

Growing Confident Communities Together

Whakarangatira Ngaa Hapori



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Asenaca Uluiviti from Pasifika, SAFVPN was one of the participants of the 5 November 2012 hui

Social enterprise for employment & Jobsearch clinic for the youths

Our third *Hui* held in 3 November 2012, was a great success as we achieved the objectives established at the previous 5 May 2012 *hui*. The issues that face us as community are unemployment, particularly youth unemployment, and community disconnectedness.

We have stood by the Maori principle, *Whanaungatanga* – how can we work together without first building a relationship? Social connections are important as they affect our public life. Successful community outcomes are achieved when people have learnt to build relationships. These can only be achieved in a free community space where we build social bonds and encourage the emergence of social trust.

On 3 November 2012, two *hui* were held simultaneously but at two different venues. At the Roskill Youth Zone we held the Community Social Enterprise Forum which addressed the issue of unemployment among Pacific and multi-ethnic migrants and refugees in Mt. Roskill. The other forum was the Career/Jobsearch Clinic. It was held at the Wesley Community Centre and targeted Mt. Roskill youth looking for work. While the government is not in a position to offer jobs, we believe solutions will come from our own back yard.

According to Statistics New Zealand's

household labor force survey, the unemployment rate in New Zealand increased to 7.3% in the third quarter of 2012 from 6.8% in the second quarter. The number of people employed fell by 0.4% translating to 2.22 million people employed. In Auckland the number of people employed is 691,200, the fewest since June last year, 2011. Full-time employment shrank 0.8% to 1.7 million while the number of those in part-time employment rose 1.4% to 519,000.

The number of jobless people rose from 271,200 to 294,900, while underemployment (a situation in which a person with high job qualifications works in a position in which they're not required), rose from 109,500 to 113,300. Workers in professional, scientific, technical, administrative and support services recorded the biggest decline in jobs, falling from 259,300 to 249,400 in the June quarter, while manufacturing shed 6,100 jobs.

The number of people working in construction fell from 171,300 to 166,600. Youths aged 15 to 24 not in employment, education or training (NEET), rose from 13.1% to 13.4% in the June quarter.

What is the way forward for us as a community? Unemployment will not fade away soon and therefore we have to come

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up with creative and innovative ways of dealing with it. Part of the solution is the creation of **community social enterprises** and actively working with businesses to employ locally. This means working with the locals to prepare them to be "work ready".

Plans are underway to collaborate with students from Auckland University to help community groups with technical support such as creating a business plan. At the Community Social Enterprise Forum we had the pleasure of having representatives of the Auckland Council, Methodist Generation Fund and Office of Ethnic Affairs. They all shared information about the resources available to anyone in the community who is thinking of creating a social enterprise.



Emerging Leader— Liban Ahmed, ONKOD Somali Youth Development with Richard Barter, Secretary of Migrant Action Trust.

We would like to take this opportunity to express our appreciation and thanks to all the participants who attended both *hui*. We were fortunate to

have participants from diverse backgrounds who enriched our discussions and the quality of the outcomes. It was amazing to see how members of the community shared their hearts and their ideas without reservation and with bubbling enthusiasm.

The support of community group leaders during the last three *hui* cannot be overstated. They have shared their insights from their experience in working with communities and have enabled us to learn invaluable lessons about what is working and what is not working. In addition, we have had the privilege of attending their executive meetings.

Journey of Te Hana Te Ao Marama

It was a run-down community that came together in an effort to improve its facilities and reputation. The success of this project was described at the forum. Linda Clapham, the CEO of the *Te Hana* Community Charitable Development Trust, took the forum participants through the journey of the Trust from its inception



Linda Clapham - CEO of Te Hana Te Ao Marama, shared to the group their journey as a community.

through to the current progress of the organisation.

Te Hana was a community in which the living conditions of its residents were regarded as unhealthy and potentially dangerous. Between 2002 and 2005 there were a number of fires, one of which burned down a warehouse and wrecker's yard and closed SH1 for 8 hours. *Te Hana* was also threatened with the closure of its water supply; the privatising of its community hall and the removal of the children's community playground.

Te Hana Community Trust was started in 2002 in response to all of this and because the community had a reputation of having a

- high unemployment
- crime
- drug and alcohol abuse
- school truancy
- vandalism and graffiti
- poor housing condition

- unsafe potable water and sewerage disposal

Te Hana was featured in the TV3 programme *Filth Files* because its town water supply was believed to be making its residents sick.

A study group was set up in 2001 that included councilors from Rodney District Council, Mayor of Rodney District and interested locals to suggest possible solutions to the town problems. However, no long-term and sustainable solutions were given from the study group.

The community decided to come together and take matters into its own hands by taking action. The people power demonstrated in the dedication, passion and self determination of the residents has transformed *Te Hana* into one of the most popular tourist sites in New Zealand.

The community gave people reason to stop and explore their village instead of driving past it. It has

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taken them 10 years of hard work, volunteer hours, fundraising and supporting of one another make *Te Hana* what it is today.

Due to the community's effort, *Te Hana* is no longer a deprived community. It now features a replica of a 17th century Maori village and has featured in National Geographic.

It is a tourist destination, a source of income to the community and therefore a means of employing local residents. *Te Hana* offers *Marae* accommodation, guided tours, a gift shop, educational ventures, *hui* events, wedding and conference venues. This is an example of a successful community

social enterprise project. *Te Hana* is now widely known all over the world and has featured on websites of organisations such as the Tourist Export Council, Auckland New Zealand 100% pure NZ and AA Travel.

It has also won awards such as the Enviro Award Bronze and is recommended by travelers on websites such as tripadvisor.com.

Note: A trip to Te Hana Te Ao Marama is planned. Please email your interest to jane.migrantaction@xtra.co.nz or call (09) 629 3500.



Linda Clapman, listening attentively during the discussion group sessions.

Community composting - UK experience

Two films were shown during the Community Social Enterprise Forum. *Community composting* was from the UK and *Rags to Riches* was from the Philippines.

The projects featured in these films were examples from two different countries yet had a common

factor – people power. They are examples of community recycling projects which have grown organically to reflect local needs and have very much become part of the local community.

This is a community project where people came together to do something for the benefit of all and that had economical, social and environmental objectives. It is also a sustainable way of managing waste at the community level. The benefit to the community is to provide community level operation, provide work for adults with learning disabilities, and to provide training for locally unemployed people in the key skills of horticulture and composting. This is a perfect way of getting the community involved and of organic community initiatives created by and for the local people.

It also reflects local needs because the project has come from the community and therefore there is local ownership, trust, working relationships, commitment and therefore sustainability. In addition, the project meets the UK needs to divert 40% of household waste from landfill therefore fulfilling the legal re-



Community composting is beneficial to the environment and to the community as well.

Photo from <http://www.valuingcommunitycomposting.org.uk>

quirements of the 1999 Landfill Directive from the European Union where it has to be biodegradable waste.

Community composting not only contributes to diverting organic waste from landfill, but perhaps more importantly it engages people at grass roots level in taking action to reduce waste. This vital role of Community Compost is to promote behaviour change and foster community cohesion and building skills of the volunteers engaged in the scheme.



Photos taken from Community Composting - UK website. <http://www.valuingcommunitycomposting.org.uk>



Rags 2 Riches - Philippines experience

Rags2Riches Inc. is a for-profit social enterprise based in Manila, Philippines, that makes fashion and home accessories out of waste materials. It works with women living in deprived communities in the Philippines and has a philosophy of People, Profit, Planet and Positive Influence. Its origin is in Payatas, one of the Philippines' largest dumpsites and home to 12,000 families.

Women in Payatas would weave rugs out of waste and recycle scrap pieces of fabric and then sell them in order to earn a living while taking care of their children. However, they ended up being exploited by middlemen which meant they did not make as much money from their work as they deserved. Rags2Riches Inc. was created to help these women get fair ac-



cess to the market as well as providing them with additional skills in financial and health training in order to help them work towards long-term financial and personal well-being. It is also working together with local Philippines designers.

In 2009 the CEO of Rags2Riches, Reese Fernandez-Ruiz, was selected as one of the five inaugural Rolex Young Laureates by the Rolex Foundation in Switzerland for recognition of her work. The mission of Rags2Riches is to do its part in making a better place for everyone and involving the community in its efforts.

Women from poor urban areas weave off-cut fabrics and create beautiful handbags that are sold in high end market. (Photos are from Rags2Riches website)

Social enterprise idea for Mt Roskill community

In the second part of the Community Social Enterprise Forum participants broke into groups and discussed the following questions:

- What is the **COMMON THING** for success in these presentations: Te Hana Te Ao Marama, Community Composting UK and Rags to Riches Philippines?
- What are the **EXAMPLES** we can apply to our situations here in Mt. Roskill?
- Looking at the pictures on the wall and the presentations, do you have any **IDEAS** you wish to share for a future social enterprise appropriate to Mt. Roskill?

It was unanimously agreed that people power was evident in all three organizations: *Te Hana Te Ao Marama*,

Community Composting and *Rags to Riches*.

The communities took charge of their own destiny through volunteerism, cooperation, self determination and resilience. There was also a desire to do something and act to bring about change in the community and solve their own problems.

These communities also built on their assets and strengths, looked at what was available to them (eg resources in terms of people and volunteer hours) and used what was available, such as what Rags to Riches did in its use of waste materials. Learning opportunities were also provided in terms of training and acquisition of skills which created empowerment and self sufficiency.

There were so many examples given in these discussions that can be

applied to our situation in Mt. Roskill. The success of all three of these community enterprise was attributed to community drivers, leaders who were both visionary and dedicated and having the staying power until the accomplishment of the project.

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(L - R) Ana Fletcher —Roskill Community Network, Harry Doig - Roskill Community Development Group, and Elias Balcha - Auckland Refugee Coalition Inc, - during the discussion group sessions



Good relationships were seen as being of paramount importance in community initiatives.

Many ideas for social enterprise projects were suggested. They are all culturally oriented and have the capacity to unify people. They are also seen as being sustainable. Forum participants will choose from these ideas during the next meeting to be held in 4th and 11th May 2012 at Migrant Action Trust office.

During the output presentation from the group discussions, three organisations were asked to share in-

formation on what resources are available for community social enterprises. Auckland Council was represented by Billy Matheson – Principal Advisor – Social Entrepreneurship who promised to get the word back to the council. Phil Hickling – Fund Manager, represented the Employment Generation Fund and Lucy Liang – National Operations Manager represented the Office of Ethnic Affairs.

Participants representing various ethnic, government, NGOs and other organizations were truly inspired by the film clips, thus creating a long list on what Mt Roskill community can do



Response from Auckland Council

Billy began by informing the Forum participants that his work mainly is to get ideas from Forums such as these and then provide feedback to the Auckland Council.

In terms of direct assistance he tries to get out of the office as much as possible and talk to people in the communities who have ideas. He does this by contributing to discussions at forums and meetings and sharing his expertise.

Billy described funding as a double-edged sword. He said that while it is great to receive funding, since most start up enterprises require investment, relying on grants has its downside. He cited his experience in his previous work with youth groups where they spent a lot of time filling in funding application forms and preparing accountability reports.

He also talked about his conversation with a large mental health provider who expressed the same senti-



Billy Matheson, Principal Advisor – Social Entrepreneurship

A cooperative is another possibility where enterprise is a not-for-profit incorporated society where the community owns the business.

ment. This organisation spends 40% of their time negotiating central government contracts and preparing accountability reports. Billy said that when an organisation chooses to go down that path it is not always straight forward.

His own advice to the Forum, based on his past experience working with local communities, is to think differently. He added that one of the leading ideas in the area of social investment is something like community shares or community ownership. This type of model requires a large number of people putting in money to create a capital base.

Billy also advised exploring other options and a cooperative is another possibility where enterprise is a not-for-profit incorporated society where the community owns the business. The business is usually owned and managed by people who utilise its services or work there in order to deliver community needs.



Response from Employment Generation Fund



Phil Hickling - Fund Manager, Employment Generation Fund

Phil commented on the diverse nature of the participants, saying that it was like the United Nations. He pointed out that there has been a major shift of in

thinking regarding social enterprise, from seeing it as a “touchy feely” thing to now being regarded as a more mainstream idea or concept. He said that in some ways social enterprise has been helpful in seeking funding and in providing more opportunities. Phil also said that from his point of view funding social enterprise projects is not easy especially if looked at from a banking perspective because banks want to support businesses that have a form of security, track record or both.

The Employment Generation Fund is a charitable Trust which was set up 20 years ago to deal with unemployment which was at 11% at that time. The idea was to provide small loans to small businesses who banks would not lend to. The intention was to help the businesses de-

velop and grow so that they could take on staff and therefore create employment. The aim was to create more jobs in order to curb unemployment.

The Employment Generation Fund also supports youth employment and runs school projects with universities by getting students involved in the project. In addition, it is interested in social enterprise and its lending criteria are more flexible than the banks. Phil said that they look at lending from a practical point of view and in their experience sometimes social enterprise ideas do not match up. It supports the groups they give loans to because they have to get the money back so that they can continue to lend money to other organisations in need.

Response from Office of Ethnic Affairs

Lucy is originally from Beijing and came to New Zealand 12 years ago. She got her MBA degree from Auckland University studying part-time and applauded the support of her employer – the central government.

She went on to explain why the Office of Ethnic Affairs has ventured into social enterprise. Government funding is dwindling and getting more complex to get but ethnic communities should not suffer as a consequence. The Office therefore promotes social enterprise as a model of sustainability which provides a practical platform for communities to have a plan.

Lucy gave a brief overview of the three year social enterprise project run by Office of Ethnic Affairs:

Year 1 – Scoping, researching and

building relationship.

Year 2 – Preparing ethnic communities to give it a go and identify potential funders and business mentors.

Year 3 – Linking up people who have money and business skills with communities that have social enterprise ideas.

Lucy commented that social enterprise has been internationally recognised as a possible solution to sustainability. She gave an example of a bus driving social enterprise in East London, UK where people in the community were taught how to drive buses. They entered a tendering process to secure a contract with the government to run a bus service in their community. The reason they gave was that their company had a social purpose and the profits went back to the community. They won the tender and the community is now the default pro-

vider of the government contract.

Lucy finished by acknowledging that the participants in the Forum have the skills, talents and passion to lead their communities to move forward.



Lucy Liang - National Operations Manager of the Office of Ethnic Affairs, explained to the participants the current social enterprise initiative of OEA



Career Jobsearch Clinic



Leitu Tufuga from Auckland Council, programme facilitator at the Forum



Ant Backhouse, Project Coordinator of I Have a Dream, discusses credit requirements for university



Yolanda Van den Bemd, Careers Adviser, Unitec

Unemployment has long been an issue in Mt Roskill, especially among the migrant and refugee communities. This is taking its toll on a lot of families which results in further social disintegration.

At the Career/Jobsearch Clinic held at Wesley Intermediate Centre, around 50 young and adult jobseekers from Mt Roskill area and nearby suburbs attended. Its aims were to:

- Provide a venue for unemployed youth and adults to have access to jobsearch and career support
- Create a database of jobseekers in the area for future work placements.

Ms Sandra Paulus, head of the Careers Department at Papakura High School and an advocate of career development for refugee youth, was the key speaker and she spoke about the challenges being faced by migrants and refugees in New Zealand and offered inspiring tips on how to overcome them. She highlighted the importance of education in achieving success.

She also discussed the skills that will be in increasing demand in the next five years and the skills and attributes the employers are looking for in an applicant.

Career and employment consultants from the University of Auckland, Unitec, Auckland Regional Migrant Services Trust (ARMS), and I Have A Dream Trust all attended the Clinic and they provided individual career advice and CV consultation.

They also facilitated two concurrent sessions in the afternoon. One involved individual consultation and the other was a mini-session facilitated by Evelien Van Vliet, a Careers Consultant at the University of Auckland. Evelien focused on young jobseekers wherein she presented

effective strategies for job searching and provided an inspirational message for the participants to take home with them. She also discussed the benefits of taking short term employment and volunteering as well as the importance of developing attributes and exploring particular fields of interest that will help them define their long term career.

The key messages from Evelien's presentation were that:

- It is important to set goals
- Everything is constantly changing so be adaptable
- Getting a job is not just about getting paid. The experience is more valuable and will help you to be successful down the track
- Get a job that you really want and constantly look for opportunities

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Lulette Carnie, Regional Employment Coordinator of ARMS during the one to one jobsearch consultation



Evelien Van Vliet, Careers Consultant, University of Auckland



- Do not just sit and wait in front of computer to get a job. Go out and talk to employers, ask friends for job leads, do informational interviews
- Be resilient and persistent because you will get many No's, but you should keep on until you get that Yes'

The participants found this event very useful in their jobsearch and are grateful to the jobsearch clinic organisers for providing this kind of venue.

One of the suggestions for future Clinics is to invite employers from different industries to talk about opportunities in their companies.

FEEDBACK

" One of the things I learned from this Career and Jobsearch Clinic is to be persistent and keep on trying even when things go wrong, like when you are getting No's even if you are expecting a Yes, eventually it will pay off in time. It also helped me to know where I am now and apply it in my jobsearch.

I want to see more youth being involved in these kinds of activities and achieving their goals in the future"

- Yohanna

"I appreciate how they brought together expert career advisers to mentor young people like me who are having a hard time looking for a job or finding the perfect career .

One of the things I learned was how simple things like volunteering



Ms Sandra Paulus, head of the Careers Department at Papakura High School

and short term employment can help you set your goals, and guide you to where you want to be and what you want to do

in the future."

- Jacob

MOVING FORWARD

Addressing unemployment is not a one-off event. With the support of Migrant Action Trust, participants in the Clinic will be provided with further support ranging from CV assessment, job alerts, career advice and referrals.

The Migrant Action Trust office is open to all migrants and refugees who would like to be supported in developing their jobsearch skills.

Email Sharlene at

sharlene.migrantaction@xtra.co.nz or call (09) 629 3500 for information about the next training/seminar.

Forum Participants

- | | |
|---|---|
| 1. Roskill Community Network | 13. Employment Generation Fund |
| 2. Roskill Community Development Group | 14. Al Nejashi Trust |
| 3. Te Hana Te Ao Marama | 15. Auckland Refugee Coalition |
| 4. Korean Culture Society | 16. Tame Cassidy, <i>kaumatua</i> |
| 5. Korean Women's Association of New Zealand | 17. I Have a Dream Trust |
| 6. Multi Educational Support and Services Trust | 18. Unitec |
| 7. Sukhmani Charitable Trust | 19. Auckland Regional Migrant Services |
| 8. ONKOD Somali Youth Development Inc Society | 20. Papakura High School |
| 9. Power of Football | 21. Migrant Action Trust |
| 10. Kenyan Community in NZ | 22. Puketapapa Local Board |
| 11. Auckland Council | 23. South Auckland Family Violence Prevention Network |
| 12. Office of Ethnic Affairs | 24. University of Auckland |
| | 25. Awhi Development Trust |

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