

# INTRODUCING Pūmanawa Āwhina



**Hāpori Aotearoa 2025 Conference**  
**5 March 2025**

Sandi Hackett  
Pūmanawa Āwhina Chief Executive



# Introduction



Tēnā koutou katoa  
Ko Rangitoto te māunga  
Nō Tāmaki Makaurau, Takapuna ahau  
Ko Sandi Hackett tōku ingoa  
Nō reira, tēna koutou, tēna koutou,  
tēnā koutou katoa

# Paetawhiti | Vision

Our communities are empowered, healthy and thriving, connected through locally led practise by community for community

# Umangaroa | Mission

To create fun and healthy opportunities to develop positive experiences for communities and families

To be innovative, to be creative



# HE MANA MANAAKI

To serve



# Our values

Kōtahitanga | Unity

Mana Manaaki | Positive experience

Pūmanawa | Innovation

Hautūtanga Ngākau Tuwhera | Inclusive

Aroha | Care and appreciation

Whakawhanaungatanga | Building Partnerships

# Today's kōrero

- Origin (background)
- Key programmes
- Milestones & achievements
- Impact
- Future



# ORIGIN - Who / Why

## TOUCH NZ & COMMUNITY CONNECT

1. Owned by Touch NZ (NSO)
2. Own charitable status - Community Connect (CC)
3. Why we started



# ORIGIN cont. How we started

## PILOT PROJECT – Launched a social Touch competition x 6 weeks

1. STAKEHOLDERS - Steering Group
2. Removal of barriers'
3. Intergenerational – whānau focus
4. Capability build of local resource
5. Not just about Touch



# ORIGIN cont. Outcome of pilot – what happened

## PILOT PROJECT: Goal – increase participation in Touch

1. Maximum participation
2. Massive whānau participation
3. Relationships established across community
4. Case studies completed. SROI \$1:\$10:50
5. Recognised as a ‘social good’ model





Whānau Centric Approach



**Step 1.**

Identify area of opportunity



**Step 2.**

Steering group formed



**Step 3.**

Co-design pilot  
Planning, budget, activation



**Step 4.**

Implementation



**Step 5.**

Review / evaluate



**Step 6.**

Establish annual calendar & budget



**Step 7.**

Establish 2-5 year Strategic direction



**Step 8.**

Consistent delivery



# Expansion snapshot

## GEOGRAPHICAL AREA MAP

Kaitaia, Kari Kari Peninsula, Taipa,  
Ahipara, Keri Keri

Kaikohe, Moerewa, Hokianga

Whāngarei, Raumanga, Onerahi,  
Maunu, Tikipunga, Hikurangi

Papakura, Takanini, Red Hill,  
Tuakau, Manurewa

Glen Innes, Panmure, Onehunga,  
Oranga, Mangere

Ranui, Henderson, Avondale,  
Eastdale, Massey

Masterton





**32,000+**  
PARTICIPANTS /  
PLAYERS

**100+**  
COMPS IN 5  
YEARS

**30,000+**  
SUPPORTERS &  
VOLUNTEERS

**200,000+**  
EXPERIENCES

# Snapshot stats 2019-2024



# Sustainability - Key Partners



## SHARED OUTCOMES

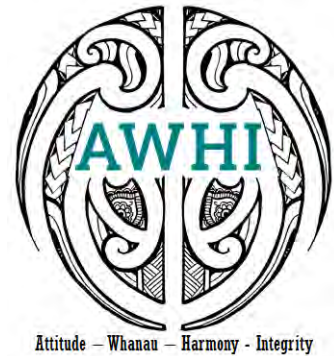
## Our impact

- ↑ Physical activity
- ↓ Health issues
- ↑ Social development within communities
- ↓ Injuries (domestic violence)
- ↑ Social engagement and positive mental wellbeing
- ↓ Graffiti & Vandalism (crime)
- ↑ Knowledge and transferable skills for local delivery roles
- ↓ Disengaged people
- ↑ Whanaungatanga/cohesion

# Our delivery and key programmes



Regular activations  
Platform to offer other  
programmes



Positive sideline support  
initiative



Wellbeing support



Internationally acclaimed  
Rangatahi substance  
prevention programme

**TE TAI AO ORA**  
waste minimisation programme



Caring for our  
environment



Rangatahi development  
initiative



**TORO INA  
TAMAKITOUCH IPIR  
2023/4 Accomplishments**

- Financial Literacy Workshop
- 1st Aid certificate
- Introduction to office
- Cultural Awareness
- Familiarity of CC Safeguarding Policy
- TF360 Champion
- AWHI Influencer
- Coach or lead a youth team / activity or game
- Officiated at 3 sport block minimum 9 times.
- refereed course introductory
- can understand and use the Rauemi / Planning document.
- Supported the practical running of an event for up to 50 pax.
- supported the running of the event 6-11 times.
- Can demonstrate basic use of IG and Facebook
- Has created a playlist for the events using spotify , apple or other music apps
- Supported TNZ

Personal Development - Quadrant 1	Achieved	Comments	Event Management - Quadrant 3	Achieved	Comments
Bank account			Can understand and use the Rauemi / Planning document		
IRD number			Demonstration of communication to participants		
Drivers License #			Familiarity with Sporty - registration system		
RealME Login:			Attended a Sporty workshop		
Agreement			Able to provide		
Financial Lit			Supported at a T		
1st Aid Cert			Supported the p		
Introduction			Supported the r		
Cultural awareness / celebration session			Support the running of an event 6-11 times		
Attendance to introduction to AOD session (45 mins)			Supported the running of an event 12 or more times		
Familiarity of CC Safeguarding Policy (1 hour)					
Ability to set and monitor goals					
<b>QUADRANT COMPLETED - REWARD ACHIEVED</b>			<b>QUADRANT COMPLETED - REWARD ACHIEVED</b>		
Sport and Recreation - Quadrant 2			Media/Marketing/Arts - Quadrant 4	Achieved	Comments
TouchFit 360, ACC SportSmart deliverer			Can create a competition flyer using MS Office		
AWHI Influencer			Able to deliver a basic marketing strategy to promote events		
AWHI Ambassador - attended Kahukura wananga (2 days)			Can demonstrate basic use of IG & Facebook		
Coach or le:			Has recorded an		
Officiated a			Can competently		
Officiated a			Can demonstrat		
Officiated at 3 sport blocks minimum 9 times			Understands email protocol and setup in MS Outlook		
Officiated at 4 sport blocks minimum 12 times			Design - brand development - IPIR		
Workshop on Good Sports			Has created a playlist for events using Spotify, Apple or other music apps		
Coaching Course - introductory			Has created a TikTok - combining music, dance to increase CC brand awareness		
Referee Course - introductory					
<b>QUADRANT COMPLETED - REWARD ACHIEVED</b>			<b>QUADRANT COMPLETED - REWARD ACHIEVED</b>		

## WHAT WORKED AND WHAT WE NEED TO CONTINUE DOING

1. Collaboration with **like minded groups**
2. Engender **ownership** from Steering Group
3. Generation of a sense of **belonging** from participants
4. Regular promotion of **positive programmes** such as AWHI
5. **Whānau-centric**
6. **Platform** for other activities
7. **Regularly delivered**





1. Proof of concept
2. Blueprint established to introduce into multiple areas
3. Model is predicated on being locally led and community focused
4. Funding model established which supports capability and capacity build within communities
5. Robust governance in place



## Patai | Questions

Ngā mihi ki a koutou katoa

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