



*Albert-Eden Schools Cultural Festival 2017, Rocket Park*

# Welcoming Albert-Eden

December 2024





Bharatiya Mandir Hindu Temple, Balmoral Road



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# Introduction

This is the 2024 edition of the Welcoming Plan for Albert-Eden. It's an action plan to make Albert-Eden more welcoming and inclusive for newcomers through collaborations across the community. It summarises what is currently taking place. It also offers three-year objectives and short-term actions to address the most urgent gaps.

Tāmaki Makaurau Auckland is home to people from many places, cultures and traditions. Since 2013, there has been rapid population growth in the city, principally due to international migration. While this trend was disrupted by the COVID-19 pandemic in 2020, by 2023 the numbers of migrants settling in the city exceeded all previous annual records.

Auckland Council and the Ministry of Business, Innovation and Employment are partnering to ensure that newcomers settle successfully and develop a sense of belonging as quickly as possible in their new communities.

The Albert-Eden Local Board joined Welcoming Communities / Te waharoa ki ngā hapori in March 2023. The first months of the programme were focused on compiling information on what is taking place that aligns with the outcomes of the [Welcoming Communities Standard](#) (see page 8) for the local board and for the Auckland region. The Welcoming Communities team met with iwi, community stakeholders and service providers, to grow their understanding of opportunities and challenges for more successful settlement outcomes for newcomers.

This plan provides guidance to the council, the local board, iwi and community partners on what actions can be pursued to meet some of the needs of newcomers as they settle into their new neighbourhood.

## What is Welcoming Communities / Te waharoa ki ngā hapori?

It's a settlement programme led by the Ministry of Business, Innovation and Employment that helps cities create welcoming and inclusive environments for newcomers, such as recent migrants, former refugees, international students and anyone new to a community. The aim is to make everyone feel like they can belong, participate, contribute and thrive in their communities. The programme involves everyone, including residents, in developing, delivering and participating in welcoming activities.

## Contact us

To find out more or get involved, please contact us: [welcomingcommunities@aucklandcouncil.govt.nz](mailto:welcomingcommunities@aucklandcouncil.govt.nz)

Find us on Facebook:



# Foreword from the local board chair



*Kendyl Smith; Chairperson Albert-Eden Local Board*

Dear Albert-Eden Community,

I am very pleased to present the “Welcoming Albert-Eden Plan,” a reflection of our shared commitment to creating an inclusive and supportive environment for everyone who calls Albert-Eden home. This significant initiative has been developed with the support and funding from the Ministry of Business, Innovation and Employment.

Our community’s strength lies in its diversity, and it is our collective responsibility to ensure that everyone — especially newcomers — feels embraced and valued. This plan represents a crucial step towards achieving that vision. It builds on the many existing activities and practices within Albert-Eden that contribute to an inclusive and supportive atmosphere. These initiatives truly reflect our community’s spirit and dedication.

The plan outlines practical activities and future initiatives aimed at enhancing our community’s ability to welcome newcomers. It embodies a collective vision, crafted with input from a broad range of local voices and stakeholders. By focusing on collaborative efforts and targeted actions, we strive to build upon our current achievements and address areas for improvement.

As we move forward with implementing this plan, I encourage each of you to actively participate and contribute. The success of this initiative depends on our joint efforts and our commitment to fostering a community where everyone feels they belong. Together, we can make Albert-Eden a shining example of inclusivity and unity.

Thank you for your commitment and enthusiasm as we embark on this important journey.

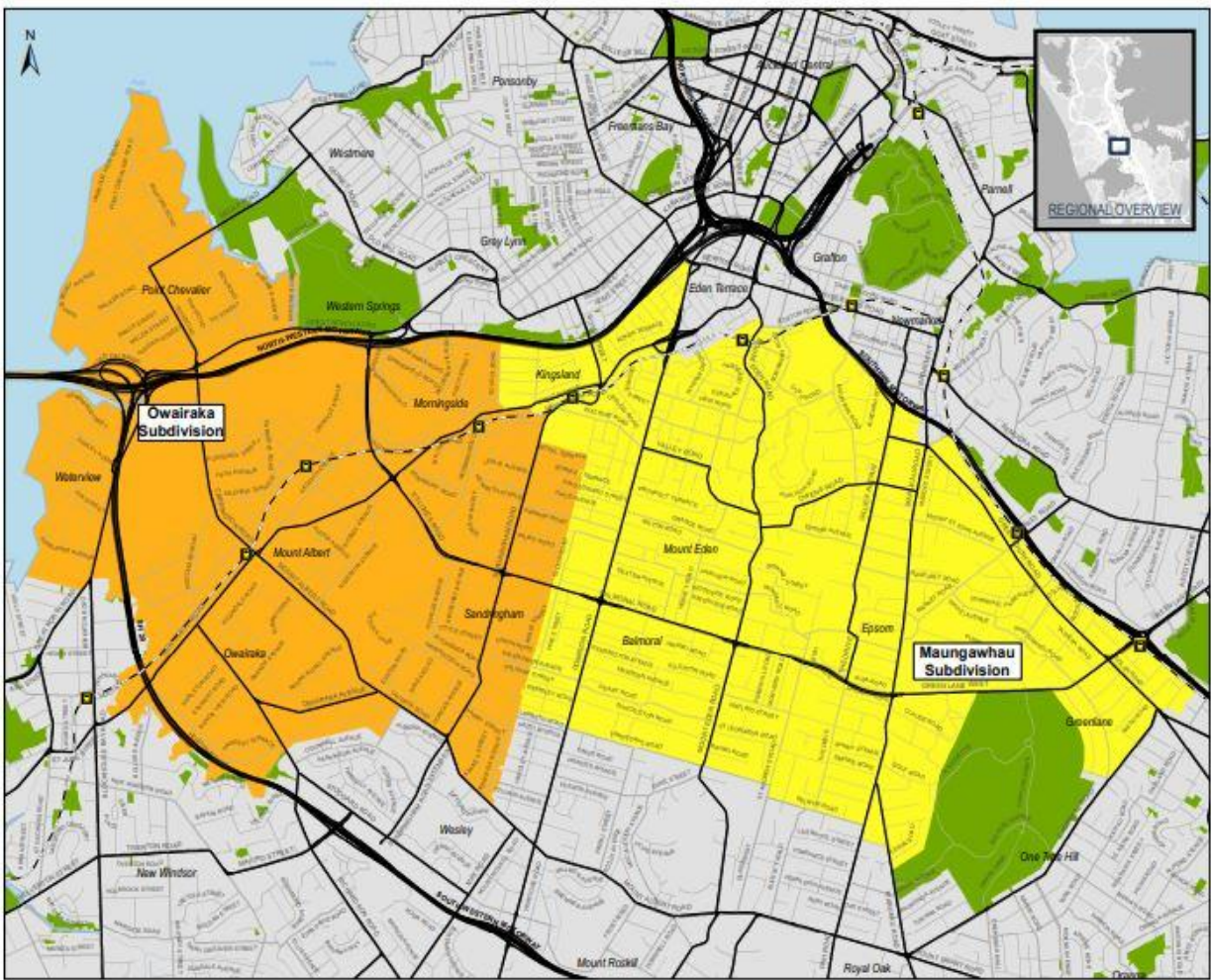
A handwritten signature in blue ink, appearing to read 'Kendyl Smith'.

Kendyl Smith Chair, Albert-Eden Local Board



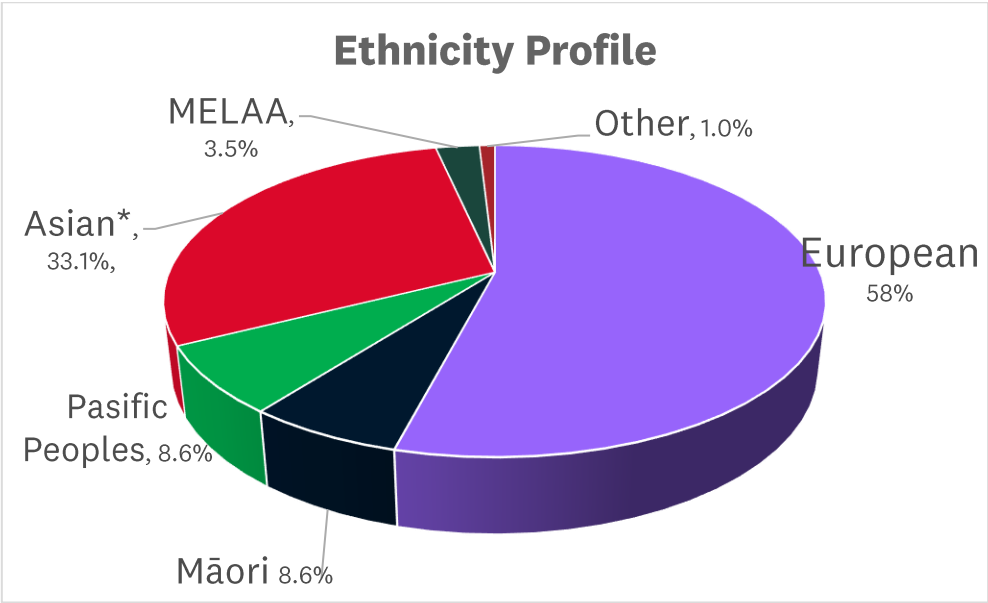
*Members of the Albert-Eden Local Board (left to right): Liv Roe, Jack Tan, Kendyl Smith (chairperson), José Fowler, Margi Watson (deputy chairperson), Christina Robertson, Julia Maskill, Rex Smith*

# Map of Albert-Eden Local Board



# Albert-Eden population and economy at a glance

Albert-Eden ethnic demographics (Census 2023)



	Albert-Eden	Auckland
Population (2023)	96,630	1,656,486
Population growth/decline (2018-2023)	-2%	5.4%
Median age (2023)	35.8	35.9
Overseas born (2023)	41%	43%
Live in NZ less than 5 years (2023)	24%	20%
Labour force participation (2023)	72%	69%
Median household income (2023)	\$130,200	\$116,800
Median individual income (2023)	\$50,600	\$44,700
Home ownership (2023) (%households)	54%	60%

### **In Albert-Eden<sup>1</sup>:**

- forty-six per cent of adult residents in Albert-Eden have gained a bachelor's degree or higher - a higher proportion than the Auckland region (31 per cent)
- eleven per cent of residents have no educational qualifications compared with 17 per cent across the region
- the median household income (\$130,200) is much higher than the Auckland regional average (\$116,800). It is the second highest in the region behind only the Ōrākei Local Board
- the vast majority (91 per cent) of businesses in Albert-Eden have five employees or less, highlighting the importance of small enterprises in the local economy
- forty-one per cent are employed in knowledge-intensive industries such as healthcare, professional services, education and training (versus 29 per cent Auckland wide)
- there are significantly fewer residents working in sales, as labourers, machinery operators and driver jobs categories (8 per cent versus 13 per cent regionally).

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<sup>1</sup> Sources: Census 2018 and 2023, *Local economic Summary and TAU advice 2022*, Tātaki Auckland Unlimited



# Welcoming Communities Standard for New Zealand

Outcome	What success looks like
<b>1. Inclusive Leadership</b>	Community, local government, tangata whenua and other community leaders work together to create, advocate for and continue to foster a welcoming and inclusive community. They lead a shared plan to increase connections between newcomers and existing residents
<b>2. Welcoming Communications</b>	People of all cultures and backgrounds feel included, listened to and well-informed through a range of ways that take into account their different communication needs
<b>3. Equitable Access</b>	Opportunities to access services and activities and to participate in the community are available to all, including newcomers
<b>4. Safe, Connected and Inclusive Communities</b>	People feel safe in their identity and that they belong in the community. There are high levels of trust and understanding between members
<b>5. Economic Development, Business and Employment</b>	Communities maximise and harness economic development opportunities that newcomers can offer. The council/local boards work with the business association to promote the contribution that newcomer business owners and skilled migrants make to the region's economy
<b>6. Civic Engagement and Participation</b>	Newcomers feel welcome to fully participate in the community. Newcomers are active in all forms of civic participation
<b>7. Welcoming Public Spaces</b>	Newcomers and members of the receiving community feel welcome in and comfortable using public spaces
<b>8. Culture and Identity</b>	There is a shared sense of pride in being part of a culturally rich and vibrant community. People feel their culture is respected and valued by other members of the community. There are opportunities to learn about each other's cultures

# 1. Inclusive leadership

Welcoming Communities Standard – What success looks like
<b>Community, local government, tangata whenua and other community leaders work together to create, advocate for and continue to foster a welcoming and inclusive community. They lead a shared plan to increase connections between newcomers and existing residents.</b>
1.1 As the indigenous peoples of Aotearoa, Māori – represented by tangata whenua, mana whenua, iwi and hapū and/or other hāpori Māori – have a prominent role in Welcoming Plan activities
1.2 Leaders, both designated and unofficial, reflect the diversity of the local community
1.3 Leaders model and acknowledge the principle of inclusiveness, openness, tolerance, respect and acceptance of all cultures in the community
1.4 There are clear roles, responsibilities, and ownership within the council and in the wider community for the Welcoming Communities programme
1.5 The council internal and external policies, services, programmes and activities recognise and address cultural diversity
1.6 A range of leadership opportunities in the council and the wider community are available to and taken up by newcomers

Tāmaki Makaurau Auckland has a rich and complex web of community-led, council and government initiatives that support newcomer settlement, or contribute to creating inclusive and welcoming environments for newcomers.

## Mana whenua leadership

For many newcomers to the region, developing an understanding and appreciation of its Māori identity is a principal element of the settlement journey. Understanding and knowledge build up over time when we are exposed to information and authentic experiences.

Iwi and hapū mana whenua, often in partnership with Auckland Council, lead events and activities that enable the community to learn about mana whenua culture and identity, such as Matariki celebrations, wananga, hikoī, environmental conservation activities and the sharing of local stories.

Acting on the Māori Responsiveness Framework, the local board has considered the views of mana whenua and matawaaka before making decisions on projects such as the Chamberlain Park masterplan and park design and has engaged with iwi for the development of the Windmill Park Concept Plan.

## Local Māori landscape

### Maunga, mountains in Albert-Eden:

- **Maungawhau, Mount Eden**

Maungawhau means 'the mountain of the whau tree'. Whau is a lightweight timber that Māori used for net floats.

- **Ōwairaka / Te Ahi-kā-a-Rakataura, Mount Albert**

Ōwairaka means the dwelling place of Wairaka. Another name is Te Ahi-kā-a-Rakataura, meaning the long burning fires of Rakataura. Rakataura was the leading tohunga on the Tainui waka (canoe).

For Māori, the significance of burning fires represented continued occupation or the keeping of the home fires. It is more commonly known today as Ōwairaka (the waters of Raka) to some, and Wairaka a Mātaatua (canoe ancestress) to others.

- **Te Kōpuke / Titikōpuke, Mount Saint John**

Te Kōpuke means 'the prominent mound'.

Te Kōpuke / Titikōpuke, was a Māori pa that once presided over a renowned gardening area. Historic food storage pits and terraces from the pā can still be seen.

## Key Projects and Matters of Interest to Mana Whenua

### Te Auaunga / Oakley Creek

In September 2018, the local board adopted the Te Auaunga (Oakley Creek) Vision and Restoration Strategy for the Lower Catchment.

Working with mana whenua, the goal is to restore the mauri (lifeforce) of Te Auaunga through enabling kaitiakitanga.

In 2019, the Te Tohu o Te Auaunga implementation plan was created to increase public awareness and engagement with the creek. The tohu, a symbol representing the creek and its connection with mana whenua, was developed collaboratively with Whaotapu, a collective of Tohunga Toi Ake.

### Area Plan for Puketāpapa and Albert-Eden Local Boards

This plan, developed in partnership with mana whenua, addresses the rapid growth and development in the suburbs of Mt Roskill, Ōwairaka, Sandringham, Wesley, Waikōwhai, and Three Kings over the next 30 years.





*Albert-Eden Local Board Inaugural Ceremony 2022*

### **Carrington Residential Development**

This large-scale urban development is led by the three Tāmaki Makaurau groups: Marutūāhu, Ngāti Whātua, and Waiohua-Tāmaki, along with their project partners.

Four marae in Albert-Eden serve the community within and beyond Albert-Eden:

- Te Māhurehure Marae (Taurahere Marae, whānau-run conference centre)
- Te Noho Kotahitanga Marae (Unitec)
- Te Ūnga Waka Marae (Epsom).

**In three years**, we wish to see a visible, well-promoted suite of activities that enables the community, including newcomers, to discover, learn about and appreciate the Māori cultural heritage of Albert-Eden.

#### **In the short term**

What we'll do	What we'll achieve	Who will be involved
<b>Continue to build relationships with iwi mana whenua</b>	Partnerships on initiatives that celebrate mana whenua culture and identity	Albert-Eden Local Board, Auckland Council services

<b>Promote events and activities led by iwi and local Māori organisations</b>	Increase newcomers' awareness and participation	Welcoming Communities team in collaboration with local community organisations
<b>New orientation programme</b>	Trial wananga/workshops/hikoi to learn about Te Tiriti o Waitangi and Māori identity of Tāmaki Makaurau and Albert-Eden	Welcoming Communities team in collaboration with iwi, local Māori organisations and Te Tiriti education providers
<b>Auckland Council website development</b>	A web portal to access information about iwi mana whenua of Tāmaki Makaurau	Welcoming Communities team in collaboration with iwi

## Diverse leadership development

The leadership of Tāmaki Makaurau Auckland is becoming increasingly diverse. Within Auckland Council, the demographic advisory panels, including the Pacific Peoples and Ethnic Peoples Advisory Panels, provide advice to the governing body and council staff on matters of significance to ethnic and Pacific communities within the remit of the Auckland Plan.

Elected members are becoming more representative of their local community, particularly at the local board level. Governing Body, local board and Parliament candidacy opportunities are widely publicised and open to all citizens. However, there is still a gap in representation from culturally diverse communities.

Within its workforce, the council is guided by the Inclusive Auckland Framework, Ara Moana Strategy and Māori Employment Strategy (M.A.H.I.) to achieve a more representative workforce.

Within the Albert-Eden, there is visible diverse leadership amongst community groups that serve communities. This development is supported by the work of community organisations such as Belong Aotearoa, Planet FM, Aotearoa Resettled Community Coalition (ARCC), Asylum Seekers Support Trust (ASST), New Family and Community Trust (NFACT), New Zealand Ethnic Women Trust (NZEWT), Migrant Action Trust (MAT), UMMA Trust, Kāhui Tū Kaha and Pearl of the Islands Foundation. The Albert-Eden Local Board regularly offer capability building programmes and networking opportunities through resourcing diverse community organisations or coordinators.

**In three years,** we wish to see:

- well-connected settlement support services across Albert-Eden to better meet the needs of the resident population, including newcomers
- identification, and inclusion into the settlement network emerging (ethnic) community and fringe groups.

### In the short term

What we'll do	What we'll achieve	Who will be involved
<b>Support for settlement support organisation and networks to connect</b>	Increase networking and capacity building opportunities across settlement support groups	Albert-Eden Local Board, Settlement Services Providers, Welcoming Communities Team
<b>Brokering of relationships, advice and mentoring</b>	Pathways to building relationships with local board, support for newcomers, accessing advice and funding	Community Broker, Welcoming Communities team, local community organisations

## Policies and programmes development

Auckland Council's elected members are expected to comply with a Code of Conduct based on the principles of trust and respect. Council staff must adhere to a charter that sets out the behaviour and service that can be expected by the people they serve, which includes understanding Aucklanders, their diverse needs and the services Council needs to provide to achieve their outcomes. There are formal complaint processes in case these codes are breached.

Within Albert-Eden, the local board members participate in community meetings, networks, and events to meet with a wide cross-section of the community. They lead consultation events where they seek to understand diverse community needs and priorities.

Regional and local board plans<sup>2</sup>, regional and local events and community programmes are guided by the Auckland Plan and strategies such as Thriving Communities which has strong aspirations for equitable outcomes for diverse communities. The Age Friendly Action Plan for Auckland Council promotes inclusive planning, accessibility in public spaces, and social participation for older adults, which aligns with the goal of creating a welcoming and supportive environment for all residents.

This Welcoming Communities Plan provides a particular focus on the needs of newcomers within the Albert-Eden Local Board. Its implementation is overseen by the Welcoming Communities Coordinator, supported by local council staff and the Welcoming Communities team.

### In three years, we wish to see:

- a greater focus on the specific needs of newcomers in local board work programmes and activities and in the local board plan 2026
- welcoming activities become part of a regular programme of activities.

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<sup>2</sup> See Albert-Eden Local Board Plan 2023: <https://www.aucklandcouncil.govt.nz/about-auckland-council/how-auckland-council-works/local-boards/all-local-boards/albert-eden-local-board/Documents/albert-eden-local-board-plan-2023.pdf>



**In the short term**

<b>What we'll do</b>	<b>What we'll achieve</b>	<b>Who will be involved</b>
<b>Welcoming Plan</b>	Adopted by the local board	Welcoming Communities team
<b>Trial new activities</b>	Activities are trialled and evaluated for their impact	Community Programme Delivery, Welcoming Communities team
<b>Welcoming Community accreditation</b>	The local board applies for Stage 1 and Stage 2 accreditation.	Welcoming Communities team

## 2. Welcoming communications

Welcoming Communities Standard – What success looks like
<b>People of all cultures and backgrounds feel included, listened to and well-informed through a range of ways that take into account their different communication needs</b>
2.1 The community is well informed about the local benefits of immigration and the Welcoming Communities programme, including success stories
2.2 The council is well informed about newcomers to their region and pro-actively seeks data about newcomers from relevant sources
2.3 The council’s engagement with all residents is two-way, culturally appropriate and fit for purpose.
2.4 Council communication materials and messages are inclusive and reflect the diversity of the local community. Council encourages other agencies, businesses and organisations to follow this model.

### Information

Information about population growth and other demographic changes is accessible through statistics provided by the Census. Census data is available on Knowledge Auckland and Auckland Counts, aggregated by the local board. The council does not collect data on newcomer settlement location trends beyond what is available in the Census, so it is not easy to know where new families are settling or where they are arriving from.

The council collects data to assess the sense of well-being, belonging and participation in the community, for example through the Quality-of-Life Survey<sup>3</sup> or support to research projects led by organisations such as the Auckland Resettled Communities Coalition or Ethnic Health Collective.

Migration and settlement stories are related through mainstream and community language media, and community-led initiatives such as Pass the Mic (Belong Aotearoa), New Resident Magazine (Aotearoa Resettled Communities Coalition), Think Diversity Magazine (Eyeview Ethnic Trust) or the Culture magazine (Nepalese Cultural Centre New Zealand).

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<sup>3</sup> In 2023 Auckland Council published an analysis of indicators of perception of social inclusion and cohesion. Social cohesion in Auckland: Results from the Quality-of-Life Survey, Ashley Prakash, Auckland Council Research and Evaluation Unit, 2023

## Communications and community engagement

The Council has developed guidelines, tools and approaches to increase engagement from the diverse communities of Tāmaki Makaurau. These include:

- partnering with community connectors to assist reach and accessibility of key consultation documents
- translation of summaries of key strategies, consultation documents and feedback forms, e.g. Auckland Plan, 10-year budget, Ngā Hapori Momoho/Thriving Communities Strategy
- translation of fact sheets about services, e.g. Recycling Made Easy, Storm Recovery
- telephone/video interpreting service through the Call Centre.
- practice guides for staff: Translating for a Diverse Auckland – A Guide to Decide how and when to translate (Oct 2021); Kakala (Pacific Engagement and Practice).



*Epsom Community Centre*

Many local staff within the Albert-Eden council facilities such as librarians, and partner community organisations are from diverse backgrounds and can interact with diverse communities in their language.

The Albert-Eden Local Board Plan 2023 includes aspirations to reduce barriers and increase engagement with its diverse migrants. However local plans, strategies and consultation documents are usually only available in English and Te Reo. There is limited use of ethnic or Pacific language media to share information on local consultations, news, or activities.

**In three years,** we wish to see:

- local communications highlighting newcomer stories and successes
- better access to information on newcomers settling in the local board area
- greater use of translation and cultural consultancy to improve communication and engagement with local communities
- increase use of local community languages and media to share information on events and activities.



**In the short term**

<b>What we'll do</b>	<b>What we'll achieve</b>	<b>Who will be involved</b>
<b>Auckland Council website development</b>	A web portal to access information about settling in Auckland	Welcoming Communities team
<b>Information on newcomers to the local area</b>	Investigate research/data available from Statistics New Zealand, Electoral Commission, Department of Internal Affairs, local schools/Ministry of Education, local medical facilities/Ministry of Health, Kāinga ora	Welcoming Communities team

# 3. Equitable access

Welcoming Communities Standard – What success looks like
<b>Opportunities to access services and activities and to participate in the community are available to all, including newcomers</b>
3.1 Council partners with local businesses, organisations and sector to identify and address barriers for newcomers to accessing services and participating in the community.
3.2 Council and other organisations in the community research, design and deliver services that take account of the different circumstances (for example, rural/urban) and cultural backgrounds of all service users, including newcomers.
3.3 All community members are well informed about the services available in the community. Newcomers are made aware of and are using these services.

The council supports a network of community facilities (Citizen Advice Bureaux, libraries, leisure centres, community hubs) and programmes that aim to encourage participation, community connections and learning for everyone in the community. Through its consultation processes, the council seeks community feedback using a range of engagement methods to determine community priorities. However, Māori, ethnic and Pacific communities are less likely to engage with these processes. And there is limited information on how much newcomers participate or what their specific needs may be.

It can be difficult for many newcomers to know where and how to access the services that they need, and for service providers to know how to engage with newcomers. Some organisations are increasing efforts to translate information or organise targeted programmes using community languages, for example.

There are opportunities for service providers to work better together and with the community to improve engagement.



*Gribblehirst Community Hub*

**In three years**, we wish to see:

- easier access to information about living in Albert-Eden for newcomers
- more coordinated and targeted efforts to reach out to newcomers
- settlement support services supported to connect with each other to discuss issues of concern.

**In the short term**

What we'll do	What we'll achieve	Who will be involved
<b>Collaborations across the Albert-Eden community to engage with newcomers</b>	Contribute to Kāinga Ora initiatives around welcoming newcomers  Contribute towards the establishment of the Diversity Hub for newcomers which includes Belong Aotearoa, Planet FM, and Asylum Seekers Support Trust.	Welcoming Communities team
<b>Orientation programme</b>	Collaborate with council services or community service providers to trial an orientation programme to improve access to information about living in Albert-Eden	Auckland Council, Welcoming Communities team, Community service providers
<b>Event and information finder on community social media</b>	Support existing online resources and grow their function to include an online directory and hard copies.	Local Board Welcoming Communities team



## 4. Safe, connected and inclusive communities

Welcoming Communities Standard – What success looks like
<b>People feel safe in their identity and that they belong in the community. There are high levels of trust and understanding between members</b>
4.1 Coordinated, comprehensive and appropriate initial welcoming support services are available from council, other agencies and community organisations.
4.2 The receiving community is well equipped and supported to welcome and interact with newcomers
4.3 Members of the receiving community and newcomers build relationships and are at ease with connecting and learning about and from each other.
4.4 Different cultures are celebrated and people are supported to express their cultural beliefs and customs, including language and religious practices.

### Migrant settlement support

Several regional organisations offer migrant settlement support services, such as Chinese New Settlers Services Trust (CNSST), Kāhui Tū Kaha, NZ Red Cross, Aotearoa Resettled Communities Coalition (ARCC), Asylum Seekers Support Trust (ASST), The Asian Network Inc (TANI), Belong Aotearoa, New Settlers Family and Community Trust (NFACT), New Zealand Ethnic Women's Trust (NZEWT), Fatimah Foundation, UMMA Trust etc. Services range from a structured settlement programme at the Māngere Resettlement Centre, to assistance with accessing housing, education, training, income support and English language. Some organisations offer advocacy support, and employment programmes.

There are several support agencies for migrants based in the Albert-Eden area such as Planet FM, Belong Aotearoa, ARCC and ASST. Planet FM is a not-for-profit community-based radio station. They offer a radio broadcast facility to community groups and individuals who otherwise have little or no access to the airwaves. The community delivered broadcasts offer news, settlement information and updates in ethnic languages.

Auckland Council and community organisations work across the region with local communities to celebrate cultural events and create opportunities for inter-cultural exchanges. The Albert-Eden Local Board through its local grant and partnership programmes supports local initiatives with funding and advice. Examples of welcoming activities and celebrations taking place in the Albert-Eden area include Lunar New Year, Greek-end Market and Docu-day, World of Cultures, Albert-Eden- Puketāpapa Eco Festival, Eid, Albert-Eden Schools Cultural Festival, Floral Carpet Festival, Matariki, Moon Festival, Diwali and Christmas.

**In three years**, we wish to see increased opportunities:

- across Albert-Eden for inter-cultural exchanges, where opportunities exist to learn about shared values and experiences, as well as differences
- for newcomers to learn about Te Tiriti o Waitangi and its relevance in modern New Zealand society
- for intercultural exchange across the diverse communities of Albert-Eden.

**In the short term**

What we'll do	What we'll achieve	Who will be involved
<b>Te Tiriti introduction workshops</b>	Workshops trialled in libraries and/or community venues	Treaty education provider, Auckland Libraries, community organisations
<b>Intercultural exchanges at marae</b>	Investigate with local marae opportunities such as wānanga that enable intercultural exchanges	Welcoming Communities team
<b>Storytime in community languages</b>	Collaborations with local community and residents	Auckland Libraries
<b>Intercultural activities</b>	Create connections and increase access to resources	Welcoming Communities team

## Cultural capability

Opportunities exist within the council for employees to develop an understanding of unconscious bias and how that impacts how we engage with others. There are also opportunities to develop competency around Māori and Pacific cultures. These opportunities do not yet extend to other cultural groups.

**In three years**, we wish to see intercultural competency training opportunities available to community-facing staff, recruitment staff and people leaders within Auckland Council, as well as to staff of community organisations.

**In the short term**

What we'll do	What we'll achieve	Who will be involved
<b>Intercultural capability building for Auckland Council staff</b>	Develop and test a programme	Capability Team

## 5. Economic development, business and employment

Welcoming Communities Standard – What success looks like
<b>Communities maximise and harness economic development opportunities that newcomers can offer. Council/Local board work with the business association to promote the contribution that newcomer business owners and skilled migrants make to the region's economy</b>
5.1 Newcomers, including international students, are supported to access local employment information, services and networks.
5.2 Newcomers, including international students, are supported with the local knowledge and skills to ensure they can operate successfully in the New Zealand work environment, either as a business owner or an employee
5.3 The receiving community recognises the value of diversity in the workplace, of newcomers' contribution to the region's growth and of the resulting wider economic benefits
5.4 Local employers and workforces develop their intercultural competency.
5.5 Mutually beneficial connections and initiatives are set up with migrant business by local business community and professional networks.

### Local employment assistance

Information and assistance to international students is provided by international student services of secondary and tertiary education providers, colleges and local training institutions. Connected.govt.nz and WINZ support and promote employment pathways for newcomers, including young people. The NZ Red Cross runs a Pathways to Employment programme for former refugee job seekers. Within Albert-Eden, English Language Partners provide job seeking and workplace English training for newcomers.

# Migrant business development

Migrant businesses play a key role across all Albert-Eden town centers and local Business Improvement Districts (BIDs) as they encourage local employment and retail opportunities. However, the voices and specific needs of migrant businesses, and especially new businesses, is not always heard.



*Dominion Road Bakery, Mount Eden*

**In three years**, we wish to see more newcomer entrepreneurs recognised and supported in local town centers, and cultural diversity becoming an attractor for local communities, visitors, and businesses. Through Business Improvement Districts and business associations, newcomer businesses are encouraged to adopt green business practices, improve their business resilience by accessing information, resources and networks, including New Zealand Police.

## In the short term

What we'll do	What we'll achieve	Who will be involved
Contribute to development of an active and inclusive town centre	Support the piloting of new initiatives that contribute to stronger town centres	Welcoming Communities team



## 6. Civic engagement and participation

Welcoming Communities Standard – What success looks like
<b>Newcomers feel welcome to fully participate in the community. Newcomers are active in all forms of civic participation.</b>
6.1 The Council’s elected members and staff effectively communicate with newcomers to promote their engagement in local government processes
6.2 Newcomers are encouraged and enabled to get involved in local government and civil society.
6.3 Newcomers’ efforts and achievements in civic participation and community life are acknowledged and celebrated

The council’s Voter Participation Initiative aims to increase voter participation, by reducing barriers to voter participation, increasing understanding of council and local elections, and encouraging candidates from all parts of the community.

The council’s Engagement and Communications team works with community partners to increase community engagement and participation during consultations on regional plans and policies. Local boards have dedicated engagement advisors who plan focused engagement with diverse communities in their area.

The participation of new migrants in council and community activities (e.g. Zero Waste promotion, Water Safety advocacy and pest control (Pest Free Albert-Eden), Eco-Neighborhoods, Conservation Volunteers Programme) is increasing.

However, newcomers continue to experience barriers to full participation in civic activities sometimes due to limited awareness of New Zealand’s civic society, laws, and values. There is underrepresentation of newcomers in key civic roles such as school boards of trustees, local board, and council memberships, limiting their influence in local governance.

Participation of newcomers in local government elections and planning processes is not at an optimal level, indicating a gap in civic engagement and decision-making processes.

Local board members participate in community events and network meetings and interact with community leaders and members, however there’s no specific recognition of newcomer’s achievements.

**In three years**, we wish to see programmes in place to increase the participation of newcomers in local elections and local consultation processes.

**In the short term**

What we'll do	What we'll achieve	Who will be involved
Civic orientation	Include civic education as part of an orientation programme for newcomers	Welcoming Communities team
Increase civic participation	Promote civic participation in partnership with diverse ethnic leadership forums and the Electoral Commission	Welcoming Communities team

## 7. Welcoming public spaces

Welcoming Communities Standard – What success looks like
<b>Newcomers and members of the receiving community feel welcome in and comfortable using public spaces</b>
7.1 The design and operation of public spaces and facilities are culturally appropriate and reflect the diversity of the community
7.2 Welcoming public spaces such as local town centres provide opportunities to build trust and relationships between newcomers and members of the receiving community
7.3 Public spaces and buildings create a sense of community ownership and inclusion for all, including newcomers.

Within Albert-Eden there has been a focus on the development of diverse engagement opportunities, and access to facilities.

- Mount Eden War Memorial Hall: used for social, festival celebrations, activities (Tai-Chi, dance, craft), exhibitions/expos and meetings.
- Sandringham Community Centre: classes (craft, cooking, ukelele, digital, fitness) playgroups (mainstream and Muslim) and after-school/school holiday programmes
- Gribblehurst Hub: eco-sustainable education – engagement community space
- Western Springs Garden Community Hall: Kids-only market, festival, events and meetings
- Sport and recreation activities across two facilities (Mt Albert Community and Leisure Centre)
- Waiōrea Community Recycling Centre

Public spaces such as community hubs, centres, libraries and venues are utilised by diverse communities; but improvements could be made to support those with limited English to access services and venues. Volunteer participation from culturally diverse communities within community spaces remains low.

**In three years,** we wish to see

- increased participation from diverse communities, including newcomers, in community environmental and leisure activities in public spaces.



Kūkūwai Park, Mount Albert

**In the short term**

<b>What we'll do</b>	<b>What we'll achieve</b>	<b>Who will be involved</b>
<b>Inter-cultural volunteering</b>	Create opportunities for ethnic and Pacific community connectors/leaders to participate in local activities, programmes and groups; engage with the Police and the council on safety matters	Welcoming Communities team



## 8. Culture and identity

### Welcoming Communities Standard – What success looks like

**There is a shared sense of pride in being part of a culturally rich and vibrant community. People feel their culture is respected and valued by other members of the community. There are opportunities to learn about each other's cultures.**

8.1 Receiving communities and newcomers share and celebrate their cultures with each other, facilitated by the council and others in the community.

8.2 Newcomers and the receiving community understand what values they each hold dear

Community-led cultural events are celebrated across Auckland, such as Waitangi Day, Matariki, Diwali, Pasifika Festival, PolyFest, Moon Festival, Lunar New Year, Japan Day and Eid celebrations. World of Cultures provides a platform for intercultural activities across the region. Libraries celebrate language weeks and cultural celebrations and hold regular Storytime sessions in some community languages.

However, beyond these expressions of diverse cultures through festivals and education, there are limited opportunities for residents to actively learn about and engage with each other's cultural backgrounds. Smaller or more isolated cultural groups are not equally represented in community activities and initiatives, impacting the overall cultural vibrancy and inclusivity. Some migrant communities find it difficult to access information, funding opportunities, or venues for activities.



Gladstone School Kapa Haka

**In three years,** we wish to see

- a rich tapestry of activities across the community, that build intercultural connections, understanding of different worldviews and collective pride
- increased local knowledge on the availability of facilities and places of interest amongst newcomer and migrant communities.

**In the short term**

What we'll do	What we'll achieve	Who will be involved
Intercultural activities	Continue to support cultural celebrations and celebrations of languages  Connect community groups with the resources they need to lead their own activities	Community Programme Delivery, Events. Welcoming Communities teams



Welcoming Albert-Eden 2024

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