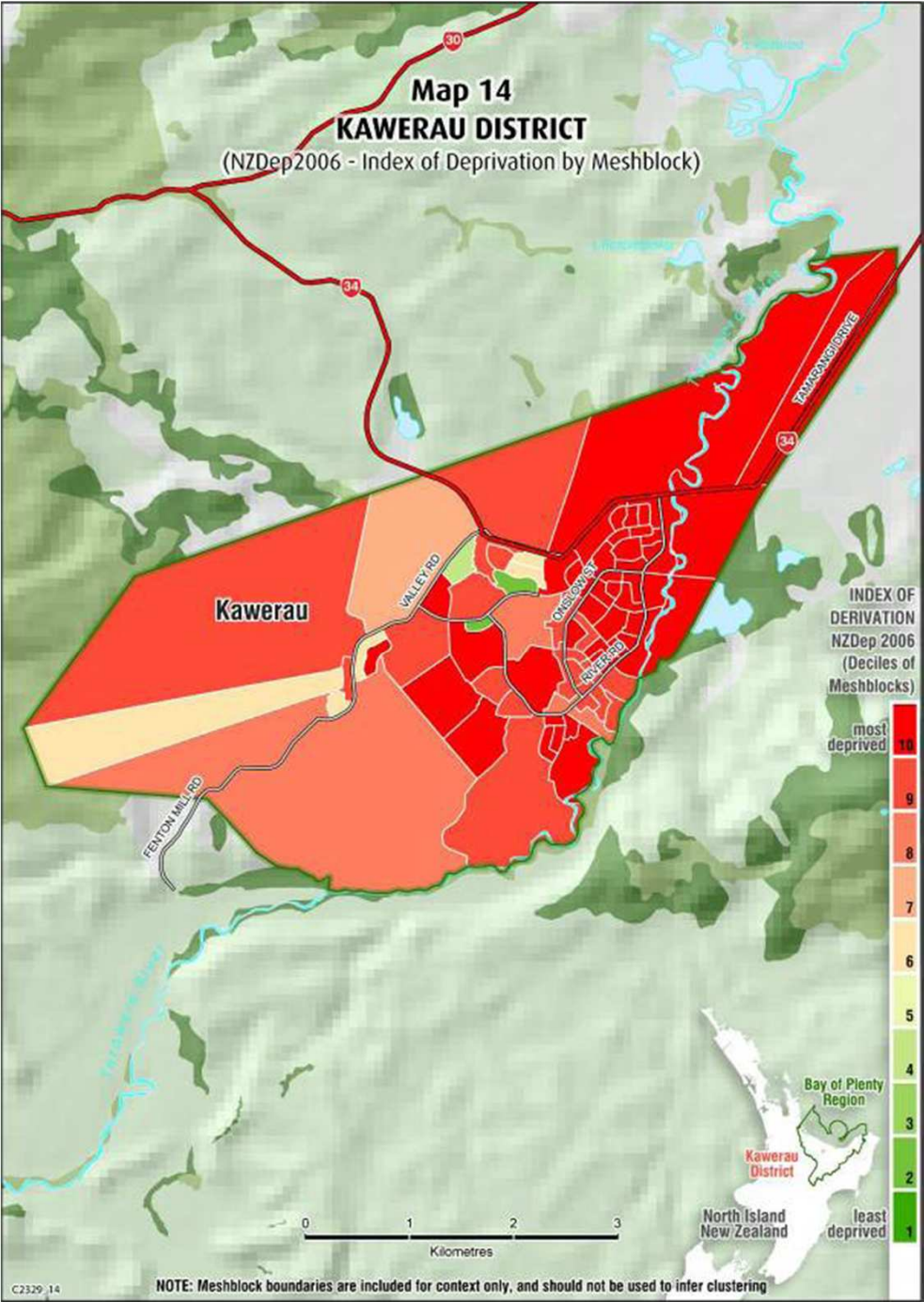
## Secondly – the relationship with Opotiki

Background –

- Social Issues prevalent...what they look like

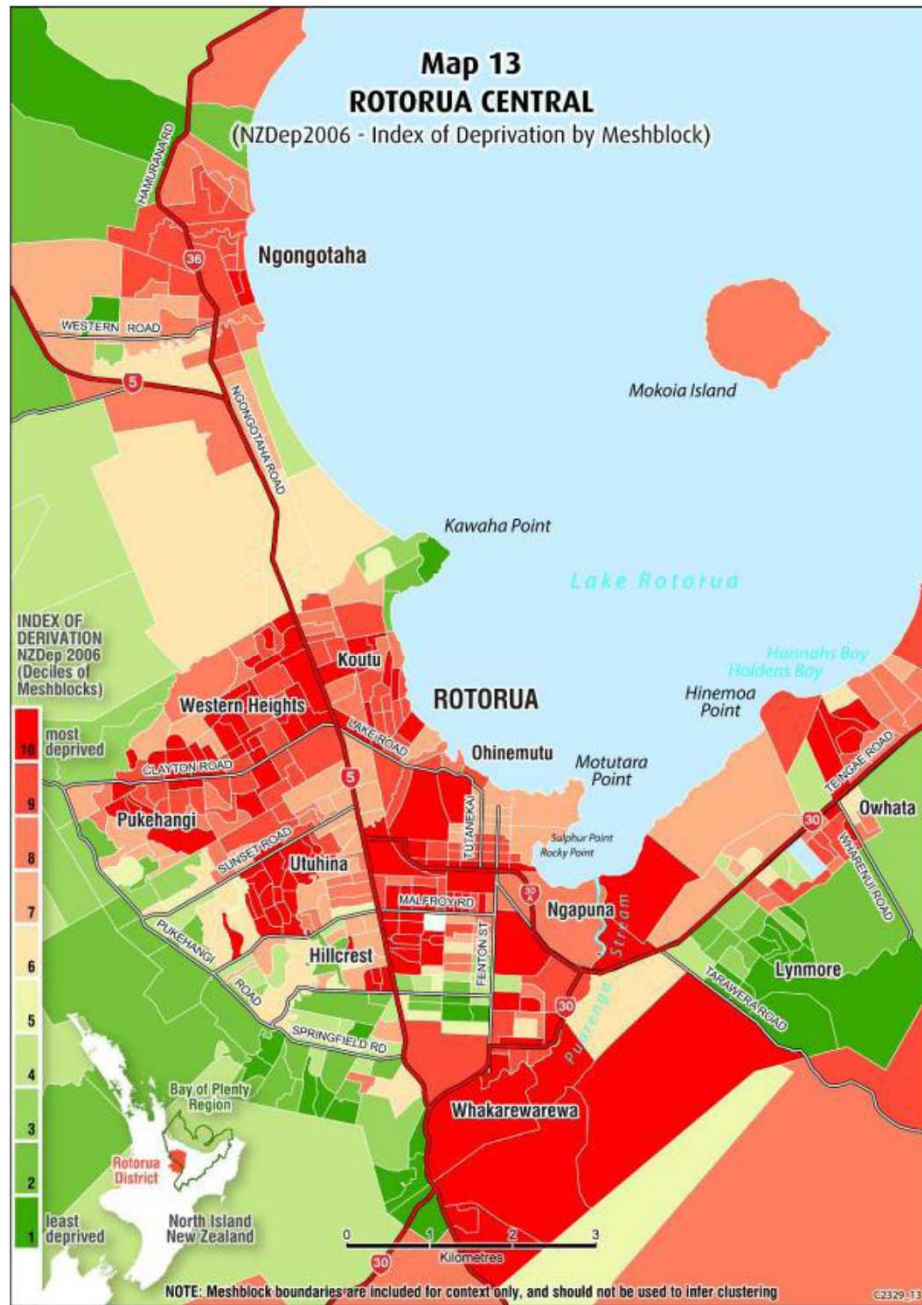




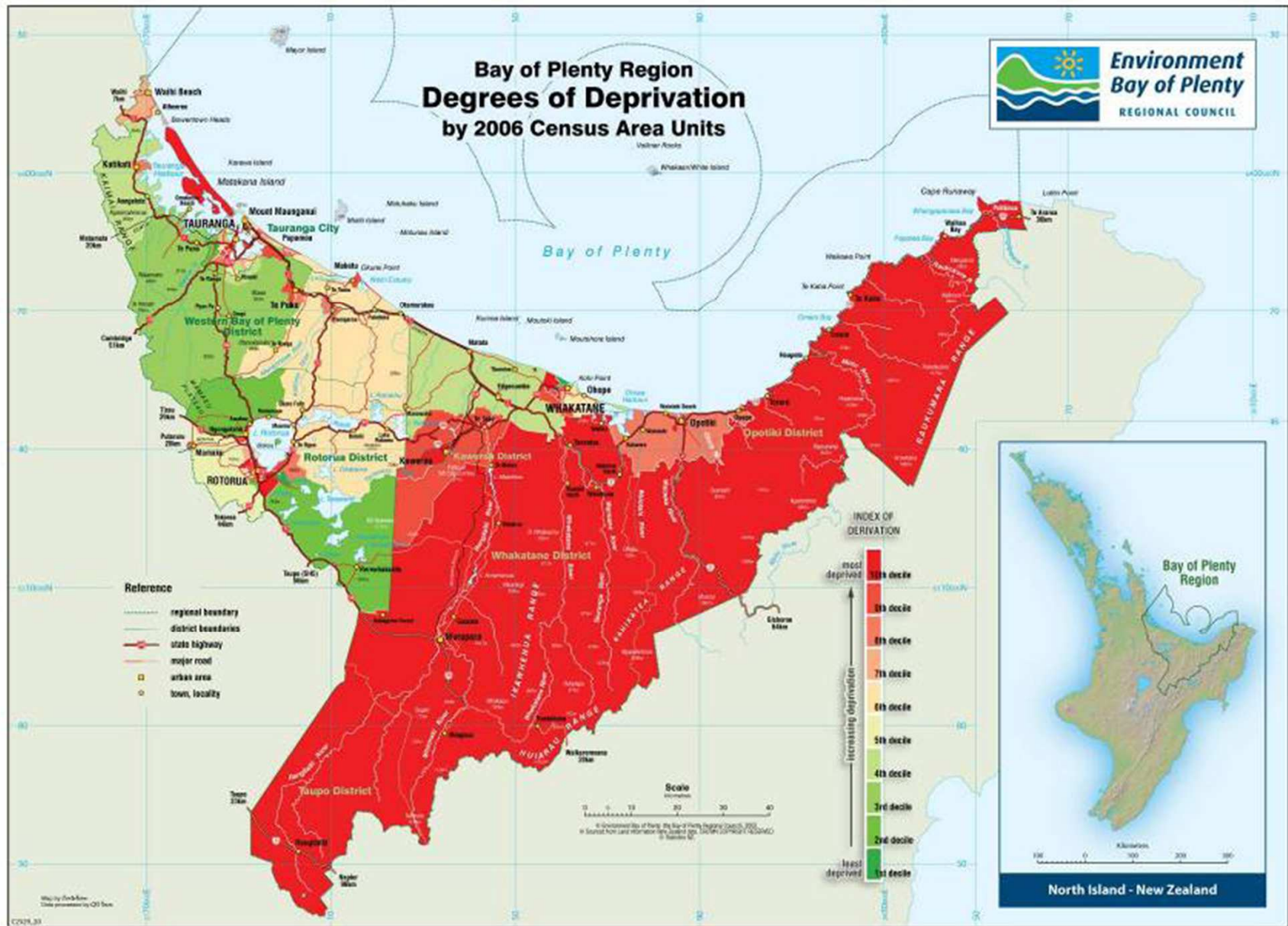


# Map 13 ROTORUA CENTRAL

(NZDep2006 - Index of Deprivation by Meshblock)



# Bay of Plenty Region Degrees of Deprivation by 2006 Census Area Units





Philanthropy New Zealand

Tōpūtanga Tuku Aroha o Aotearoa

## Secondly – the relationship with Opotiki

### **Background –**

- Social Issues prevalent...what they look like
- Question: what are we (BayTrust) doing about it?
- Better question: what could we do about it?
- Answer:

Nothing – by ourselves



**Philanthropy New Zealand**

Tōpūtanga Tuku Aroha o Aotearoa

## Fast Forward to 2010:

- Developing relationship - Opotiki District Council, Inspiring Communities and BayTrust



**Philanthropy New Zealand**  
Tōpūtanga Tuku Aroha o Aotearoa

# Why Opotiki?

Leadership

Projects

Collaboration

2 Projects, 2 Organisations, 1 Plan



**Philanthropy New Zealand**

Tōpūtanga Tuku Aroha o Aotearoa

## Brief on the plans:

- Aquaculture Development – Mussel farm owned by Te Whakatohea Maori Trust Board (54%), Sealord (26%) and New Zealand Seafarms (20%).
- Harbour Development Project – necessary to capitalise on the aquaculture development and ensure the maximum benefit/social return to the people of Opotiki (driven by Opotiki District Council)



**Philanthropy New Zealand**

Tōpūtanga Tuku Aroha o Aotearoa

## What we have done:

- Signed a Memorandum of Understanding between BayTrust and Opotiki District Council



Philanthropy New Zealand

Tōpūtanga Tuku Aroha o Aotearoa

## What it says:

- Recognises alignment of our social objectives
- Recognises the issues faced by Opotiki and the answers in sustainable community development
- Recognises the Harbour Project as a key to change in social conditions
- Recognises this is a partnership, we will support each other, have regular meetings and involvement in events around the project
- And yes funding does get a mention



**Philanthropy New Zealand**

Tōpūtanga Tuku Aroha o Aotearoa

## What it means:

- A “special” relationship, close, direct, flexible as to each others needs. A partnership in the effort to promote a project to transform the social landscape of Opotiki.



Philanthropy New Zealand

Tōpūtanga Tuku Aroha o Aotearoa

## And Finally, Policy :

- ASRB Not for Profit Simple Format Working Group
  - An attempt to influence the reporting standards for many of those who we fund, and additionally, have those standards meet our needs as a funder
- Community Response Forum – BayTrust representation (through Bruce) to “get a say in how family and community funding will be spent”.
- Take any opportunity possible to influence outcomes for our stakeholders



**Philanthropy New Zealand**  
Tōpūtanga Tuku Aroha o Aotearoa

**Thanks!**