



**Waikato
wellbeing
project**

Hinonga
toiora o
Waikato

ANNUAL PROGRESS REPORT

February 2025





1. Introduction

a Message from our Co-Chairs and Executive Director

Ma te whakaatu, ka mohio	<i>By discussion, comes understanding</i>
Ma te mohio, ka marama	<i>By understanding, comes light</i>
Ma te marama, ka matau	<i>By light, comes wisdom</i>
Ma te matau, ka ora	<i>By wisdom, comes wellbeing</i>

It is our pleasure to provide you with this summary of the Waikato Wellbeing Project's performance and achievements for 2024. This report gives an aggregated summary of our achievements, as well as a detailed breakdown of the performance of each of our major programmes of work, measured against our 2024/25 Business Plan.

The collective ambition to do something different is what drove the WWP's creation and the development of its goals and targets in 2019-20. The WWP is not mandated to be a policy maker, funder or a service delivery organisation. Its role is to work in the space between grass roots communities and institutional funder/service agencies, accepting uncertainty and complexity, shedding light and sharing insights which will enable us all to move towards greater outcomes. While the WWP was established with a strong focus on wellbeing outcomes/impacts (via the targets), it was always anticipated that these would be achieved collectively, with the WWP acting as a convenor, facilitator and guide, not necessarily the deliverer, funder or "owner."

The Theory of Change in the WWP Business Plan (below) describes the chain of results, outcomes and impacts which the WWP creates and contributes towards. Like almost all organisations involved in complex/wicked issues, the achievement of long-term outcomes and impacts is never the result of a single agency or action, but reflects the collective actions of many actors, some of which may help drive towards the goals, and some may confound drive us away/back. Even when there is positive progress towards an outcome, the level of attribution between an action and result is highest for inputs/outputs, and low, even confusing, for outcomes and impacts.

When measured against our business plan, we have achieved a very high percentage of our activity and outputs targets. Importantly, in all cases, our work has had positive outcomes and impacts for the people and communities we work alongside, which this report has described and summarised.

Overall, we are very pleased with the progress made, especially given the scale of the task we have taken on, our small size and limited mandate.

We sincerely thank our team of dedicated and outstanding team members and project partners. A particular thank you to our major funders for 2024 WEL Energy Trust, Waikato Regional Council, Trust Waikato and MAS Foundation. We look forward to working with all stakeholders, funders and the community on the next phase of the project, in whatever form is best and has the greatest positive impact for wellbeing in the Waikato.



Mike Rolton
Co-Chair



Delwyn Abraham
Co-Chair



Harvey Brookes
Executive Director

¹<https://library.oapen.org/bitstream/id/f3358d25-56c0-47f2-9083-73332713b964/978-3-030-94580-0.pdf>

Our Mission:

To hear our people and transcend their lives through positive impact

Here's how we do it...

If, based on these values and principles

- Kaitiakitanga
- Kotahitanga
- Manaakitanga
- Equity
- Inclusiveness
- Sustainability
- Te Tiriti o Waitangi

We use these tools and resources

- Poutoko | Research
- Te Ara Poutama | Knowledge
- He Pakipūmeka | Storytelling
- Waha | Advocacy

To undertake these activities

- **Research** on the pressing wellbeing challenges for the region, their upstream causes and innovative ways ahead.
- **Wellbeing knowledge** which brings together existing and new information and knowledge at a range of scales and locations.
- **Storytelling** - through Lots of Little Fires, shining a light to support the invisible labour which leads to tangible grassroots change in our communities.
- **Advocacy and communications** - sharing the knowledge and insights we have gained and to encourage positive change.



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Research . Knowledge . Storytelling

Which will achieve these outputs

- **Deeper insight and awareness** of upstream causes and breakthrough opportunities for our wellbeing challenges.
- **Accessible and relevant wellbeing knowledge** which communities and decision-makers can use to achieve change.
- **Raised awareness** of the hidden realities and leaders embedded in our marginalised communities and environments.
- **Greater collaboration** about wellbeing in the Waikato and what/who makes a difference.

And facilitate these outcomes

- **Better informed** policy, funding and services in the Waikato.
- **Waikato peoples are empowered and supported** to make informed choices for their present and future wellbeing.
- **More effective support and resources** for communities and those working in the social, environmental and community sectors.
- **Collective wellbeing leadership** across all sectors of our communities.

...Contributing positively towards

Our Vision:

Our mokopuna are thriving

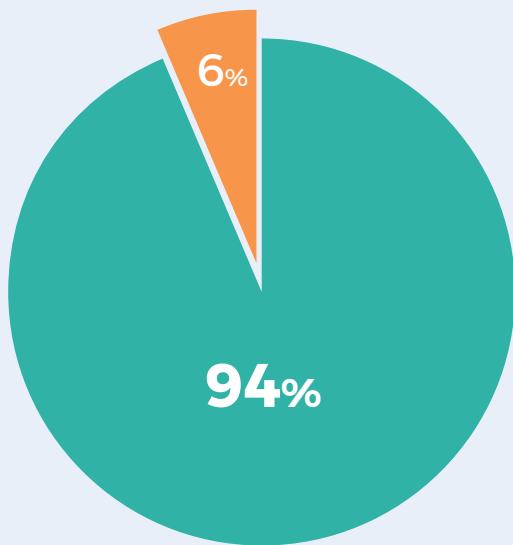
2. Progress Summary

Activity and Outputs

The relevant projects and initiatives from the Business Plan are shown below, along with a traffic light indicator of progress against the activities and outputs set out in the plan. A detailed breakdown is provided in Attachment 1.

Overall, the WWP is progressing positively and in line with our business plan. Activity performance has increased substantially from **75 to 94%** as major projects have been completed. Output achievement has improved from **54% to 82%**. Overall results in 2024 were in line with business plan expectations, and in several key areas exceeded expectations which are described in more detail below.

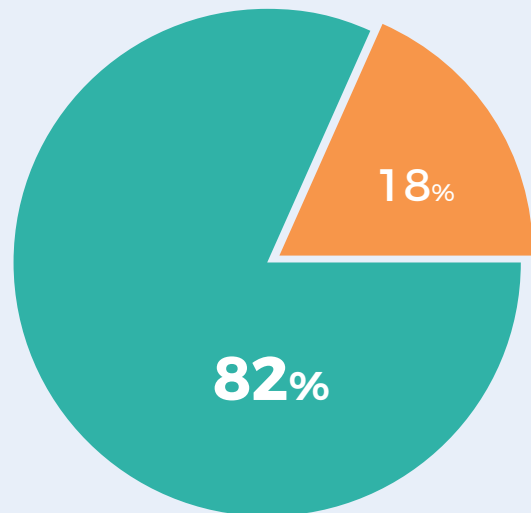
**WWP ACTIVITY STATUS
- JANUARY 2025**



● Green

● Amber

**WWP OUTPUT STATUS
- JANUARY 2025**



● Green

● Amber

3. What About Impacts/Outcomes?

As described above, the WWP Theory of Change has set out, within the limits of our operating model, the impacts and outcomes we expect from our work. These are:

- **Better informed** policy, funding and services in the Waikato.
- **Whānau voice** being heard - communities empowered and supported to make decisions about their future.
- **More effective support and resources** for communities and those working in the social, environmental and community sectors.
- **Collective wellbeing leadership** across all sectors of our communities.

All other things being equal, achieving these will contribute towards the wellbeing targets and goals the project established in 2020. However, for every goal there are multiple influences and organisations, confounding factors and unknowns. Progress is only likely if a collective leadership² approach is taken to these challenges. As with any societal scale outcome, there is no simple way to attribute an individual activity to these outcomes. In Section 5 below, we have commented on how we have contributed towards outcomes/impacts for each project, with reference to our Theory of Change. We do not claim to be the only reason for success and in all cases, as we are working with communities and community leaders, the successes are absolutely theirs and not ours.

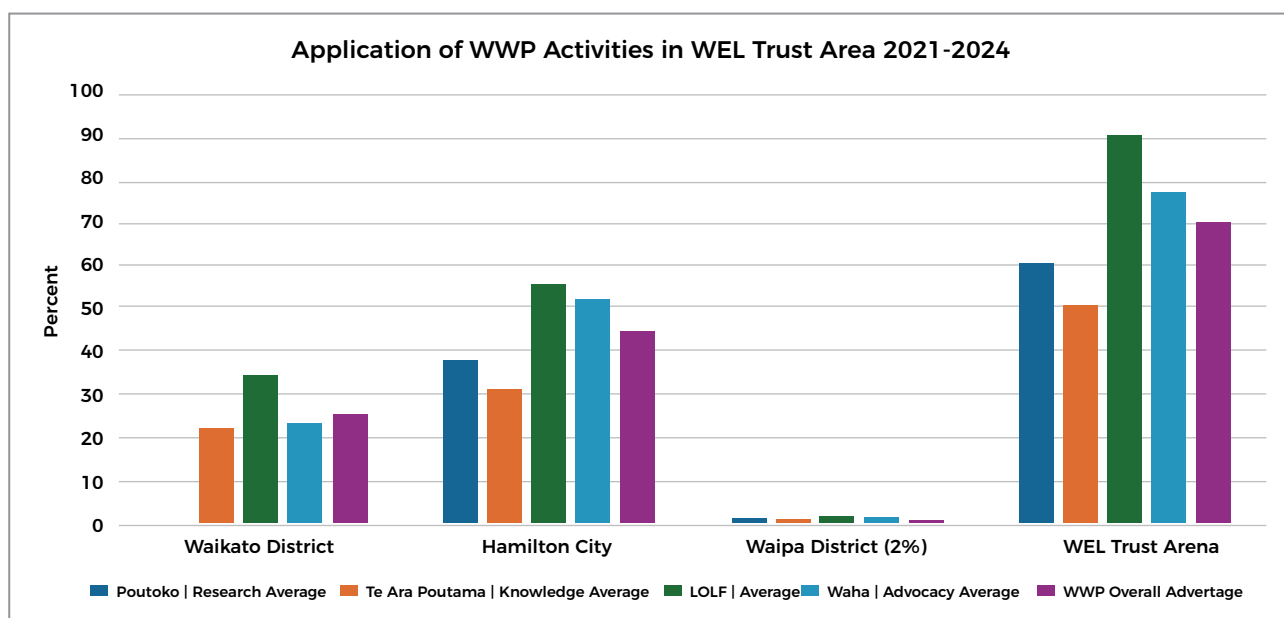
²See https://ssir.org/articles/entry/collective_impact



4. Application to the WEL Trust Area

While the WWP is a regional-wide project, the WEL Energy Trust's area of responsibility is restricted to the Waikato District, Hamilton City and a small (2%) part of Waipa District. For transparency to funders, we had identified the incidences of benefits in these areas from our activities as set out below.

The chart below shows an assessment of the geographical distribution of WWP activity since 2021 by (a) project, (b) distribution across the 3 districts in the WEL Trust area and (c) for the whole WEL Trust area. The assessment has been made based on the initial incidence of the project (for example a video shot in Raglan is 100% allocated to Waikato District), and the relative population of each district versus the sub region. The WEL Trust Waipa population is taken as 2% of the total for the district, so appears very low. Secondary benefits and spillovers are not estimated.



The assessment shows that while the WWP is a regional project, a disproportionate percentage of its overall activities (**nearly 70%**) have taken place in the WEL Trust area (this area is home to about 52% of the region's population). Within this:

- **61% of Poutoko**, our research, has been in the WEL Trust area, mainly due to our Rangatahi Opportunity being heavily focused in Hamilton due to COVID restrictions. Both our rangatahi and kai data is for the whole region but can be broken down to district levels.
- **51% of Te Ara Poutama**, our wellbeing knowledge programme, has been in the Trust area. This is skewed by the Hauraki Opportunity which is focused on the eastern part of the region, and projects like organics waste and housing which are region wide. These projects have been funded entirely by Trust Waikato and other organisations.
- **90% of Lots of Little Fires** has been about stories in the WEL Trust area (Waikato- 34%, Hamilton- 56%). This reflects the heavily relational approach which LOLF has taken
- **76% of Waha**, our advocacy programme, has been in the WEL Trust area, mainly because the local government submissions we have made have been to Waikato and Waipa districts and Hamilton City.



5. Performance Highlights

(reported against our strategic framework)



A. Poutoko | Research

Waikato Kai Challenge - this has been the priority research and data/knowledge project for the WWP in 2023 and 24. There are 4 components to the challenge:

a. Food Insecurity Baseline and Food System Report - completion of the research on the state of food security/insecurity in the Waikato region "**Want Amongst Plenty**"³. This report was commissioned as the extent of food insecurity had never been properly measured or reported before in the Waikato. Scaled to the WEL Trust area, the report found the populations of Huntly, Tuakau, Pookeno, Te Kauwhata, Raglan, Ngāruawahia and Tauwhare combined are currently food insecure every year. The report sets out a pathway for greater food inter-dependence and sovereignty in the Waikato, with a focus on changes which could positively impact outcomes at the household scale. Importantly, the report reveals how the cost of housing is a major driver of food insecurity, especially for those on low incomes in rental housing.

This work has been fully funded by Trust Waikato as part of their funding for Te Ara Poutama. The report was released at a well-attended event on 27 November and has been positively received online. Copies of the report have been shared with government ministers, local MPs, WEL Trust trustees and other philanthropic organisations.

b. Foodshed Analysis - to better understand food supply and demand, the second part of the kai baseline work was to find out more about how much food the Waikato region produces, and how much food the people of the Waikato need for a good, healthy diet. The report was also commissioned to address a significant unanswered question- "*how much food do we produce, and how much do we need?*"

- i. The total area of the Waikato Region is 2.5 million hectares, with 1.4 million hectares of food producing land (57% of overall land area).
- ii. The Waikato region produces more than 7 million tonnes of food each year, however 6.5 million tonnes of that is milk and milk products, the majority of which is exported overseas.
- iii. The average person in the Waikato requires 615kg of food per year for a healthy diet.
- iv. For the 522,600 people living within the total project area, 267,049 hectares of land would be required to sustain them, which is only 11% of the overall land area of the Waikato Region and 19% of the current food producing land.

This research was completed on 31 January and has been fully funded by Trust Waikato as part of their funding for Te Ara Poutama. The work will form part of our kai activation programme for 2025 as we look to contribute positively to new ways of addressing kai security and sovereignty in the Waikato.

³https://issuu.com/waikatowellbeingproject/docs/www_framing_food_insecurity_report

c. **Lived Experience** - building on parts 1 and 2 above, the lived experience project will deepen our understanding of food security, insecurity and sovereignty by exploring the lived experience of people, whanau and communities in the Waikato with food. Importantly, it will also help reveal what innovations and solutions there might be to address food insecurity, reflecting some of the insights and recommendations from the first two reports.

We have partnered with ThinkPlace to undertake this work, in partnership with local food networks and agencies and will be completed by mid-2025. This work will be fully funded by the MAS Foundation.

d. **Kai Challenge Lead** - in line with our operating model, we have sought to partner with an organisation with a role at the front-line services and it gives us the capability and capacity to action/implement the insights we have developed through our research and data programmes. We have jointly appointed Hera Denton as our new Kai Challenge Lead. Hera is employed by GoEco and WWP will contribute towards her salary for the first 32 weeks of her role.

What impacts has this work had?

Food insecurity and poverty is a wicked problem which has become an entrenched feature of the Waikato (and New Zealand) social wellbeing landscape. The purpose of this work is to **contribute towards better policy and decisions** by revealing the (previously unknown) state of the food system in the Waikato, how it works and how people really experience it. This is a combination of **high-quality data, policy analysis and whanau voice**.

As part of this, our work with partners such as GoEco is exploring opportunities and possibilities for **different collective action approaches** to food security and sovereignty. Through our work we are identifying the intersectionality between issues such as food and housing and advocating for a collective leadership approach to these issues. This helps to counter the narrative that food insecurity is a moral failure and little more than a lack of personal responsibility.





B. Te Ara Poutama | Wellbeing Knowledge

The state of wellbeing outcomes in the Waikato is monitored and reported on via our wellbeing knowledge portal [Te Ara Poutama](#).

The WWP acts to collect, collate, analyse and share data on wellbeing at the regional and sub-regional scale, using the SDGs and WWP targets as a framework. Some data is novel (for example subjective wellbeing data in the Hauraki rohe, or organic waste), other data is existing but has not been localised to the Waikato or is in hard to access formats (for example our research report on kai and food insecurity).

In addition to the data collection elements of the Kai Challenge above, the key results from Te Ara Poutama for 2024 include:

- a. **Hauraki Opportunity** - This project was jointly developed with the Hauraki Primary Health Organisation Te Tara o Te Whai, Thames Coromandel, Hauraki and Matamata District Councils. These organisations, along with WWP, Māori health providers, iwi and other wellbeing organisations (e.g. Hatō Hone St John) have formed the Te Tara o Te Whai Alliance in the Hauraki Rohe.

The genesis of this work was a direct request from the Mayor of Thames Coromandel, following cycle Gabrielle, for us to help better understand what really drives wellbeing in his communities, so that councils, health and wellbeing organisations, iwi and services organisations can design and deliver services which directly respond to the wellbeing priorities of people. We were invited to bring an independent perspective to improving the understanding about wellbeing in the Hauraki rohe. The purpose of the alliance is to work collectively to better understand what drives Hauora/wellbeing for people in the rohe, and what actions will make the greatest and most immediate difference.

The role of WWP has been to facilitate a baseline subjective wellbeing survey, which can be repeated in the future to track and measure changes in wellbeing. We have contracted Huber Social to undertake this survey. The survey will also help to direct the next tranche of activities and services by Te Tra o Te Whai. You can read more about their activities and impacts here: irp.cdn-website.com/8b0490f0/files/uploaded/TTOTW_Annual_Report_23-24.pdf.

The survey is open until the end of February and results will be available in May 2025.

What impacts has this work had?

Te Ara Poutama is all about ensuring that decision makers and resource managers have **better quality data and knowledge** to help support their decisions. Our programme privileges **lived experience and whanau voice** alongside quantitative data. We anticipate this work will help drive **effective support and resources for communities** by local government, health and wellbeing agencies, iwi and community organisations- as has already been seen in the Hauraki rohe.

It will further **empower the community**, so they are better able to advocate for their needs on the basis of evidence. By establishing a rigorous baseline measure of wellbeing, the impacts of front-line investment decisions can be tracked over time.

b. Wellbeing of Young Woman and Non-Binary People

The WWP SDG 5 Manu Taki Riikka Anderson is the General Manager of YWCA Hamilton and is a champion for SDG 5 Gender Equality. No target for this important SDG was developed at the commencement of the WWP because there was no baseline data on the wellbeing of different genders in the Waikato, including for woman. In partnership with WEL Trust, Trust Waikato and YWCA, we have co-funded research to better understand the key drivers of wellbeing in the Waikato for young woman and people identifying as non-binary. The research was focused on Hamilton | Kirikiriroa and the Waikato district.

The research for this has now been completed and was shared with stakeholders at an event on 19 February. Some of the highlights of the research include:

- Young Women and Sex/Gender Diverse People of the Waikato reported lower wellbeing compared to national average.
- Sleep, safe and stable environments and holistic wellness identified as top priority needs.
- Respondents scored highest in feelings of self-acceptance of sex/gender identity.
- Those aged 16-24 generally scored lower than those aged 25-35, with unique areas of focus around health services and access to transport.
- Sex/Gender Diverse responses were generally lowest out of subgroups, indicating that focussed support is required.

What impacts has this work had?

The following proposed actions to support young women and sex/gender diverse people have been adopted by YWCA from the research and are informing their strategic and business plans:

- Create safe and stable environments, including explicit acceptance of gender diverse people.
- Skills training on financial literacy, and vocational skills, as well as fostering employment networks.
- Support to access and navigate services around mental health, women's health, and financial services.
- Sowing the seeds of change needed to address wider systemic issues caused by patriarchal and sex/gender-normative constructs
- Education to challenge inequities and raise awareness.
- Advocacy on safety in public and representation in media to shift the dial at the policy level.
- Partnering with organisations supporting men to be better allies for women.

This research aligns with and supports several of our Lots of Little Fires stories- including Rangi Hetet's story of empowering woman, the story of Rainbow Hub and the stories of young mums. These add further to whanau voice on these important challenges.



c. **Waikato Housing Stocktake Update** - The WWP is a member of the [Waikato Housing Initiative](#), which reflects the SDG target we have for housing, and the contribution that WHI leaders make to broader wellbeing as Manu Taki. Housing access, affordability and quality are consistently identified as a major factor in the wellbeing of people and families, both in New Zealand⁴ and internationally⁵.

WHI prepared its first housing (supply) stocktake in 2018⁶. In 2021-22, the WWP supported the WHI by developing an interactive housing dashboard/data lake, which tracks performance against the key measures of the WHI's wider housing strategy for the Waikato⁷. In 2023-24 we further supported WHI by fully funding an update of the housing stocktake⁸, to track progress since 2018. The stocktake showed that despite record levels of housing construction over the past 5 years, the shortfall of housing supply versus demand has not changed, and most houses built are not affordable. As well as informing council and developer decisions on land supply and infrastructure, this work has helped to facilitate work by the WWP to better understand the lived experience of housing insecure people via Lots of Little Fires (see [Lots of Little Fires Waikato | Waikato Wellbeing Project](#)).

Our work with the WHI has allowed us to better profile the issues for housing insecurity and homeless people in the Waikato. While the dramatic reduction in people in motels is a positive step, through our advocacy, the government has acknowledged that there is a substantial fraction of people who leave motels without suitable alternative accommodation. These people, often the young and older men, are forced into homelessness, couch surfing or living in cars.

Our Lots of Little Fires videos have highlighted these issues, especially for young solo mums, as well as some of the positive alternatives that are starting to emerge through ethical property managers and landlords. Furthermore, our work has encouraged MSD to undertake further research to better understand where people go, once they leave emergency accommodation.

⁴<https://www.ipsos.com/sites/default/files/ct/news/documents/2024-03/23rd%20Ipsos%20New%20Zealand%20Issues%20Monitor%20%28February%202024%29.pdf>

⁵<https://www.ipsos.com/sites/default/files/ct/news/documents/2025-01/Ipsos%20Housing%20Monitor%20NZ%20Edition%202025.pdf>

⁶https://www.waikatohousinginitiative.org/site_files/30376/upload_files/WRHI2018HousingStocktake_Sep2019.pdf?dl=1

⁷<https://www.waikatohousinginitiative.org/housing-data-lake/>

⁸[https://www.waikatohousinginitiative.org/site_files/30376/upload_files/WHI_UpdatedHousingStocktake_2024\(1\).pdf?dl=1](https://www.waikatohousinginitiative.org/site_files/30376/upload_files/WHI_UpdatedHousingStocktake_2024(1).pdf?dl=1)

What impacts has this work had?

The WHI is an integrated programme of actions aimed at improving housing affordability, quality and supply. The WWP's primary contribution to WHI has been in relation to **informed insights**, through the housing stocktake update and the Waikato housing dashboard/data lake. These are designed to lead to **better informed policy** and have been used as such by FutureProof, Kainga Ora and local councils to drive their business and investment decisions.

Through Lots of Little Fires, we have contributed to the goal of meeting the diverse needs of our communities, especially in relation to homelessness and the housing needs of young people. We have **shared whanau voice** highlighting the lived experience of housing insecurity for rangatahi and young mums and **influenced support and resource decisions** for assisted housing and influence how landlords can be seen as part of the solution.

Our research report on Kai has shown that housing affordability, especially for renters is a major factor influencing access to good quality food for whanau in the Waikato, issues that can only be address through **collective leadership**.



- d. **Circularising Organics Waste Research** - The WWP co-funded this research, along with the WRC and the Ministry for the Environment. The research built on previous work which showed the nature and scale of the organic waste issue in the region, and profiled different technologies and approaches to reducing and reversing the current trends. You can see the resulting resources here: [Circularising Organics Project | Waikato Regional Council](#). WWP hosted an online webinar which profiled some of these approaches on **6 August 2024** ([Circularising organics](#)). As well as being a major determinant in overall waste minimisation, climate action and environmental quality, the role of organics is an important consideration in kai sovereignty and security.

What impacts has this work had?

Feedback from WRC is that since its release, the CO project has significantly **influenced regional and local policy and action** on organic waste reduction. The research and resulting insights have formed a strong backbone for two significant projects, including the development of a network of compost hubs across the Waikato and Waipa District and Hamilton City areas. The work has shown the strong positive environmental, social and communities outcomes made possible through **deeper insight and collective community action**.

- e. **Te Ara Poutama Lead** - a key opportunity for WWP improvement (as has been noted in the review) was to better leverage and communicate the data and knowledge we have developed. In late 2024 we recruited [Quanita Ali](#) as WWP Wellbeing Knowledge Lead. Quanita is currently developing the 2025-26 wellbeing knowledge programme, in partnership with regional and local authorities, central government and philanthropic organisations.





C. Lots of Little Fires

Our award-winning storytelling programme Lots of Little Fires (LOLF) completed its second season in 2024 with another 7 video stories produced, including a summary video of the achievements in year 1⁹. As intended, the stories have not only been produced and shared widely on website and social media platforms, but they have also been used as important storytelling tools to aggregate support and resources for the people and organisations profiled. Stories captured and shared in 2024:

- Rangi Hetet and the Takeover Challenge
- Rainbow Hub Waikato...a place to be yourself
- Thomas Hunt, Community Based Youth Worker, Kirikiriroa Hamilton
- Te Toi Ora ki Whaingaroa: Changing the healthcare system through Whare hauora.
- Manaaki Rangatahi ki Waikato - Ending Youth Homelessness in Aotearoa.
- The Power of Community, A Home of Hope for Solo Mothers

As of January 2025, the 14 LOLF stories and one summary video have been viewed **452,000 times** on YouTube, along with strong viewership levels on the WWP website, Facebook, Instagram and LinkedIn.

While we are actively (and successfully) facilitating further positive changes through LOLF, the stories and people who are profiled in the video stories are the impact. We are not trying to deliberately invent new ideas or actions from these videos, we are trying to support, amplify and awahi the great things already happening.

They demonstrate there is a positive alternative to a traditional 'top down' policy process to develop new ways of working/solutions. The community already knows what works and are often making things happen despite a lack of resource, support and acknowledgement from those in power. The people who make things happen are often either unpaid, poorly paid or have insecure funding contracts. By capturing and sharing their stories in their own voice, we amplify their influence and help to bring their incredible work to the attention of funders, leaders and policy makers.

In the WWP review, LOLF was identified by stakeholders as one of the most successful and impactful programmes which the WWP has developed and delivered. Notwithstanding this, we have not yet been successful in securing additional funding for the programme. We have contracted an expert in advocacy, communications and fund raising to help us secure the resources, and potentially a new operating model for LOLF, so that it can continue to grow across the Waikato, and perhaps beyond. .



⁹Waikato Wellbeing Project celebrates one year of Lots of Little Fires - sharing inspiring stories and positive impact | Waikato Wellbeing Project

What impacts has this work had?

It is difficult to overstate the significant impacts of Lots of Little Fires, with ripples spreading far and wide from this award-winning and widely supported initiative. For example, the exciting story of Twenty 20 Sustainable Housing linking with a private landlord and developing the first ever fully supported transitional whare and kainga for whaea rangatahi who are pregnant or with baby/child, was released in late 2024.

As well as providing a beacon of inspiration to other wellbeing minded landlords, this story is a powerful example of the impact of Lots of Little Fires and the WWP. These impacts related to poverty (SDG 1), youth wellbeing (SDG 4,8,10), gender equality (SDG 5) and housing (SDG 11) outcomes.

It was through the connections the WWP facilitated with the Twenty20 Housing Trust, Joe Wilson's own connections with progressive landlords and his determination to find another way, that we were able to directly broker the creation of this traditional whare for whaea rangatahi who are pregnant. We will use this case study as an inspiration to other private and community housing providers of the opportunities out there to significantly improve wellbeing for underserved and unnoticed members of the community.

This is an example of the power of storytelling and sharing the positive alternatives to the status quo which already exist in our communities.

Other examples of positive impacts facilitated/ brokered via LOLF include:

- \$300,000 funding sourced through the Tom Hunt youth worker video for Western community centre facility developments - a collaborative community led facilitation in partnership with the Len Reynolds Trust and Waikato based funders. Using the video as the focal point and advocacy tool to enable this facilitation and collective outcome.
- A 6-bedroom house for teen young mums to live in and be supported- collaborative result of the He Puaawai and Twenty20 video and post release facilitation with a private landlord
- \$270,000 funding for a Waikato youth homeless coordinator role (in process) - direct from video and post release facilitation
- Guest speaking at national women's leadership event - Rangi Hetet direct result of video
- Increased application for new job roles at Twenty20 sustainable housing from 20/30 to 168 and achieved outstanding employees from this - direct result of video
- Community relationship developed between property manager and Te Toi Ora ki Whaingaroa Marae. Working together to find suitable housing for abused women and office space - direct result of video and post release facilitation
- Raglan Rental Property management becoming an ethical property manager. Through this, they sourced a house for a young mum and her partner in Hamilton - direct result of seeing He Puaawai video and post release facilitation
- Full time employment of three rangatahi otherwise unengaged in Huntly - supported by the video celebrating these rangatahi and exposing the employers to the opportunity there was to employ local rangatahi supported and trained by Hiki's AE programme.
- Use of the Twenty20 video to inspire a landlord to provide his 7-bed house for the 20/20 kaupapa to house seven young parents and their babies.
- Use of video to share with government officials from HUD, MSD and MOE to have an audience with Manaaki Rangatahi to enact changes to policy and funding around transitional housing.
- Young parents feel empowered, seen and valued by hundreds of emails and messages of support and gratitude for sharing their stories.
- Hiki's AE group having numerous opportunities presented to them for their kaupapa and for him to use the video to set up his own organisation extending his kaupapa to support more rangatahi.
- Hiki's story was shared with Raglan Area School to showcase what exceptional AE looks like to develop their own programme more effectively.
- Jamey Ferguson and Fairfield College Music Programme has grown and developed significantly over the year in response to the video and Jamey has been given further support to continue to develop the kaupapa which has led to greater student engagement and retention at school.
- A private rental was recently secured for Dawn, one of He Puaawai's young mums. This came through a connection with a Ray White Property Manager who saw the LOLF story and was moved to make a difference. He found a property and advocated for her. Dawn will now have her own three-bedroom house. Her first home. We are hoping this is a new road to pursue for future storytelling and to build more allies in the private rental market through our ethically minded Property Manager (name kept private)
- Setting up LOLF story telling for social innovation with secondary high schools (Rototuna and Raglan Area to start with) aiming to do most willing secondary schools by end of the year.
- Linking with University of Waikato to guest speak and workshop politics, social policy, anthropology students on the transition and opportunities for effective community led social change.
- Waikato Film and Screen on board to partner and showcase the LOLF stories.



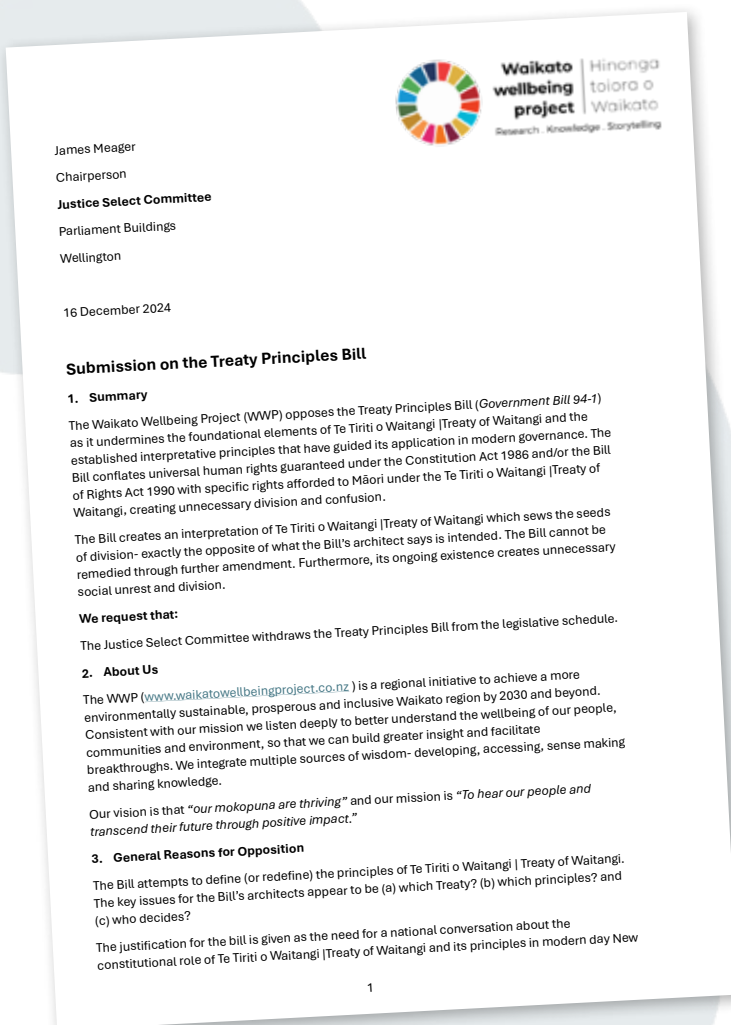
D. Waha | Advocacy

Our advocacy programme has several elements:

- General communications via our own website and social media channels
- Lots of Little Fires and the follow up which we undertake once the story is completed and published
- Direct advocacy with elected representatives and officials
- Formal advocacy via submissions

In the past 12 months we have:

- Published 55 wellbeing updates and stories on our website and via 5 direct mail newsletters reaching cumulatively over 5,000 stakeholders. Our newsletter has a very high open rate of 60%.
- Published 46 stories published on our social media channels with 67,907 impressions.
- The WWP LinkedIn page has 1,017 followers, and Harvey's page has 1,627 - indications of the strong base of advocates and supporters for the WWP.
- Made 11 individual and joint submissions and made presentations on local and central government and philanthropic agency plans and policies, partnering with Community Waikato, GoEco, HMS Trust, Seed Waikato and Creative Waikato. Includes submission on the Treaty Principles Bill.
- Supported and shared insights on wellbeing for Takutapui | rainbow elders in the Waikato.
- Jointly advocated successfully for reversal of funding cuts for youth services organisations.
- Brought together funding agencies to support a youth development project at Western Community Centre.
- Facilitated the formation of an emerging cluster for ethical property managers and landlords.
- Advocated for the voice of young homeless people with the Waikato Housing Initiative, MSD and Kainga Ora.
- Facilitated webinars, videos and hui on circular economy, kai insecurity, wellbeing in the Hauraki rohe and housing.
- Presented to a global 24-hour SDG sustainathon about the WWP.
- Co-funded with Community Waikato and Hamilton City Council a [workshop on community leadership](#), attended by more than 200 people.





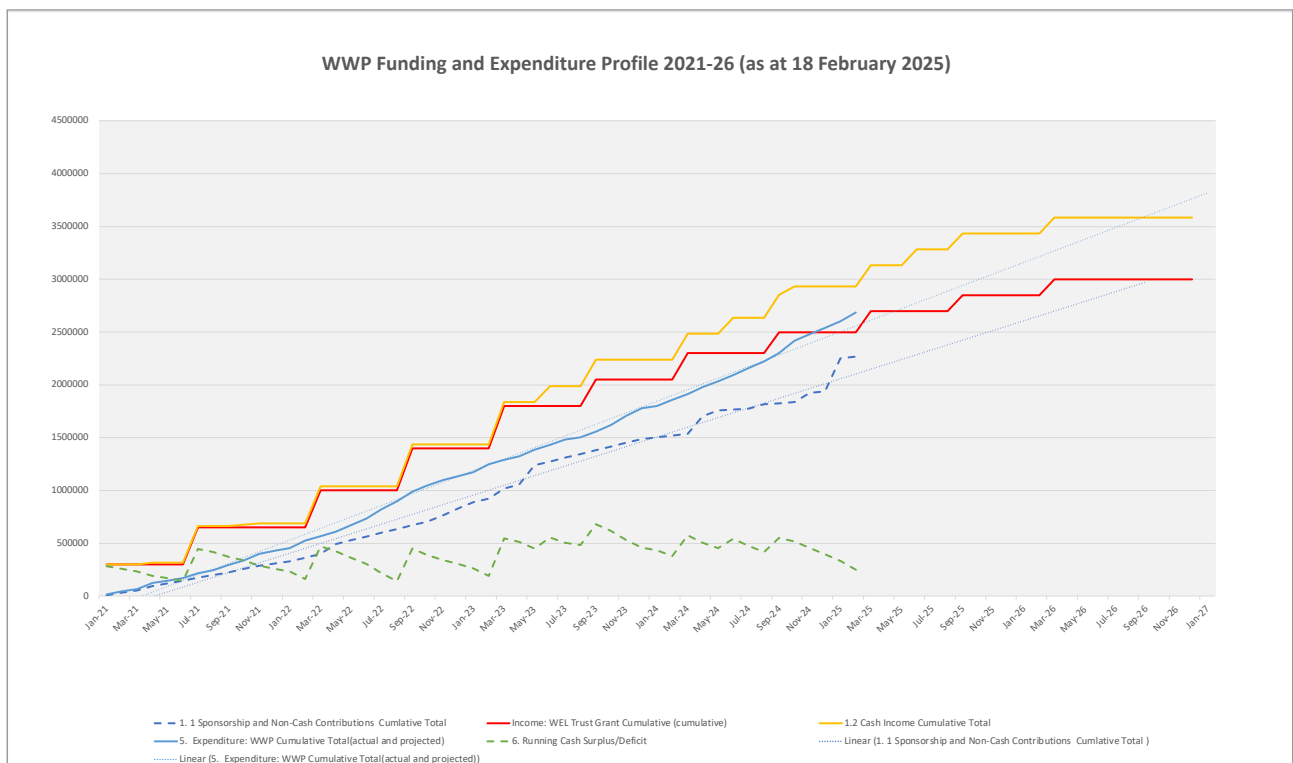
6. Budget Analysis

Overall, the project continues to progress on track and within the funding profile provided by WEL Energy Trust, WRC, Trust Waikato and MAS Foundation

Projections based on the Business Plan indicate that providing current funders meet their agreed commitments and we secure some third party funding for Lots of Little Fires, the WWP can continue until approximately mid-2026. Increased contractor costs in 2024-25 may shorten this timeframe.

Overall, in addition to WEL Energy Trust funding, we have secured another \$2.252m of cash and in kind funding for the WWP. This is already 107% of that agreed to in the 2020 Partnership and Funding Agreement, to be reached by December 2025. Assuming a similar profile of additional funding as per the past 4 years, this would result in in-kind and cash co-funding (again in addition to WEL Energy Trust funding) reaching \$3.0m by September 2026, which would be 145% of the target in the Partnership and Funding Agreement

In addition to the WEL Energy Trust, our largest cash co-funder has been Trust Waikato (\$450,000 over 3 years). We have also approached a range of other regional and national funders and enquired about co-funding. A key development in late 2024 was securing an additional \$80,000 in funding for our kai research from the MAS Foundation¹⁰. This will fully fund the lived experience research we are currently scoping out with ThinkPlace Limited. Our partnership with GoEco also means they will make a net in-kind contribution of \$127,000 towards the Kai Challenge over the next 2 years.



¹⁰Improving health and wellbeing equity in Aotearoa - MAS Foundation

7. 7. WWP Review

At its Annual Plan hearings and deliberations in early 2024, the WEL Trust resolved that:

“The 2024-25 Draft Annual Plan and Budget be adopted, subject to the changes requested by the Company as outlined in the report, and a reallocation of \$200,000 to the Waikato Wellbeing Project (WWP), bringing the total WWP allocation to \$400,000, with the expectation that there will be a robust review of future funding models and project deliveries.” (emphasis added)


The review of the WWP is now complete and can be seen on our website here <https://www.waikatowellbeingproject.co.nz/reports/>.

The review found:

- The WWP has achieved solid results for most deliverables, especially storytelling.
- Some funders see the project’s positive achievements, others challenge the value delivered.
- The WWP has generated benefits for the region, particularly to the community sector.
- The WWP has been easy for the community to access and has started to build cross-sector relationships. Importantly, this project provides independent research that will grow as the WWP matures.
- The WWP has sometimes lacked clarity around its role and deliverables; the areas it focuses on have changed over time, and the SDGs’ relevance to the Waikato Region have also been challenged.
- The WWP has faced questions about the impact of its work, both at policy and community levels.
- The role of key supporting functions for the project (Kaitiaki Advisory Board and Manu Taki) have not fully yielded the benefits that were originally intended.
- The community welcomes the project, and most stakeholders state the WWP has the potential to benefit the region significantly.
- The WWP needs to change its structure, accessible skill sets, and engagement practices.
- The WWP to scale its work upwards to affect policy and structural change and scale deeply to better support community initiatives.
- The WWP needs a broader funding base to deliver its work in the future.


We fully support the findings of the review and look forward to working with the region’s wellbeing leaders to implement the changes proposed in the review.



RESOURCES	ACTIVITIES TO 20 JANUARY 2025	PROGRESS	COMMENT
<p>Poutoko Research</p> 	<p>Waikato Kai Challenge</p> <ul style="list-style-type: none"> Food systems indicators report from Te Ngira completed and released by 15 June 2024 		<ul style="list-style-type: none"> A final baseline report “Want Amongst Plenty” was finalised and published in late November 2024. Report sent to all Waikato councils, WEL Trustees, Trust Waikato, Ministers Upston and Potaka and MP Hamilton. A Report on the Waikato Foodshed by Whirika Ltd is in final editing and will be completed 31 January 2025. A webinar to share the Foodshed report is being planned. A third final report, exploring lived experiences of kai in the Waikato is currently being commissioned with ThinkPlace. A new Kai Challenge Lead, Hera Denton, has been jointly recruited with GoEco. Started 13 January. Purpose will be to facilitate action and impact from research and insights. Joint submissions to Hamilton, Waikato and Waipa councils in May 2024 about a greater focus on food security in their annual plans.
	<p>At least 33% co-funding of kai project confirmed by 1 July 2024</p>		<ul style="list-style-type: none"> Baseline and Foodshed work have been undertaken as part of Te Ara Poutama funding from Trust Waikato. Application with MAS Foundation successful and \$80,000 will be provided for the lived experience project with ThinkPlace. This means the overall co-funding for third party services is 100%. A partnership has been agreed with GoEco for a new Kai Challenge Lead. WWP will co-fund the permanent position for the first 32 weeks. Value of co-funding to December 2026 \$118,000. Total external funding for Kai Challenge to December 2026 - \$337,745.




OUTPUTS TO 20 JANUARY 2025	PROGRESS	COMMENT
<p>Insight and Awareness</p> <ul style="list-style-type: none"> · Kai data webinar (with Te Ngira) and updates to website by 30 June 2024 		<ul style="list-style-type: none"> · A hui was held on 27 November and a report was published and shared via our website and social media channels in early December 2024 (see Kai Food Waikato Waikato Wellbeing Project)
<p>Kai project-related news articles and webinars hosted on the website to receive over 300 views per quarter</p>	<p>75% Achieved</p>	<ul style="list-style-type: none"> · 224 page views
<p>Maintain average engagement rate on social media of 9% (target of 12%)</p>		<ul style="list-style-type: none"> · 11.8%

RESOURCES	ACTIVITIES TO 20 JANUARY 2025	PROGRESS	COMMENT
<p>Te Ara Poutama Knowledge</p> 	<ul style="list-style-type: none"> Housing stocktake completed by 15 May 2024 <i>Note: Refer Poutoko for Kai programme</i> <i>Note: Te Ara Poutama Knowledge Lead, Quanita Kahn, recruited October 2024</i> 		<ul style="list-style-type: none"> Final report finished and provided to WWP 9 July 2024 Stocktake used to inform ongoing advocacy to central and local government- see WHI_MembershipEventSummary_August2024(1).pdf WWP jointly leading advocacy on emergency housing and youth homelessness with MSD and Kianga Ora- see Lots of Little Fires and Number of Hamilton whānau in emergency housing drops from 507 to 144 in one year - NZ Herald
	<ul style="list-style-type: none"> Circularising organics report completed by 1 June 2024 		<ul style="list-style-type: none"> Final report provided to WWP on 11 June 2024 and made public via WWP webinar 6 August 2024 (Circularising organics) Since its release, the CO project has already formed a strong backbone for two significant projects, including the development of a network of compost hubs across the Waikato and Waipa District and Hamilton City areas. Results supporting work to develop wider waste strategy and infrastructure plan for the Waikato and Bay of Plenty Regions.
	<ul style="list-style-type: none"> Hauraki Opportunity 		<ul style="list-style-type: none"> Wellbeing survey co-design with community from May 2024, including online and multiple face-to-face hui across the region. Members of community, representatives and flax-roots organisations were invited to tell us what mattered most for them to live a life they want, and what gets in the way of that. This engagement also included outreach to each iwi within project boundaries for involvement. All of this informed what we would ask Pare Hauraki in our Hauraki Opportunity Survey. Survey design finalised and launched on 15 October for public to complete. Will remain open until 28 February 2025. Engagement with Hauraki iwi-Māori underway and continuous. Presentation to Better Futures Hauraki Forum 19 October. Final report due 1 April 2025.



OUTPUTS TO 20 JANUARY 2025	PROGRESS	COMMENT
<p>Accessible and Relevant Knowledge</p> <ul style="list-style-type: none"> Housing stocktake report communicated including at least one webinar and update to website by 1 July 2024 		<ul style="list-style-type: none"> In person WHI event and report launch took place on 9 August 2024 with approximately 100 people present. Received local media coverage- see Number of families in Hamilton's emergency housing keeps dropping Waikato Times Circularising organics webinar and report launch held 6 August 2024 (Circularising Organics in the Waikato)
<ul style="list-style-type: none"> Te Ara Poutama website to receive over 600 views per quarter 		<ul style="list-style-type: none"> 336 views this quarter
<ul style="list-style-type: none"> Maintain average engagement rate on social media of 9% (target of 12%) 		<ul style="list-style-type: none"> 11.88%



RESOURCES	ACTIVITIES TO 20 JANUARY 2025	PROGRESS	COMMENT
<p>He Pakipumeka Lots of Little Fires</p> 	<ul style="list-style-type: none"> Season 1 summary by 15 May 2024 		<ul style="list-style-type: none"> Season 1 summary published to website, newsletter and social media channels on 23 May 2024.
	<ul style="list-style-type: none"> Stories 9 and 10 completed and published by 1 June 2024 		<ul style="list-style-type: none"> Stories 9 and 10 both released along with the reflections story that celebrates one year of LOLF and can be used to attract further support. Story 11, Te Toi Ora Ki Whaingaroa released September 2024, with a focus on rural and Māori health provision. Story 12, landlord and transitional housing collaboration for young mums and Story 13, Manaaki Rangatahi ki Waikato...ending youth homelessness released in October and November. Story 13, Taurikura - creating places, spaces and kōrero around Te Tiriti will be released by end of January 2025. <p><i>Refer report for examples of Impacts facilitated through LOLF.</i></p>
	<ul style="list-style-type: none"> At least 33% co-funding for programme confirmed for season 2 by 1 July 2024 		<ul style="list-style-type: none"> Considerable resources have been leveraged for front line wellbeing organisations through the advocacy of LOLF, however funding for the project itself is still tight. External advice on additional funding options and operating models being procured from FOHBOH. Report expected by 31 March 2025. Options at NZ on Air now being explored, application under development. Application for co-funding to Trust Waikato under development, due 14 February.
	<ul style="list-style-type: none"> Agreement with LOLF Advisory Group, funders, Manu Taki stakeholders and partners Season 2 stories, planned and confirmed by 1 July 2024 		<ul style="list-style-type: none"> Season two now completed and season three in planning phase. Exploring further priorities to integrate and align with community priorities and other WWP priority project insights- e.g. kai and housing



OUTPUTS TO 20 JANUARY 2025	PROGRESS	COMMENT
<ul style="list-style-type: none"> An average of 15,000 YouTube views per story released 		<ul style="list-style-type: none"> Average for stories published in 2024 is 24,700 views 53,742 views for Mannaki Rangitahi Video 15,279 for Landlord Story with teen mums Total views for the quarter 144,648
<ul style="list-style-type: none"> Lots of Little Fires website content to receive over 500 views per quarter 	<p>66% Achieved</p>	<ul style="list-style-type: none"> 331 views - reflecting that most people are viewing LOLF via YouTube and other social media sites
<ul style="list-style-type: none"> Maintain average engagement rate on social media of 9% (target of 12%) 		<ul style="list-style-type: none"> 11.88% an increase on the previous quarter (8.66%) Email open rates for stories of 48.2% Email click through rates of 27.72%



RESOURCES	ACTIVITIES TO 20 JANUARY 2025	PROGRESS	COMMENT
<p>Waha Advocacy</p> 	<ul style="list-style-type: none"> • WWP newsletters - 5 yearly 		<ul style="list-style-type: none"> • Newsletters published via mailing list and website March, May, July, October and December 2024
	<ul style="list-style-type: none"> • Submissions lodged - at least 10 annually including at least 3 joint submissions at local, national or international scale which align with our priority areas 		<ul style="list-style-type: none"> • Joint LTP submissions to: <ul style="list-style-type: none"> • Waikato District council • Hamilton City Council • Waipa District Council • Individual submission to HCC LTP • Submission to HCC Waste Minimisation Strategy (see Hamilton City Council Waste Minimisation Strategy Submission Waikato Wellbeing Project) • Presented in person to all three council hearings. • Joint submission made to select committee hearing proposals to change rules for Māori wards on councils • Joint submission with NZ-wide youth groups on government funding for youth initiatives • Two submissions to Justice select committee on Treaty Principles Bill. One joint, one WWP.



OUTPUTS TO 20 JANUARY 2025	PROGRESS	COMMENT
<ul style="list-style-type: none"> At least 10 joint initiatives between the WWP and other for purpose organisations by 1 March 2025 		<ol style="list-style-type: none"> Housing stocktake (WHI) Circularising organics report (WRC, MFE) Young Woman's wellbeing research (YWCA) Hauraki Opportunity (Te Tara o Te Whai, TCDC, Hauraki DC, MPDC) Member of Te Tara o Te Whai wellbeing Alliance (Hauraki) Joint submissions on Treaty principles Bill Joint submissions on Māori wards Joint submissions on council Annual Plans (5,6,7 with GoEco, Community Waikato, HMS Trust, Creative Waikato, DCNZ, Seed Waikato, MyLifeMyVoice) Kai Challenge lead co-funding (Go Eco) Funding partnership with MAS Foundation for kai challenge Community Leadership day- Community Waikato, Good Day Matrix (Nov 2024) Foodshed oversight group- Waikato DHB, AgResearch, WRC, PerrinAg, Whirika Partnership with Ara Taiohi - positive youth development Partnership with Waikato University Impact Lab (Kai Challenge) see Impact Lab and the Kai Challenge Waikato Wellbeing Project Student project guidance and mentoring Executive Programmes, Waikato Management School Wellbeing data management- Waikato Regional Council Presentation to Global 24hr Sustainathon, 24-25 September Partnership with Waikato Kaitiaki River Sweepers Emerging partnership with Rototuna High Schools <p>Ongoing</p> <ol style="list-style-type: none"> Te Ara Poutama (Trust Waikato) Waikato Housing Initiative Leadership Group Partnership and co-leadership of Aotearoa SDC Alliance Lots of Little Fires Oversight Group - Creative Waikato and Len Reynolds Te Ara Poutama Oversight Group- WRC, University of Waikato, Trust Waikato, Deliberate Wellbeing data sharing, Dot Loves Data
<ul style="list-style-type: none"> Contribution to the 2025 SDG Alliance people's report 		<ul style="list-style-type: none"> Executive Director member of SDG Alliance and contributing to report.
<ul style="list-style-type: none"> Submissions published on WWP website receive 100 views per quarter 	85% Achieved	<ul style="list-style-type: none"> 85 views of Advocacy content (up from 66)
<ul style="list-style-type: none"> Maintain average engagement rate on social media of 9% (target of 12%) 		<ul style="list-style-type: none"> 11.88% an increase on the previous quarter (8.66%) 72% email open rate (benchmark is 19.4%) 40.2% click through rate (benchmark is 2.8%) <p>Top 3 links</p> <ol style="list-style-type: none"> Treaty Principles Bill Want amongst plenty (Kai Challenge report) & Kaitiaki Advisory Board (linked in Christmas message) 2024-25 Business Plan (also linked in the Christmas message)

RESOURCES	ACTIVITIES TO 20 JANUARY 2025	PROGRESS	COMMENT
Org. Effectiveness	<ul style="list-style-type: none"> Accountability reports and presentations to WEL Energy Trust and WRC May and September 2024 		<ul style="list-style-type: none"> Presentation made to WEL Energy Trust 28 May 2024 Progress report provided to Trust October 2024 WEL Trust CEO invited to all WWP Kaitiaki hui Updates provided to WRC
	<ul style="list-style-type: none"> Annual presentations for Waikato Mayoral Forum and Waikato Regional Council 		<ul style="list-style-type: none"> Update letters to all councils in May 2024 Meeting with WRC Chair and CEO 26 June 2024 Meeting with Rotorua DC Mayor and Councillors August 2024
	<ul style="list-style-type: none"> At least 5 kaitiaki Advisory Board hui May 2024-April 2025 		<ul style="list-style-type: none"> Hui held in March, April, June, August, September, December 2024
Org. Effectiveness	<ul style="list-style-type: none"> At least 2 Manu Taki hui annually 		<ul style="list-style-type: none"> Hui held 7 February and 27 November 2024
	<ul style="list-style-type: none"> Terms of Reference for WWP review agreed by WWP, WEL Trust and WRC by 1 June 2024 		<ul style="list-style-type: none"> Terms of Reference completed following discussions with WEL Trust CEO, WRC and WWP Kaitiaki (September) Versus Research commissioned to undertake review Draft review report received January 2025, will be presented to key funders and partners February 2025



OUTPUTS TO 20 JANUARY 2025	PROGRESS	COMMENT
<ul style="list-style-type: none"> Actual expenditure per programme initiative to date 		<ul style="list-style-type: none"> All projects currently on track and within budget
<ul style="list-style-type: none"> WWP Business Plan published on WWP website by 15 May 2024 		<ul style="list-style-type: none"> WWP Business Plan published 2 May 2024 Updated Business Plan due for publication March-April 2025
<ul style="list-style-type: none"> WWP managed and delivered within business plan budget 		<ul style="list-style-type: none"> Overall WWP budget on track MoU with GoEco signed to hire new Kai Challenge Lead, Hera Denton, as a shared role Co-funding with MAS Foundation for Kai Challenge
<ul style="list-style-type: none"> Overall project co-funding cash and in-kind) of at least \$1.75m by Sept 2024 		<ul style="list-style-type: none"> On track, currently \$1.876m (January 2025)
<ul style="list-style-type: none"> Maintain newsletter open rate of 40% (target 50%+) 		<ul style="list-style-type: none"> Average of 59.95% for October and December Newsletter
<ul style="list-style-type: none"> Maintain newsletter CTR rate of 7% (target 8%+) 		<ul style="list-style-type: none"> Average 24.35% for October and December newsletters
<ul style="list-style-type: none"> Maintain website traffic of 2,000 visitors per quarter 		<ul style="list-style-type: none"> 1,900 website visitors
<ul style="list-style-type: none"> Maintain average engagement rate on social media of 9% (target of 12%) 		<ul style="list-style-type: none"> 11.88% an increase on the previous quarter (8.66%)



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