



Avondale Sunday Market

Welcoming Whau

December 2024



Archibald Park, Kelston

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Introduction

This is the 2024 edition of the Welcoming Plan Whau. It's an action plan to make the Whau 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 Whau Local Board joined Welcoming Communities in March 2023, alongside the Kaipātiki, Albert-Eden, Puketāpapa and Ōtara-Papatoetoe Local Boards. 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 ([refer to page 7](#)) for the local boards and for the Auckland region. The Welcoming Communities team met with iwi, community stakeholders and service providers, to grow 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 in their new neighbourhood.

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.

Contact us

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

Foreword by the local board chair

The Whau Local Board area is very ethnically diverse with increasing numbers of migrants, who add richness to our society. As the address to new citizens in New Zealand's Citizenship Ceremony states "By merging our cultures, histories, and ideas, we forge new friendships and develop a deeper understanding of ourselves and each other. We are all stronger for this."

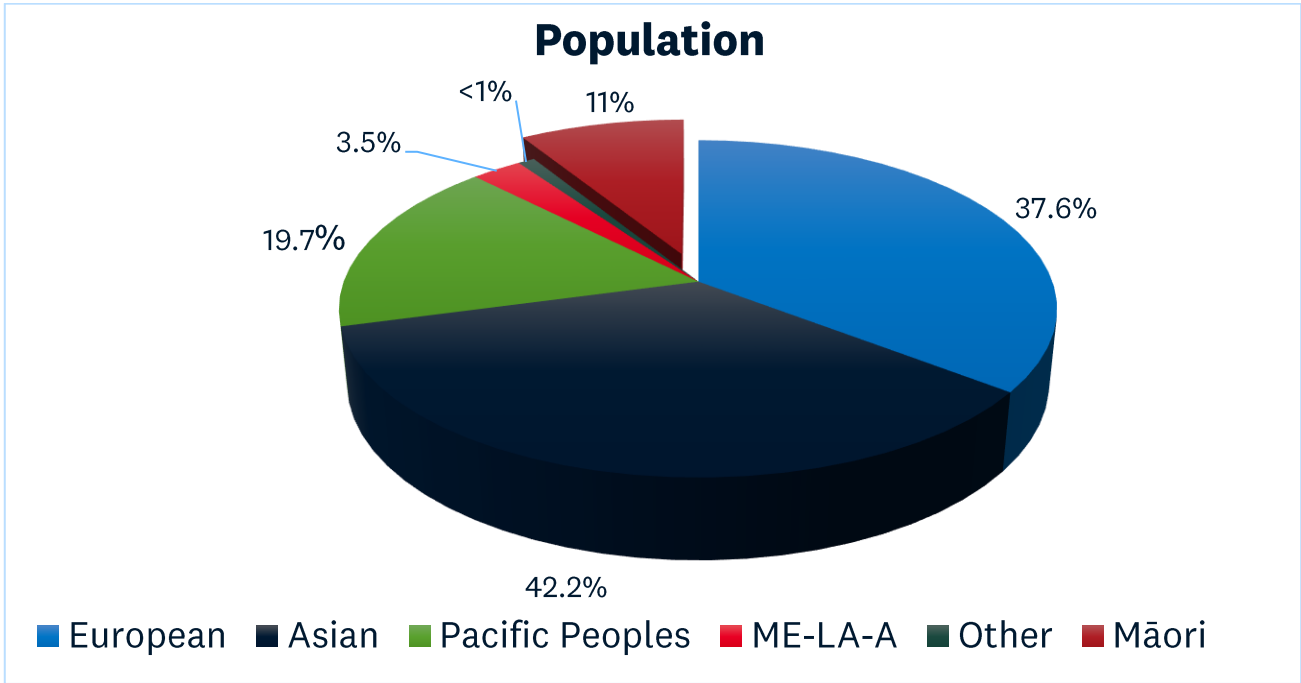
However, citizenship candidates have been in our country for at least five years and have largely adapted to the New Zealand way of life. Many new migrants have family and friends to help them adjust to our society, but for others, coming to a new country can be a lonely, unsettling experience. Each country has its own customs, language and idiosyncrasies and even English-speaking migrants can find New Zealand customs disconcerting and consequently feel unwelcome in their new home.

When Whau Local Board was approached to be part of the Welcoming Communities Programme led by Immigration New Zealand, we quickly acknowledged that this was needed in our area. We became one of five Auckland local boards to implement the Welcoming Communities programme, which has a focus on ensuring that new migrants feel welcome and develop a sense of belonging. Whau Local Board members know that having a sense of belonging is very important for residents to be able to participate fully in the economic, civic and cultural life of our community.

We have been very fortunate to have had Asya Mohamed Abeid as our Whau Welcoming Communities Coordinator. She is originally from Zanzibar, Tanzania and has lived in our country for about ten years. As coordinator, Asya has attended all local events for migrants and joined the Whau Ethnic Collective to better support our new residents. She has reached out to and developed relationships with our community networks.

Earlier this year we met with a Welcoming Communities Coordinator from the United States of America. During her visit, I realised that this initiative has developed its own distinctive Kiwi identity and that it is becoming a vital programme for the Whau.

Whau population and economy at a glance



	Whau	Auckland
Population (2023)	81,273	1,656,486
Born overseas (2023)	48%	43%
in NZ < 5 years (2023)	19.3%	19.6%
Population growth (2018-2023)	2.4%	5.4%
Median age (2023)	36	36
Home ownership (2023)	55%	60%
Unemployment rate (2023)	4%	3%
Labour force participation rate (2023)	68%	69%

In the Whau¹:

- the economy is driven largely by manufacturing, retail, and service industries, reflecting its industrial zones and local commercial hubs. Higher-paying sectors, such as tech and finance, are less represented compared to central Auckland.
- the population increased moderately, reaching 81,273 in 2023, with medium projections suggesting continued growth towards 105,900 by 2038. This growth rate is slower than some other Auckland areas due to Whau's relatively stable population dynamics.
- educational attainment is slightly lower than the Auckland average. Fewer school leavers achieve higher levels of NCEA, impacting access to tertiary education. In response, local initiatives, such as the Māori & Pasifika Trades Training, focus on improving skill levels in trades with good employment potential.
- there is generally lower average income levels compared to Auckland's average. Income growth has been slower than the Auckland average, partially due to the prevalence of lower-wage industries and jobs in the area.
- has a higher proportion of Pacific and Asian residents than Auckland's average, contributing to its cultural diversity. Pacific peoples make up a significant part of the community, while Auckland overall sees a higher proportion of European residents.

¹ 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
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. 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 & unofficial reflect the diversity of the local community
1.3 Leaders model & 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 council and in the wider community for the Welcoming Communities programme
1.5 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 an important element of the settlement journey. Understanding and knowledge build up over time when we are exposed to information and authentic experiences.

Iwi and hapu 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, the gifting of place names or the sharing of local stories.

In 2019 the three West Auckland local boards, including the Whau, committed to the actions within [Waitākere ki tua](#). The Welcoming Whau plan is an operational document designed to help local boards enhance outcomes for Māori. The Māori responsiveness initiative in the Whau: E Tu outlines the activities that deliver outcomes from the Waitākere ki tua action plan to build and strengthen relationships and respond to aspirations of the West Auckland Māori community; this includes the mahi of and programmes/events offered by community partners.

The Te Kete Rukuruku programme is a partnership between mana whenua and the council to collect and share stories unique to mana whenua and increase the use and visibility of te reo through park and place naming. The Whau Local Board has built good relationships with iwi and to date, 49 parks and two libraries have dual Māori / English names in the Whau Local Board area. Over time, more places will give visibility to Māori culture and heritage. Local parks in the Whau are considered to have set an example in elevating cultural heritage such as Sister Rene Shadbolt Park which carries a bilingual sign and an interpretive text telling the story behind the new Māori name, Tiakina. Tiakina means to look after, care, protect and conserve. These names and the narratives associated with them enable the community including newcomers to connect to the Māori cultural heritage and the whenua.

In 2023 the three West Auckland local boards welcomed 80 people on the cusp of becoming New Zealanders and their guests onto Hoani Waititi Marae, for the very first marae-based citizenship ceremony in Tāmaki Makaurau. The three local boards – Waitākere Ranges, Whau and Henderson-Massey - all supported the ceremony as part of their group efforts to achieve better Māori outcomes, which is an integral component in their newly adopted local board plans for the next three years.

Local community and educational marae in Whau 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, 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 Whau.

In the short term

What we'll do	What we'll achieve	Who will be involved
Continue to build relationships with iwi mana whenua	Partnerships on initiatives that celebrate mana whenua culture and identity	Whau 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
New orientation programme	Trial wananga/workshops/hikoi to learn about Te Tiriti o Waitangi and Māori identity of Tāmaki Makaurau and Whau	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. Elected members are becoming more representative of their local community, particularly at the local board level. Governing

Body, local board & Parliament candidacy opportunities are widely publicised and open to all citizens. However, there is still a gap in representation from culturally diverse communities. The Council is aiming to reduce this gap through the Voter Participation Initiative.

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 Whau, there is strong leadership amongst community groups that serve the Asian, Pacific, Middle East, and African communities. This development is supported by the work of community organisations such as Community Waitākere, I Love Avondale, Whau Pasifika Komiti, Whau Ethnic Collective and the Whau Youth Board. The Whau Local Board regularly offer capability building programmes and networking opportunities through resourcing diverse community organisations. The Whau Local Board was the first local board to develop and implement both a Pacific and Ethnic people plans. The Whau Local Board strongly supported the development of key community hubs such as Glenavon and New Windsor. Council staff also play an important role in brokering relationships between community leaders, elected members, and across the community.

In three years, we wish to see well-connected settlement support services across the Whau to better meet the needs of the resident population, including newcomers.

In the short term

What we'll do	What we'll achieve	Who will be involved
Support for settlement support organisation and networks to connect	Increase networking and capacity building opportunities across settlement support groups	The Whau Local Board, Settlement Services Providers, Welcoming Communities Team
Brokering of relationships, advice and mentoring	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 the council needs to provide to achieve their outcomes. There are formal complaint processes in case these codes are breached.

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

Regional and local board policies, regional and local events and community programmes are guided by the 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 Whau. Its implementation is overseen by the Welcoming Communities Coordinator, supported by 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.

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 activities such as “a buddy system”	Activities are trialled and evaluated for their impact	Welcoming Communities team, local community organisations
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. 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 isn’t 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 Survey² 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 (Auckland Resettled Communities Coalition), Think Diversity Magazine (Eyeview Ethic 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:

- partnering with community connectors to assist reach & accessibility of key consultation documents

² 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

- 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 factsheets 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).

Many local staff within the Whau council facilities such as librarians, and partner community organisations like the Whau Ethnic Collective, Glenavon and New Windsor hubs are from diverse backgrounds and can interact with diverse communities in their language.

The Whau Local Board Plan 2023 includes aspirations to improve the way the local board communicates and engages with its diverse communities. 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, 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

What we'll do	What we'll achieve	Who will be involved
Auckland Council website development	A web portal to access information about settling in Auckland	Welcoming Communities team, Auckland Council ICT team.
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

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, 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 C&CS

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 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 Bureau, 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.

In three years, we wish to see:

- easier access to information about living in the Whau 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
Collaborations across the Whau community to engage with newcomers	contribute to Kainga Ora initiatives around welcoming newcomers	Welcoming Communities team
Orientation programme	collaborate with community service providers to trial an orientation programme to improve access to information about living in the Whau	Welcoming Communities team, Community service providers
Event and information finder on community social media	Support existing online resources and grow their function to include an online directory and hard copies.	Local board, Local Delivery teams, local community organisations, 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 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), Kahui Tu Kaha, NZ Red Cross, Auckland Resettled Communities Coalition (ARCC), 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 and English language. Some organisations offer advocacy support, and employment programmes.

Within the Whau area, English Language Partners offer English language services. Many other local organisations provide informal orientation advice to newcomers, such as I love Avondale, schools, local community hubs and houses and faith-based organisations.

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 Whau 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 Whau area include Lunar New Year, World of Cultures, Culture Fest, Easter Pride month, Eid, Matariki, Moon Festival, Diwali, and Christmas.

In three years, we wish to see:

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

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, Auckland Libraries, community organisations
Intercultural exchanges at marae	Investigate with local marae opportunities such as wānanga that enable intercultural exchanges	Welcoming Communities team
Story Time in community languages	Collaboration with local residents	Auckland Libraries
Intercultural activities	Create connections and increase access to resources	Local delivery teams, Welcoming Communities team
Interfaith Connections	Creating a space or opportunity for interfaith connections across the diverse communities	Welcoming Communities team, faith-based organisations.

5. Economic Development, Business and Employment

Welcoming Communities Standard – What success looks like
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
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 the Whau, English Language Partners provide job seeking and workplace English training for newcomers.

Migrant business development

Migrant businesses play an important role in all the Whau 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 evident.

In three years, 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.

What we'll do	What we'll achieve	Who will be involved
Collaborate on Jobseeker Expo	Create pathways for connection and information sharing across newcomers in the Whau.	Welcoming Communities team, migrant employment support services.



New Lynn Night Market

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

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 officers 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 Whau) 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, council memberships which may limit 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, citizen and engagement team.
Increase civic participation	Promote civic participation in partnership with diverse ethnic leadership forums and the Electoral Commission	Welcoming Communities team, electoral commission.

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 the Whau there has been a focus on the development of Māori narratives and celebration of the Māori cultural heritage of the area. The Whau Local Board Path Plan identifies nine priority routes within or between parks in the Whau as key connections for recreation and active transport, outlining actions that should be prioritized to improve each route. Te Whau pathway will connect neighbouring suburbs, connecting two harbours via Green Bay and offer recreational choices which lead to safer and more sustainable alternatives for travel. Public spaces such as community hubs, houses, 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.



Brains Park

In three years, we wish to see increased participation from diverse communities, including newcomers, in community, environmental and leisure activities in public spaces.

In the short term

What we'll do	What we'll achieve	Who will be involved
Advocacy for inclusive public spaces	Advocate for multilingual signage, instructions and information in public spaces to aid communications.	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, 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.

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.



Whau Pasifika Festival

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

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 team.

Welcoming Whau 2024

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