



The
**Southern
Initiative**

South Auckland: The 'challenge' 'opportunity' profile

23.3% 
of all Auckland's children and young people live here

60%
of the population identify as **Maori or Pasifika**

Disproportionate share of young people not in employment, education, or training

9.7%
UNEMPLOYED
South Auckland

VS

6.1%
UNEMPLOYED
Rest of Auckland

An above average concentration of employment in manufacturing, wholesaling & transport and logistics with more than 700 manufacturing businesses with less than 10 employees

SHARP RISE IN OBESITY IN SOUTH AUCKLAND
33%-41%
2006 - 2013 

Youth Unemployment Rates

TSI
17.3%

VS

AKL
8%

1/3 of Auckland's NEET Live in South Auckland


HIGH CONCENTRATION OF COMMUNITY FACILITIES

\$63800 **VS** **\$76500**
Average household income Across Auckland


Over 3000
HOUSEHOLDS HAVE 7 OR MORE RESIDENTS


Home ownership rates are low at 50%

67% of all households have internet access & 81% have mobile phones





**“ONLY THE HOOD CAN
CHANGE THE HOOD!”**



The Response

Support the ecosystem to be **FIT** and ready for **CHANGE** so that the hood **CAN** change the hood.

Citizens and Government Interaction



centralised



spectators

- citizens depend on government to act
- centrally prescribed, some consultation
- most citizens are consumers
- command and control model
- low social capital and resilience



decentralised



connected

- citizens wait for government to act
- regionally prescribed, some participation
- most citizens are followers
- hub and spoke model
- moderate social capital and resilience



distributed



protagonists

- citizens act with government
- Locally led, participatory
- most citizens are entrepreneurs
- network model/ecosystem model
- high social capital and resilience

Emerging shifts in the ecosystem of change

A strong network of social enterprise leaders



There are many social entrepreneurs across south Auckland but they are not always connected. We floated the idea of a network and it has just grown from there with light facilitation.

Future prosperity



Building a skilled and work-ready workforce and opportunities for people to earn good incomes and transform their own futures. Leveraging Council procurement to create employment and business opportunities.

More self-reliant enterprises



“What the TSI has done for us is bring fresh eyes and recognised that as a community we had a wealth of knowledge, skills and assets and encouraged to come together – giving us a greater chance of real success.”

Amplifying assets and talent



Strengthening the local maker movement and culture in South Auckland. #makerhood is a platform for young South Aucklanders to develop the skills they need to leapfrog unemployment and underpaid work.