



Diversity Festival 2023

Welcoming Ōtara-Papatoetoe

December 2024

Contents

- Introduction3
- Mana whenua perspectives5
- From the local board chair6
- Ōtara-Papatoetoe at a glance.....8
- Welcoming Communities Standard for New Zealand9
- 1. Inclusive Leadership..... 10
- 2. Welcoming Communications 14
- 3. Equitable Access..... 16
- 4. Safe, Connected and Inclusive Communities 18
- 5. Economic Development, Business and Employment20
- 6. Civic Engagement and Participation23
- 7. Welcoming Public Spaces.....25
- 8. Culture and Identity27

Introduction

This is the 2024 edition of Ōtara-Papatoetoe's Welcoming Plan. It's an action plan to make Ōtara-Papatoetoe more welcoming and inclusive for newcomers through collaborations across the community. There is a lot already taking place that celebrates the rich cultural heritage and diverse communities of Ōtara-Papatoetoe. The plan offers three-year objectives and short-term actions to ensure newcomers to our local board feel that they belong and that they can contribute to their community.

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 had exceeded all previous annual records.

Circumstances and experiences of migration vary greatly: most chose to move to Auckland, but some have been forced to flee their home country; many have a job or educational pathway secured prior to arrival, but some struggle to find work or are underemployed; many report that finding relevant information, developing connections and friendships, or learning about their new community, including its Māori culture, is difficult, and find themselves socially isolated. The latter can be true also for those that have come to Tāmaki Makaurau from another place in Aotearoa New Zealand, or have moved across the city.

While many of these challenges are outside the remit of Auckland Council, some can be influenced by what council services exist in the community, and how services are delivered.

Through Welcoming Communities, Auckland Council and the Ministry of Business, Innovation and Employment are partnering to explore ways



What is Welcoming Communities?

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 local residents, in developing, delivering and participating in welcoming activities.

Two key Māori cultural values underpin the programme. They are *whanaungatanga*, the importance of relationships, and *manaakitanga*, the value of extending hospitality and caring for other people.

that newcomers can settle and develop a sense of belonging as quickly as possible in their new communities.

The Ōtara-Papatoetoe Local Board joined Welcoming Communities in March 2023. The first months of the programme were focused on compiling information on what was taking place that aligns with the outcomes of the Welcoming Communities Standard ([see page 9](#)) for the local boards and for the Auckland region. The Welcoming Communities team met with iwi, community stakeholders and service providers, to identify opportunities and challenges for more successful settlement outcomes for newcomers.

This plan provides guidance to the council, the local board and community partners on what actions can be pursued to welcome newcomers as they settle in their new neighbourhood. Successes and learnings will be shared with the local board quarterly, and with iwi and community stakeholders through regular programme updates.

Contact us

To find out more or get involved, please contact us: welcomingcommunities@aucklandcouncil.govt.nz

Mana whenua perspectives¹

As mana whenua, the iwi (tribes) and hapū (subtribes) of Tāmaki Makaurau / Auckland play a central role in welcoming newcomers to their rohe (region). Guided by the concept of manaakitanga (hospitality and care for others), mana whenua provide opportunities for new migrants and former refugees to connect with the unique cultural identity of Tāmaki Makaurau.

Through the Welcoming Communities programme, newcomers can start their journey of understanding and appreciating the deep connections that Māori have to the region's identity, places, and people. Participants will learn about the names and stories of places in their area, as shared by mana whenua. They'll be introduced to te ao Māori (the Māori worldview) and mātauranga Māori (Māori knowledge systems) through activities such as learning common Māori words, taking part in cultural events, or joining celebrations organised by iwi and hapū.

Role as Kaitiaki (Guardians)

Mana whenua are the kaitiaki (guardians) of Tāmaki Makaurau. This guardianship is guided by tikanga Māori (customary practices) and ensures the mauri (life force) of the natural world remains healthy. Through the programme, newcomers will learn about the concept of kaitiakitanga and the role mana whenua play in sustaining the environment.

Participants will also discover the cultural and spiritual significance of features such as maunga (ancestral mountains), awa (waterways), ngahere (forests), and takutai (coastal areas). They'll gain insights into the interconnectedness of people and nature and learn how they can contribute to regenerating the environment in their own communities.

Connecting through Te Tiriti o Waitangi

Welcoming Communities provides an opportunity to build understanding of Te Tiriti o Waitangi (the Treaty of Waitangi), which underpins the identity of Tāmaki Makaurau and frames the relationship between Māori and the Crown. The programme encourages new arrivals to explore the ongoing relevance of Te Tiriti, as well as its role in fostering partnerships and honouring Māori values in the modern era.

Through shared experiences and whanaungatanga (building relationships), newcomers will connect with mana whenua and the wider community, creating mutual respect and appreciation. The programme's focus on storytelling and knowledge-sharing strengthens connections between people and places, contributing to a welcoming, inclusive, and culturally rich Tāmaki Makaurau.

¹ These points summarise common aspirations expressed by the mana whenua groups that have engaged so far in the Welcoming Communities programme, including:

- Ngaati Te Ata Waiohū
- Ngaati Tamaoho
- Te Ākitai Waiohū
- Ngāti Whanaunga
- Ngāti Maru
- Ngāti Tamatera
- Te Patukirikiri
- Te Rūnanga o Ngāti Whātua
- Ngāti Whātua Ōrākei
- Ngāti Manuhiri

These perspectives are helping shape the Welcoming Communities programme and this welcoming plan. Each iwi and hapū have expressed their own thoughts about the programme and conversations are ongoing regarding specific activities.

From the local board chair



Tēnā tatou katoa and warm pacific greetings,

Nāku te rourou nāu te rourou ka ora ai te iwi - With your basket and my basket the people will thrive.

I am very pleased to present the Welcoming Ōtara-Papatoetoe Plan 2024, a plan to make our places and services more welcoming and inclusive for newcomers to our area.

Firstly, I want to acknowledge our kaitiaki of this land, mana whenua. By working together, we ensure that our

community, public spaces, and decisions are shaped by their values, manaakitanga (kindness / respect), and rich history.

I want to thank the members of our community who have shared their thoughts and ideas and helped shape this plan. He aha te mea nui o te ao? (what is the most important thing in the world?) He tangata, he tangata, he tangata (it is people, it is people, it is people). Our people are what matter most, and the strength of our community lies in our diversity. Ōtara-Papatoetoe has long been a Pasifika and ethnic heartland of Tāmaki Makaurau / Auckland, and we are now seeing a growing number of people from different backgrounds choosing to call this place home. We are committed to ensuring that everyone feels welcomed and included.

Ōtara-Papatoetoe continues to grow, particularly our Māori, Pacific and Asian population. We welcome all our newcomers, many who are recent migrants, former refugees, international students, or families relocating from other regions of the country, and they may not be very familiar with Tāmaki Makaurau / Auckland or the Ōtara-Papatoetoe area.

Our hope is that this plan will help support newcomers in our community. Here, you'll be able to get answers to questions like how to access the information and services that will help you and your family thrive. It will also provide answers to questions such as - do you understand the systems in place, and are you informed about your rights and responsibilities? Do you have an opportunity to learn about the rich history of Aotearoa New Zealand? Are we providing welcoming spaces and opportunities for you to connect with others, participate, and forge new friendships?

We know that feeling at home and truly belonging is important to everyone. As a local board, we're proud to support a wide range of community services that help make this possible including our libraries, pools (free entry to all our local pools), leisure centres, community, arts, and music centres, sports facilities, and quality parks and playgrounds, so everyone can stay local. We also partner with local groups and organisations to offer programmes that bring people together. Lastly, our area is home to several church / faith-based groups.

There is something in our community for everyone. Our annual Diversity Festival, which takes place in March, is a highlight, celebrating the wonderful cultures that make up our community. We also love taking part in events like Diwali, Korean Day, and Chinese New Year, as well as supporting other community-led celebrations and activities through our grants programme. These events are all free, helping everyone to connect, share experiences, enjoy kai (food) and feel part of something special. As

a local board, we support funding of the annual Diversity Forum to hear the views and aspirations of people from smaller ethnic groups whom we may not usually hear from.

People are at the heart of everything we do, and we're all about supporting, empowering, and celebrating the amazing diversity in our community. Our strength comes from the connections we share across different cultures, neighbourhoods, ages, genders, sexual orientations, and abilities. We honour and respect Māori history and tikanga, recognising it as a unique and important part of what makes us who we are. We believe everyone should have fair and easy access to council services and facilities, no matter their background or circumstances. I'd love to welcome you and your whānau (family) to the vibrant, welcoming community of Ōtara-Papatoetoe.

What are local boards?

Local boards make decisions on local matters such as:

- supporting local arts, culture, events and sport and recreation
- supporting local organisations to deliver community services
- maintaining and upgrading town centres and facilities including parks, libraries and halls
- caring for the environment and preserving heritage.

Local boards also have a role in representing the view of their communities on issues of local importance.

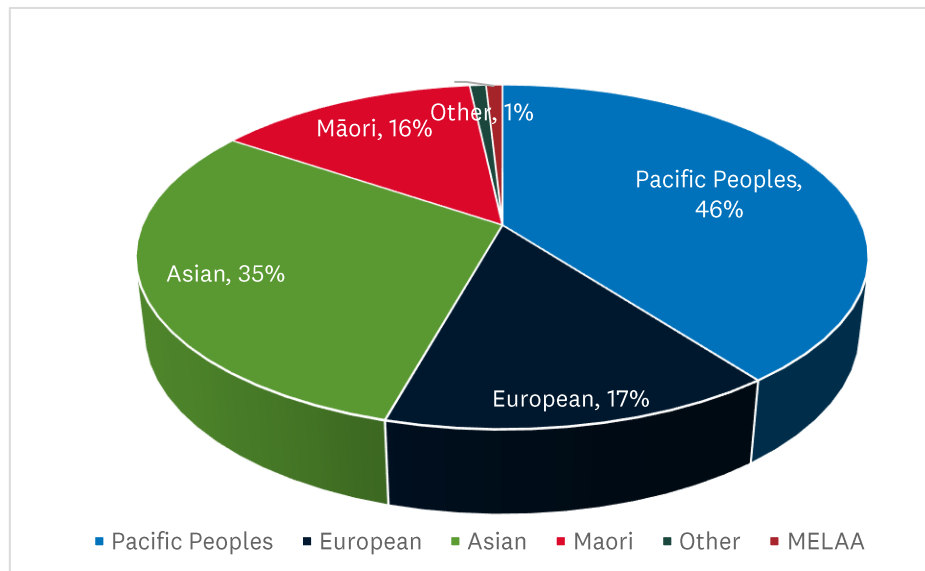
Ngā mihi,

Apulu Reece Autagavaia

Chair Ōtara-Papatoetoe Local Board

Ōtara-Papatoetoe at a glance²

Ōtara-Papatoetoe ethnic demographics (2023 Census)



Community profile	Ōtara-Papatoetoe	Auckland
Population (2023)	86,949	1,656,486
Born overseas (2023)	47%	43%
in NZ < 5 years (2023) (people born overseas)	18.8%	19.6%
Population growth (2018-2023)	2.1%	5.4%
Median age (2023)	31	36
Employment (FT) (2023)	51%	53%
Business units (increase over 10 years) (2022)	3.6%	2.3%
Home ownership (2023)	42%	60%
Without qualification (2023)	23%	13%
Labour force participation (2023)	65%	69%
Median Household Income (2023)	\$100,700	\$122,600

In Ōtara-Papatoetoe:

- 82 per cent of residents live in areas of high deprivation
- residents access employment opportunities locally and in Central Auckland
- employment is driven by healthcare services, particularly in relation to Middlemore Hospital. Manufacturing is also a strong contributor to the local economy, including textiles, chemicals, food and meat manufacture, wood and paper products – high carbon footprint.

² Sources: *Census 2023, 2024 Ōtara-Papatoetoe Local Board Report, Local economic Summary and TAU advice 2022, Tātaki Auckland Unlimited report*

Welcoming Communities Standard for New Zealand

Outcome	What success looks like
1. Inclusive Leadership	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
2. Welcoming Communications	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
3. Equitable Access	Opportunities to access services and activities and to participate in the community are available to all, including newcomers
4. Safe, Connected and Inclusive Communities	People feel safe in their identity and that they belong in the community. There are high levels of trust and understanding between members
5. Economic Development, Business and Employment	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
6. Civic Engagement and Participation	Newcomers feel welcome to fully participate in the community. Newcomers are active in all forms of civic participation
7. Welcoming Public Spaces	Newcomers and members of the receiving community feel welcome in and comfortable using public spaces
8. Culture and Identity	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
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.
1.1 As the indigenous peoples of New Zealand, 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, and contribute to creating inclusive and welcoming environments for newcomers.

Mana whenua leadership

Kaitiaki, iwi and hapu mana whenua across the region, lead events and activities that celebrate the Māori identity of Tāmaki Makaurau and affirm mana whenua values. These include Matariki celebrations, wananga, hikoi, environmental conservation activities, the gifting of place names or the sharing of local stories, often in partnership with Auckland Council, that enable the community, including newcomers to learn about mana whenua culture and identity.

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

The Ōtara-Papatoetoe Local Board is building relationships with local iwi. It recently adopted Māori names for twenty-one parks and places in the Ōtara-Papatoetoe area. These names and the narratives associated with them, gifted by iwi, enable the community, including newcomers to connect to the Māori cultural heritage and the whenua.

Local community and educational marae in Ōtara-Papatoetoe offer further cultural education opportunities for schools and the wider community. Community organisations, libraries and schools are also places where newcomers can learn about Te Ao Māori.

In three years' time, 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 Ōtara-Papatoetoe.

In the short term

What we'll do	What we'll achieve	Who will be involved
Build relationships with iwi mana whenua	Expand partnerships on initiatives that celebrate mana whenua culture and identity	Ōtara-Papatoetoe Local Board, Auckland Council services
Promote events and activities led by iwi and local Māori organisations	Increase newcomers' awareness and participation	Welcoming Communities team in collaboration with local community organisations
Orientation programme	Trial wananga/workshops/hikoi to learn about the Māori identity of Tāmaki Makaurau and Ōtara-Papatoetoe and Te Tiriti o Waitangi	Welcoming Communities team in collaboration with iwi, local Māori organisations and Te Tiriti education providers
Auckland Council website development	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. This is particularly true in the Manukau Ward and with the Ōtara-Papatoetoe Local Board.

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 Ōtara-Papatoetoe area, the local business association leaders reflect more of the Asian communities, while community groups including churches reflect more of the Pacific communities.

Council staff and community partners such as Ōtara Network Action Committee (ONAC) play an important role in facilitating capability building opportunities, networking and brokering relationships between community leaders, elected members, and across the community.

In three years' time, we wish to see stronger council services and service provider engagement with Pacific and ethnic community leaders on issues of significance to them.

In the short-term

What we'll do	What we'll achieve	Who will be involved
Ethnic and Pacific leadership	Consider ways to strengthen engagement with Pacific and ethnic community leaders	Welcoming Communities team with local churches, Pacific and ethnic community groups
Social Cohesion meetings	Investigate opportunities for ethnic and Pacific community connectors/leaders to engage with the Police and the council on safety matters	Welcoming Communities team

Policies and programmes development

Auckland Council's local board members and councillors are elected every three years to lead the development of council plans, policies, and budgets and ensure effective engagement between Auckland Council and the people of Auckland.

Through engagement, elected members and staff aim to gain an understanding of the diverse needs and aspirations of Aucklanders and the services the council needs to provide to achieve these outcomes.

Regional and local board policies, regional and local events and community programmes are guided by the Auckland Plan 2050. Belonging and participation are identified as key outcomes for addressing the population growth, shared prosperity and environmental challenges that Auckland is facing, so that "all Aucklanders will be part of and contribute to society, access opportunities, and have the chance to develop to their full potential".



Ngā Hapori Momoho / Thriving Communities has strong aspirations for equitable outcomes for diverse communities

Strategies have been developed to align Auckland Council’s work to achieve these outcomes, such as Ngā Hapori Momoho / Thriving Communities, Kia ora Tāmaki Makaurau (Māori outcomes performance measurement framework), Ara Moana (Pasifika Strategy) or The Age Friendly Action Plan.

Within Ōtara-Papatoetoe, 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. The Ōtara-Papatoetoe Local Board Plan 2023 outlines key outcomes that the local board has prioritised over the next three years, which include “A socially cohesive community that is proud of and celebrates its diversity”. There are specific objectives to celebrate and nurture the diversity of the area, and engage with the diverse communities.

To achieve these objectives, the local board partners with local community organisations and funds programmes in local libraries and facilities.

This Welcoming Communities Plan provides a particular focus on the needs of newcomers within Ōtara-Papatoetoe, to help increase engagement and participation in community life. In the short term (through to mid-2026), its implementation is overseen by the Welcoming Communities Coordinator, supported by local council staff and the Welcoming Communities team.

In three years’ time, we wish to see:

- a greater focus on the specific needs of newcomers in local board work programmes and activities and in the Ōtara-Papatoetoe Local Board Plan 2026
- new or enhanced activities that increase newcomer engagement and participation become part of a regular programme of activities.

In the short term

What we’ll do	What we’ll achieve	Who will be involved
Welcoming Plan	Adopted by the local board	Welcoming Communities team
Trial new or enhanced activities (refer to other sections)	Activities are trialled and evaluated for their impact	Community Programme Delivery, community partners, Welcoming Communities team
Welcoming Community accreditation	The local board applies for Stage 1 and Stage 2 accreditation.	Welcoming Communities team

2. Welcoming Communications

Welcoming Communities Standard – What success looks like
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
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. The council encourages other agencies, businesses and organisations to follow this model.

Information

Information about population growth and other demographic changes is mainly accessible through statistics provided by the Census. Census data is available on Knowledge Auckland and Auckland Counts, aggregated by 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 wellbeing, belonging and participation in the community, for example through the Quality of Life Survey³ or by supporting research led by organisations such as the Auckland Resettled Communities Coalition (ARCC) 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 (Auckland Resettled Communities Coalition ARCC), Think Diversity Magazine (Eyeview Ethnic Trust) or the Culture magazine (Nepalese Cultural Centre New Zealand).

Communications and community engagement

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

³ 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, <https://www.knowledgeauckland.org.nz/media/3yllsype/tr2023-17-social-cohesion-in-auckland.pdf>

- 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, Long-term Plan 2024-2034, Ngā Hapori Momoho / Thriving Communities Strategy
- translation of factsheets about services, e.g. Recycling Made Easy, Storm Recovery
- telephone/Video Interpreting Service available through the Call Centre and some other services
- 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).

Many local staff, within Ōtara-Papatoetoe council facilities such as librarians and community centres, are from diverse backgrounds and can interact with diverse communities in their language.

The council and local board seek cultural advice from kaumatua or community leaders when working and engaging with Māori and many other cultural groups. Events are used to reach diverse communities such as Diversity Fora and other public events.

However local plans, strategies and consultation documents are only available in English. There is limited use of ethnic or Pacific language media to share information on local consultations, news or activities.

In three years' time, we wish to see:

- better access to information on newcomers settling in the local board area
- better access to information that is helpful for new residents to settle successfully in their new community
- local communications highlighting newcomer stories and successes.

In the short term,

What we'll do	What we'll achieve	Who will be involved
Compile information on newcomers to the local area	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, Kainga Ora	Welcoming Communities team
Auckland Council website development	A web portal to access information about settling in Auckland and Ōtara-Papatoetoe	Welcoming Communities team in collaboration with community services providers

3. Equitable Access

Welcoming Communities Standard – What success looks like
Opportunities to access services and activities and to participate in the community are available to all, including newcomers
3.1 The 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 The 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 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. 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 may be opportunities for service providers to work together and with the community to improve engagement with newcomers, for example by contributing to joined-up resources and orientation activities.



Allan Brewster Leisure Centre Papatoetoe

In three years' time, we wish to see:

- easier access to information about living in Ōtara-Papatoetoe for newcomers through an orientation programme and open days

- more coordinated and targeted efforts to reach out to newcomers and better understand needs, aspirations and barriers
- ethnic and Pacific leaders supported to connect with services to discuss issues of concern, including safety, climate resilience and adaptation capability.

In the short term

What we'll do	What we'll achieve	Who will be involved
Collaborations across the Ōtara-Papatoetoe community to engage with newcomers	Broker relationships between emerging Ethnic and Pacific community connectors and service providers	Welcoming Communities team, Community Programme Delivery team
Orientation programme	Trial an orientation programme to improve access to information about living in Ōtara-Papatoetoe	Welcoming Communities team in collaboration with community service providers
Develop a Needs Assessment for Newcomers in the area	Identify newcomer groups and needs including barriers to meeting the needs and proposed solutions	Welcoming Communities Team and the local board
Apply newcomer lens on local board funded activities	Promote practice that considers the needs of newcomers when organising community activities	The local board, Community Wellbeing services and community partners
Expo of services, businesses and community groups	Explore the idea and scope an event	Welcoming Communities Team

4. Safe, Connected and Inclusive Communities

Welcoming Communities Standard – What success looks like
People feel safe in their identity and that they belong in the community. There are high levels of trust and understanding between members
4.1 Coordinated, comprehensive and appropriate initial welcoming support services are available from the 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

A number of regional organisations offer migrant settlement support services, such as CNSST Foundation (formerly Chinese New Settlers Services Trust), Kahui Tu Kaha, NZ Red Cross, Aotearoa Resettled Communities Coalition (ARCC), Pacific Settlement Services, The Asian Network Inc (TANI), Belong Aotearoa, New Settlers Family and Community Trust (NFACT), Fatimah Foundation, UMMA Trust etc. Services range from a structured settlement programme at the Mangere Resettlement Centre, to assistance with accessing housing, education, training, income support, English language etc. Some organisations also offer advocacy support and employment programmes.

Within the Ōtara-Papatoetoe area, English Language Partner, Literacy Aotearoa and Manukau Institute of Technology programmes provide English language or literacy services to newcomers who hold a Resident visa. The Safari South Multicultural Playgroup provides opportunities for families to access early education, connect with each other and learn about the services that they may need. They and many other local organisations provide informal orientation advice to newcomers.

Intercultural connections

Auckland Council and community organisations work across the region with local communities to celebrate cultural events and create opportunities for inter-cultural exchanges.

The Ōtara-Papatoetoe Local Board through its local grants, community delivery and events programmes delivers activities or supports local community-led initiatives with funding, capacity

building and advice. Examples of activities taking place in the Ōtara-Papatoetoe area include tours of cultural and community facilities, Waitangi and Matariki events, Diversity festival, Pacific festival, Lantern Festival, Diwali celebrations, World of Cultures activities or Polyfest.

The area has a rich network of organisations and groups that connect its diverse communities. Community centres, local libraries, Ōtara Music Art Centre and Fresh Ōtara Gallery bring people together across different cultures, either by providing space and resources for community-led activities, or by organising programmed activities. Schools, marae, places of worship, community gardens, Ōtara market, shopping centres, sports clubs, pools, leisure centres, community organisations are all places where people connect and interact with each other.



Local gardeners at Middlemore Teaching Garden

In three years’ time, we wish to see:

- increased opportunities across Ōtara-Papatoetoe for inter-cultural exchanges, where opportunities exist to learn about shared values and experiences, and discuss shared aspirations or concerns
- increased opportunities for newcomers to learn about Te Tiriti o Waitangi and its relevance in modern New Zealand society.

In the short term

What we’ll do	What we’ll achieve	Who will be involved
Te Tiriti introduction workshops	Workshops trialled in libraries and/or community venues	Treaty education provider, local libraries, community organisations
Intercultural exchanges at marae/ Host powhiri for newcomers into the area	Investigate with local marae opportunities such as wānanga that enable intercultural exchanges	Welcoming Communities team
Story Time in community languages	Trial Story Time in different languages in collaborations with local residents in libraries	Local libraries
Global Friends meet-ups	Trial intentional intercultural meet-ups in libraries	Local libraries

5. Economic Development, Business and Employment

Welcoming Communities Standard – What success looks like
Communities maximise and harness economic development opportunities that newcomers can offer. The 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
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

Central government services such as [Connected.govt.nz](https://connected.govt.nz) and WINZ support employment pathways for newcomers. Information and assistance to international students is provided by international student services of secondary and tertiary education providers and local training institutions. The NZ Red Cross runs a Pathways to Employment programme for former refugee job seekers.

Within Ōtara-Papatoetoe, English Language Partners provide job seeking and workplace English training for newcomers.

The Southern Initiative and Pacific Business Trust support economic growth in South Auckland through Māori and Pacific Businesses development.

Migrant business development

Migrant businesses play an important role in all Ōtara-Papatoetoe town centres and local Business Improvement Districts (BIDs) encourage local employment and retail opportunities. However, the voice and specific needs of migrant businesses, and especially new businesses, is not always heard. There could be more opportunities for example for the council, community organisations and business associations to provide information or offer programmes that help new businesses owners build their knowledge of their rights and responsibilities in the Aotearoa New Zealand context and access local training and networking opportunities.



Ōtara Market stallholder

In three years' time, we wish to see newcomer entrepreneurs recognised and supported in local town centres, and cultural diversity becoming an attractor for local communities, visitors and businesses.

In the short term

What we'll do	What we'll achieve	Who will be involved
Business incubator	Investigate options for an incubator at Ōtara town centre to grow new local businesses. Support for newcomer/new and emerging businesses.	Welcoming Communities team local board and local business associations
Influence Local Town Centre Business Association Strategic Plans	Aligned action plans to influence focus areas to include proposed activities	Local business associations and Auckland Council / local board
Local Business Awards – to include new or emerging businesses in the area	Encourage and acknowledge entrepreneurial spirit and resilience in the local area.	Local business associations and Auckland Council / local board

Cultural capability

Opportunities exist within the council for employees to develop 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' time, 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
Intercultural capability building for Auckland Council staff	Develop and test a programme	Capability team

6. Civic Engagement and Participation

Welcoming Communities Standard – What success looks like
Newcomers feel welcome to fully participate in the community. Newcomers are active in all forms of civic participation.
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

It can take a while for newcomers to engage in political and civic processes, for a range of reasons. For example, new migrants are less likely to participate in elections than longer-term residents. They experience barriers to 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 boards and the governing body, limiting their influence in local governance.

Who can get enrolled to vote?



In New Zealand you must **enrol to vote** if you:

- are 18 years or older and
- have lived in New Zealand for more than one year at some time in your life and
- are a New Zealand citizen or permanent resident of New Zealand.

Source: [Home | Vote NZ](#)

A number of initiatives within Auckland Council aim to address barriers to participation. For example:

- The council’s Voter Participation Initiative aims to increase voter participation, by reducing barriers to voter participation, increasing understanding of the 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.

- In Ōtara-Papatoetoe, the local board organises Diversity Fora to engage with ethnic leaders. Local board members participate in community events and network meetings and interact with community leaders and members to gain insights on community aspirations.

In three years' time, 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
Orientation programme	Include civic education as part of an orientation programme for newcomers	Welcoming Communities team
Increase civic participation	Promote civic participation in partnership with Pacific and ethnic leadership fora and the Electoral Commission	Welcoming Communities team and the local board

7. Welcoming Public Spaces

Welcoming Communities Standard – What success looks like
Newcomers and members of the receiving community feel welcome in and comfortable using public spaces
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 Ōtara-Papatoetoe there has been a focus on the development of Māori narratives and celebrating the Māori cultural heritage of the area, particularly with the re-naming of parks and places through Te



The epic adventure hub at Hayman Park | Manu-kau noa Iho boasts New Zealand's tallest play tower at 12.8 metres

Kete Rukuruku programme. There are also places that reflect intercultural connections through design and artwork, such as Ōtara town centre with its references to Pacific cultures.

Community facilities in the area are designed and operated for the use and enjoyment of diverse communities and enable intercultural connections. Outstanding examples include the new playground at Manu-kau Noa Iho - Hayman Park, Ōtara Music Art Centre, Te Puke ō Tara Community Centre or Papatoetoe Centennial Pool and Leisure Centre with its Ladies Night swimming programme.

In three years' time we wish to see

- safe, vibrant and welcoming town centres
- more opportunities for communities to raise safety concerns with police and the council

- design of public spaces incorporating more Māori arts or other diverse cultural designs, motifs and crafts
- new housing developments reflect diverse needs – seniors, disability and cultural, e.g. to reflect inter-generational living and large households
- more green spaces enabling community gardens and fostering climate adaptation and community resilience.



Ōtara Creek Reserve bridge and public art sculpture

In the short term

What we'll do	What we'll achieve	Who will be involved
Safe, vibrant and welcoming town centres	Explore opportunities with business associations in Ōtara-Papatoetoe on how to grow and nurture new and emerging business migrant or newcomer opportunities	Welcoming Communities team, local business associations

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, Korean 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 story times in some community languages.



Te Puke Ō Tara Community Centre

In Ōtara-Papatoetoe, many events, festivals and activities enable local communities to practice and showcase their culture and enable residents, old and new, to learn about each other ([see page 18](#)).

However, beyond these expressions of diverse cultures through festivals, 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. And some ethnic and Pacific communities find it difficult to access information, funding opportunities, or venues for activities.

In three years’ time, we wish to see a rich tapestry of activities across the community, that build intercultural connections, understanding of different worldviews and collective pride.

In the short term

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

Welcoming Ōtara-Papatoetoe 2024

© 2025 Ōtara-Papatoetoe Local Board Auckland Council, New Zealand
February 2025

Adopted December 2024
ISBN 978-1-991377-96-8 (PDF)

Auckland Council disclaims any liability whatsoever in connection with any action taken
in reliance of this document for any error, deficiency, flaw, or omission contained in it.

This document is licensed for re-use under the [Creative Commons Attribution 4.0
International licence](https://creativecommons.org/licenses/by/4.0/).

In summary, you are free to copy, distribute and adapt the material, as long as you
attribute it to Auckland Council and abide by the other licence terms.