Southern Initiative

South Auckland: The 'challenge' 'opportunity' profile









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



Youth Unemployment Rates





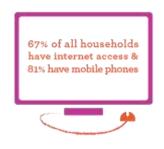






NEET Live in

South Auckland





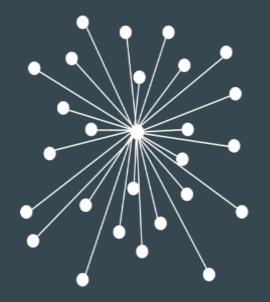
The Response

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





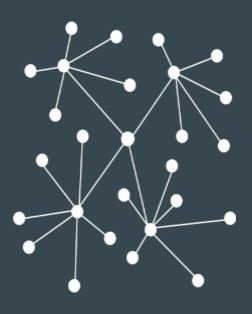
Citizens and Government Interaction



centralised



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

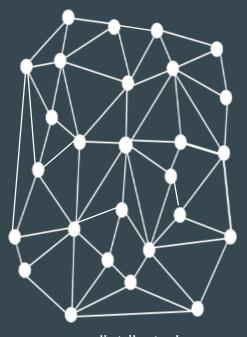


decentralised



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 workready 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.