

Living Wage Movement Aotearoa NZ

2014 Annual Report



Our guiding principle: A living wage is the income necessary to provide workers and their families with the basic necessities of life. A living wage will enable workers to live with dignity and to participate as active citizens in society. We call upon the Government, employers and society as a whole to strive for a living wage for all households as a necessary and important step in the reduction of poverty in New Zealand.

“The Living Wage training programme was based on a theoretical and practical model, had direct relevance and the training leaders were inspiring and the week long programme was well-structured with an opportunity to practice techniques that we had learnt in sessions and apply them in my work.”

2013 participant in Leadership training



From the Convenor

A strong and growing broad-based community organisation emerged at the end of the first full year of operation of the Living Wage Movement Aotearoa NZ. Twenty nine organisations joined as Members in the first 12 months from April 2013 and an elected Governance Committee took the reins following our first AGM in October.

We maintained our commitment to building local organisation through local relationships in centres around the country: two Local Boards were formed in Auckland and Wellington; local supporters actively built their Movement in Hamilton and Christchurch; and meetings were held in other centres such as Dunedin and Palmerston North to raise the prospect of local campaigns for the Living Wage.

Two 5-day leadership training programmes were held in November 2013 bringing together 50 leaders from faith, community/secular and union groups in both Auckland (pictured above) and Wellington. Hamilton and Christchurch participants joined the courses, which were funded by the J R McKenzie Trust and facilitated by lead organisers from the Industrial Areas Foundation in Canada (Deborah Littman) and Los Angeles (Sister Maribeth Larkin).

Local government elections in 2013 provided a focus for non-party political activity in Auckland and Wellington and a progressive Wellington City Council committed to becoming the first Living Wage Council in the country. In Auckland eight election meetings were held to secure the commitment of candidates and the mayor and nine of the 20 elected councillors now back a Living Wage. The work continues toward the next election.



In February, the 2014 Living Wage rate of \$18.80p/h was announced by Charles Waldegrave from the Family Centre Social Policy Unit, along with the unveiling of the new trade mark for Living Wage Employers. Ten Living Wage Employers were able to sign up for a 12-month licence and the momentum has continued to build throughout the year.

So many thanks....

Community events have been pivotal in shifting the debate about poverty among working people in New Zealand and ensured that it is the faces of workers and their families that are at the forefront of the Movement. A Whanau Day for a Living Wage (above left) in Mangere in January attracted hundreds of local residents for music, food, games, and giveaways at the same time as information was provided about local services and the Living Wage Movement. The event received financial support from the Mangere Otahuhu Local Board and has provided a model replicated the following financial year. It was possible because of our Living Wage volunteer, Alicia Heremaia who activated her own community and stepped up to coordinate a hugely successful celebration for South Auckland.

Communications with our networks have taken full advantage of digital technology with the use of Hootsuite for simultaneous tweeting and Facebook messaging, a new website, and an electronic newsletter supported by MailChimp. This would not have been possible without the volunteer work and financial contribution of Leah Foxcroft, who continues to be our IT manager, and often photographer, in her spare time.

Two video clips on the announcement of the Living Wage rate for 2014 and on the Whanau Day were produced and donated to the Movement by Popgun Productions and these feature on our new website. These are superb professional productions and we are grateful to the commitment of this small company to social justice and a Living Wage. In addition to the video clips many wonderful photos have been provided during the year by the voluntary support of Jason Fell who has contributed his professional expertise for free.

Our creative resources have been given a further shot in the arm by the support of Auckland artist, Chris McBride, who began a series of posters to illustrate the many faces of the Movement. In early 2014 this included “A Living Wage is a Whanau Day” focusing on the community and “A Living Wage at the heart of all good employment relationships” focused on the employers. Chris has brought many years of experience with the Wellington Media Collective to bear and I thank him for this very special resource he has given the Movement.

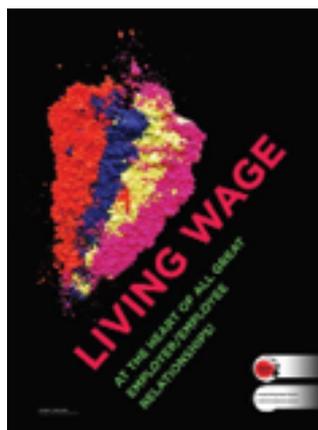
In addition to extensive media during the 12 months a paper was also written by Eileen Brown (NZCTU), Muriel Tunoho (Healthcare Aotearoa) and Annie Newman (SFWU/Living Wage Movement) for the Public Health Association conference 2013 and subsequently published. It was based on a survey of organisations that made a commitment to being part of the Living Wage Movement; the motivations and considerations for collaborating in a broad-based alliance for change. It is available on the Living Wage and PHA websites.

Volunteers are the backbone of our Movement and we owe a great deal to the commitment and skill of Diana Yukich, who is now in her second year of volunteering as a community organiser building a West Auckland network, as Secretary of the Movement, and as coordinator of the accreditation programme. Diana had the vision in 2013 to create a workable, credible brand for a Living Wage Employer and in just 12 months achieved this feat. Her work will stand us in good stead for years to come. Her family business, Opticmix, have also made a significant financial contribution in time and printing resource.

Our Treasurer, Shirley Zhuang, took on a role she probably had no idea would grow into such a serious time commitment. Shirley manages the demands of local groups to identify their own funds along with fees from a growing membership base and employer accreditation system. This is a personal commitment but also a commitment by the SFWU (her employer) to ensuring we have wise financial advice and professional accounts. Stepping in at the last moment to review our accounts was Barry Lee to whom we owe many thanks for doing this important role pro bono.

The growth of local networks has been supported by “backbone” organisations that have freed up time and space for the development of the Movement. For this we thank the SFWU for support through the national convenor (Annie Newman) and the Auckland and Wellington offices; Anglican Care in Christchurch where Jolyon White and Kate Alexander Day have ensured continuity; and Poverty Action Waikato where Rose Black and Anna Cox have initiated an important new network.

Many thanks are owed to the Governance Committee, which has provided the oversight I have required to do my job as convenor; to the Accreditation Board for their attention to detail in examining each of the applications for Living Wage Employer status as they have been submitted; and finally, to the numerous supporters around the country who have ensured the Living Wage has entered the lexicon of our political vocabulary and given a vast army of low paid workers and their families hope of a better life.



Member Groups April 2013-2014

Anglican Care

Auckland Action Against Poverty

Auckland Friendship House

Auckland Methodist Central Parish

Crossroads Charitable Trust

EPMU

FIRST Union

Hutt Union Community Health Service

Jacobz Well Church

Women's International League for Peace and Freedom

Migrant Action Trust

NZ Council of Trade Unions

NZ Dairy Workers Union

NZ Meat Workers Union

NZ Council of Christian Social Services

New Zealand Education Institute

New Zealand Nurses Organisation

Public Service Association

Quaker Yearly Meeting

Rail and Maritime Transport Union

Religious Society of Friends Northern Monthly Meeting

St Matthew in the City

St Peter's on Willis

Tertiary Education Union

The Auckland Women's Centre

Service and Food Workers Union

Waitakere Union Health Centre

Women's Health Action Trust

Working Women's Resource Centre



Governance Committee (October 2013)

Rev. Brian Dawson, St Peters on Willis, Wellington

Rev. Jolyon White, Anglican Care, Christchurch

David Hall, Anglican Social Justice Council

Sonya Clarke, Victoria University of Wellington

John Ryall, SFWU, Wellington

Dr Siobhan Trevalyan, Waitakere Union Health Service, Auckland

Muriel Tunoho, Healthcare Aotearoa, Wellington

Brenda Pilot/Warwick Taylor, PSA, Wellington

Robert Reid, FIRST Union, Auckland

Pastor Ivoni Fuimauna, Jacobz Well Church, Auckland

Accredited Living Wage Employers

Opticmix Ltd

NZCTU

SFWU

NZ Tertiary Education Union

Auckland Women's Centre

Friendship House

Waitakere Union Health Service

FIRST Union

Public Service Association

Vaka Tautua

NZEI

Oxfam

TONZU Organics Ltd

