PITCH AN INNOVATIVE PROJECT TO MAKE AN IMPACT IN YOUR COMMUNITY

Locals have the ideas
This is the chance to bring it to life

Te Pae Herenga o Tāmaki
MIHI

Tēnei te mihi atu ki a tātou katoa i whakaaro rangatira mō te kaupapa nei. Ko tātou te whakatinatanga o te kōrero, kotahi te kohao o te ngira.

Kohiritia i roto i te Kotahitanga
“Let’s do something different, grow local solutions fit for the community and get straight to what the people need.”

In 2014 iwi, urban and Māori providers came together across Tāmaki and formed a regional Whānau Ora collective - Te Pae Herenga o Tāmaki. Working together to grow innovative local solutions, ideas and approaches that create meaningful change for community and whānau.

This document showcases Pitch Local our regional innovation programme to promote greater reach into our communities.

TOGETHER WE ARE

Te Rūnanga o Ngāti Whātua
Lower Te Tai Tokerau

Te Puna Hauora
North Shore

Ngāti Whātua Ōrākei Whai Māia Ltd
Central Auckland

Te Whānau o Waipareira Trust
West Auckland

Manukau Urban Māori Authority
South Auckland

Kotahitanga Collective
(Turuki Healthcare, Papakura Marae, Te Kaha o te Rangatahi)
South Auckland
"We can now grow from this point to support these local solutions with an innovation action plan that can provide support to grassroots organisations."

Pitch Local was an opportunity for anyone with an innovative idea to create positive change in their community. The initiative was a co-design process for the collective and gave each partner greater reach into local communities establishing further connections with whānau.

The initiative brought together a wide range of whānau from marae, youth groups, small businesses and individuals to ‘pitch’ their idea in a dragon’s den type setting with the entire process underpinned by Whānau Ora values.

The collective wanted to invest $100k in the best local innovative ideas. This funding was targeted towards groups or individuals who might not have the resources to deliver a social impact programme but have the idea and the drive to make it happen.

In the lead up to the Pitch Local event, partners, mentors and whānau worked together learning to develop and make a strong pitch and to ensure applicants have a plan in place to take it to the next level.

If successful they would not only deliver the programme or idea from their pitch; the collective would support them to capture whānau outcomes as they progress to understand the impact they are making.

This initiative saw some exciting creative solutions for a wide range of issues that could only come from a grassroots viewpoint and lived experience of these community challenges.
“What I’m loving through this process is seeing applicants, who have great ideas but might be new to the funding world, have support to develop and refine their ideas.”

“We wanted to promote more long term capability building and networking so that even beyond this competition they will be effective in creating change in their community.”

“Unless we find a solution to stop the behaviour pattern, the behaviour pattern will continue. Doing nothing is not an option any more, it’s about supporting whānau; turning their lives around so the benefits will flow on to their children and their grandchildren.”
“One time I went past Southmall and I noticed our homeless whānau laying in the street and I thought, if it’s hard for me to afford things how does this affect them and how can I provide a solution for them.”

“I’m really grateful to have the opportunity to provide a service like this for my community. I was raised here, and to be able to give back to my people is something that I will forever be grateful for.”

“The best part about this whole process was finding out how much stunning work is going on in the community already.”
"We can now grow from this point to support these local solutions with an innovation action plan that can provide support to grassroots organisations."
LOCAL INITIATIVES FUNDED THROUGH PITCH LOC

Making it Simple

“Promoting risk management for whānau to protect their assets not only in the now but for the future.”

Making it Simple is a 12 session wānanga series educating whānau about the insurance industry and how to better understand insurance within a comfortable and interactive learning environment.

**Outcomes**

Whānau and marae will be better informed to make decisions around risk and insurance
Increased knowledge and access to the insurance industry for Māori
More informed whānau decision making about insurance

The Think Tank

“A space where Rangatahi can gather to activate pathways of opportunity for themselves.”

The Think Tank will be a space to initiate honest conversations, to reconnect youth to their cultural ties, and a place of belonging where they will be supported to actualise their moemoeā through a range of creative expressions: performing arts, whakairo, waiata, haka, media, driver licensing, IT.

**Outcomes**

Increased rangatahi self confidence
Increased rangatahi participation in community
Increased rangatahi connection to, and participation in culture

Manawaroa

A four week leadership programme combining group fitness and personal development sessions with a mentor.

**Outcomes**

Increased rangatahi confidence
Increased planning and goal setting skills
Improved rangatahi mind-set
Ability to track rangatahi as and when they progress through representative sport
He Ngākau Hou

“Improving quality of life, health and wellness for whānau with obesity related conditions”

He Ngākau Hou is a personalised whānau exercise prescription and CPX maximal testing programme. The programme will capture data to support the development of a gold standard evidence based programme for successful interventions that are specific to Māori.

Outcomes

- Reduced risk of CVD event for whānau
- Increased whānau health literacy
- Improved health for participants and whānau
- Improved whānau management of health conditions
- Improved whānau nutrition knowledge
- Improved whānau exercise knowledge and participation
- Improve health standard guidelines for Māori

Rākau Tautoko

“Increasing community awareness of Youth Suicides”

Local community groups and youth have come together and co-designed a programme that will support to address the high rates of suicide in our local community. This is an eight-part community driven strategy seeking support to activate the first two parts. The first part is using the tools of social media to create campaigns focusing on growing towards wellness and the second part is collecting ‘our stories’ about experiencing mental illness and journeying back to wellness.

Outcomes

- Increased awareness of mental health issues in the Community
- Increased Whānau Knowledge about suicide and mental illness
- Improved Whānau Health and Wellbeing
- Engaged Rangatahi to share their stories in a safe space
- Increased rangatahi, whānau and community knowledge around suicide

Freshman Dance Crew

Hip hop events for West Auckland rangatahi including workshops, panel discussions and educational sessions developing youth leadership and further access to the hip hop community.

Outcomes

- Increased development of youth leadership
- Increased safe events for rangatahi participation in West Auckland
- Increased positive perception of hip hop
Te Atatū Marae Coalition Trust

Educational sessions with Te Atatū and West Auckland schools, working towards an exhibition of the children’s work as part of a major community Matariki event.

**Outcomes**
- Raised profile of Matariki with Te Atatū schools, early childhood centres
- Increased education sessions with children from local schools around Matariki and Māori tikanga
- Raised profile of Te Atatū marae in Te Atatū community with positive Māori event

Whenua Warrior

“So that every New Zealander has access to a harvestable garden.”

Our mission is to feed the community, teach the community to feed themselves and empower them to feed each other. Our goal is to establish 30 harvestable gardens for whānau in Manurewa.

**Outcomes**
- Increase whānau knowledge through wānanga sessions on how to plant, care for, harvest and cook kai
- Increased community connectedness
- Improved whānau finances through the provision of own vegetables

Home Fires Community Arts Programme

A four-day “artivist” project held in the backyards and open spaces of Glen Innes explores the impact of the housing redevelopment in the Tāmaki area. The project weaves wānanga ritual, arts practice and performance together as tools for healing, resilience and cohesion.

**Outcomes**
- Improve community knowledge
- Connection to history of community

Amanda Foubister Nutrition

“There is currently no system worldwide with this capability.”

Developing an app that prepares meal plans and exercise programs specifically designed for whānau with complex health problems. An affordable option for those that cannot afford the services of a registered nutritionist to make personalised meal plans. The first algorithm to develop would be for gout, diabetes and CVD. Māori in particular are impacted with these diseases.

**Outcomes**
- Affordable access to specialised nutritional plans and advice that take into consideration specific health conditions
MAUi Hip Hop Rehab

“Building the capacity of youth to increase their creative skills in writing, singing, freestyling, producing and recording music.”

Working in partnership with other agencies who specialise in working with youth that are exposed to environments where drugs and alcohol are readily available.

**Outcomes**

- Increased development of youth leadership
- Increased safe events for rangatahi in West Auckland to participate in
- Improved community perception of rangatahi

Mate wahine

“At times we struggle to pay for or have access to good sanitary products.”

Mate Wahine offers My Cup as a cost effective product trial for 20-30 Wāhine Māori. The programme includes an educational seminar around the use of these products and open discussions with Wāhine Māori.

**Outcomes**

- Improve access to sanitary products and reduce financial demands on whānau
- Improved benefits for the environment
- Improved whānau financial circumstances

Vake Brothers

“Enabling youth to transform their lives.”

An after school kickboxing programme focused on youth by offering free classes from age 13-18. Program will be run by John Vake, a professional fighter who grew up in Kelston and will focus on using kick boxing as a means to changing mind-sets, improving skill sets and self-confidence to enable youth to transform their lives.

**Outcomes**

- Increased rangatahi knowledge and skill of boxing and self-defence
- Increased rangatahi knowledge of goal setting and planning
- Improved and stronger rangatahi work ethic through boxing
- Improvement in rangatahi mind-set
Recovery First Native Plant Nursery

To help establish a plant nursery that aims to support, awhi and manaaki those of our whānau and community members who suffer with alcohol and drug addiction. The nursery intends to provide a safe and healing environment for them to come and get their hands in the soil, share, and get support for their journey of recovery.

**Outcomes**
- Increased community support for drug and alcohol addicts
- Increased connection to culture
- Increased participation in community for recovering whānau
- Improved environmental outcomes through native tree planting

Ngākau Atawhai

“Whakapakari i ngā whanaungatanga”

Enhancing relationships between grandparents and grandchildren is an inter-generational programme that provides opportunities for grandparents to spend quality time with their mokopuna which may not necessarily occur for a number of reasons.

**Outcomes**
- Increased whānau engagement between moko and grandparents – moko moments
- Increased Wānanga with whānau around whakapapa and history
- Improved whānau and community connectedness

Saintz Up Performing Arts SUPA

“Supporting young people to grow in the arts of music, dance and singing.”

Community performing arts programme to encourage, inspire & empower children & young people with the self-belief & self-confidence to chase their dreams.

**Outcomes**
- Increased rangatahi confidence
- Increased rangatahi self-belief
- Increased dance and performing arts knowledge and skill for rangatahi
- Increased community connectedness

My Cup

Programme aimed to deliver greater access to sanitary products through “My Cup” model – project aims to expand reach to more whānau.

**Outcomes**
- Improved access to sanitary products
- Reduced financial demands on whānau
- Improved community participation
Te Kootahi a Tāmaki, Manurewa Marae

To establish a forum to bring marae together through a series of wānanga and commit to sharing stories and history of ngā marae. The overall product will be a shared resource of whakapapa and history of marae in Tāmaki.

**Outcomes**
- Increase whānau knowledge of history of marae in area
- To collectivise ngā marae o Tāmaki in a historic project
- Increased community connectedness through whakawhanaungatanga
- Improved community connectedness to local marae

MACSTRONG

Development of an intensive unique mentoring pilot programme targeting at risk male youth aged between 13-17 with key activities focused on simple basic survival skills & life-long knowledge that is transferable, relevant and applicable to any part of their daily lives.

**Outcomes**
- Increased rangatahi confidence
- Increased planning and goal setting skills
- Improved rangatahi mind-set
- Increased knowledge around survival skills
- Increased rangatahi leadership

Taiohi Whai Oranga

Taiohi Whai Oranga is a uniquely innovative kaupapa māori youth hub in Manurewa. It is a youth led, community driven and marae based service. This is a second phase programme with a focus on Te Reo Māori and te taiao within South Auckland.

**Outcomes**
- Increased confidence for rangatahi to normalise the use of Reo Māori
- Increased knowledge of Te Taiao and practicing kaitiakitanga of Manurewa Harbour for our rangatahi
- Improved rangatahi cultural identity
- Improved rangatahi confidence
Butterbean Motivation

Our group connects people and encourages whānau to all live healthier lifestyles. This is a 12-week programme which will focus on getting families off the couch and keeping them off. The programme will include the support of all our leaders and weekly boot camps. The boot camps will include what we do now, and added boxing and circuit training.

Outcomes

- Enhanced leadership development with whānau
- Increased health and wellness for whānau
- Increased community engagement and connections for whānau
- Healthier whānau
- Improved whānau exercise activity levels.

Great South Traveller’s Club

Create and develop videos for local businesses and individuals to grow their social media presence and connect to a wider audience.

Outcomes

- To support local business
- Increase social media presence
Tuakana

An online business start up for young curvy women creating a platform specifically themed around fashion, styling and beauty. A website to provide cutting edge content through video, blogs, photos and vlogs related to fashion and beauty.

Outcomes

- Increase self-confidence and self-worth for young women regardless of size
- Increased whānau business knowledge
- Enhanced rangatahi connection through fashion and beauty and to inspire them to be confident in who they are
- Increased rangatahi confidence
- Changing a generation and changing the future of our communities, society and nation

Bronze face Painting

A fun, local face painting service with an exciting range of artistic options to feed the imaginations of your tamariki.

This business has been chosen as a means to support and grow start-up businesses for whānau who are at the stage of readiness to create income-generating activities and improve their financial situation.

Outcomes

- Whānau are supported to start their own small business
- Improved financial security for whānau
- Improved whānau business knowledge

Cha Cha Gift Baskets for Every Occasion

Beautiful, affordable unique gift baskets looking for resources to support the growth of the business. This business has been chosen as a means to support and grow start-up businesses for whānau who are at the stage of readiness to create income-generating activities and improve their financial situation.

Outcomes

- Whānau are supported to start their own small business
- Improved financial security for whānau

Toots n Tippy

To develop baby and toddler line of bibs and blankets and fashionable jewellery for women.

This business has been chosen as a means to support and grow start-up businesses for whānau who are at the stage of readiness to create income-generating activities and improve their financial situation.

Outcomes

- Whānau are supported to start their own small business
- Improved financial security for whānau
- Improved whānau business knowledge