



**Waikato  
wellbeing  
project**

Research . Knowledge . Storytelling

Hinonga  
toiora o  
Waikato

# 6 MONTH PERFORMANCE UPDATE

May - September 2025





## Waikato Wellbeing Project

### Six-Month Performance Update

May-September 2025

#### 1. Introduction

This report provides a brief summary of the Waikato Wellbeing Project's (WWP) progress over the past six months, as measured against the objectives set out in our [2025-26 Business Plan](#). Overall the project has progressed very strongly. When measured against timeframes and deliverables in the Business Plan, by the end of August 2025 we had achieved 99.94% of the performance goals we had set. This overall achievement can be seen in **Figure 1** below<sup>1</sup>. This is well above our target of 80%.



**Table 1** Performance against the 2025-26 Business Plan

#### 2. Performance Highlights by Programme

The activities, outputs and outcomes for each of our major programme areas are set out in the Business Plan. Outcomes and impacts are reported at the end of the year. Highlights include:

<sup>1</sup> Where figures are recorded as above 100%, our performance was above the target stated in the Business Plan. For example, against an industry benchmark target newsletter open rate of 40%, our actual performance was 60.81%= reported as 152% of the target.



## 2.1 Poutoko- The Waikato Kai Challenge

The Kai Challenge is a joint initiative between the WWP and GoEco. This partnership has allowed us to contract a food security/sovereignty expert, Hera Denton, who is deeply embedded in te ao Māori and has extensive relationships with Māori communities and organisations at the front line of the Kai Challenge. We have:

- Built on our [research completed in 2024 and early 2025](#), taken a focus on Lived Experience of kai sovereignty by commissioning ThinkPlace to undertake a research project to better understand the lived experience of kai security and kai motuhake in the Maniapoto rohe. This project has been funded by the **MAS Foundation**.
- **A MoU with the Maniapoto Marae Pact Trust** to share insights and learnings on what works to increase food security and sovereignty through the lens of whanau
- With GoEco, supported community food security initiatives including:
  - **Wai and Kai Connection:** Mountains to Sea funded project to uphold tino rangatiratanga in the regeneration of wai and kai systems
  - **Hapori Led River Monitoring and Local Food Growing System** in Maniapoto
  - **Regional Hub Support** – Maniapoto and Raukawa iwi
- We have also jointly committed, with **Waikato Tainui**, to hosting a **Kai Summit** at the Hopuhopu Innovation Hub in November 2025, to bring all our accumulated kai knowledge together.



## 2.2 Te Ara Poutama

Several major wellbeing knowledge initiatives have now been completed, with more to come before the end of the year:

- **The Hauraki Opportunity** – The Hauraki Opportunity aimed to build a baseline understanding of subjective wellbeing across the Hauraki rohe—covering Thames Coromandel, Hauraki, and Matamata-Piako District Council areas. It can now be repeated in the future, to see what has changed and what impact different services have had. This 18-month research project was funded by **Trust Waikato** and delivered in partnership with **Te Tara o Te Whai, Thames Coromandel, Hauraki and Matamata-Piako District Councils**. Key findings from the report include:
  - a) **Wellbeing patterns repeat across findings;** older adults scored highest, while those with disability or mobility challenges consistently scored lowest.
  - b) **Physical health features across all measurement groups** as a key area to improve what matters most, but barriers persist in accessing care services.
  - c) While **respondents reported high frequencies of happiness**, written responses indicated a range of wider issues negatively impacting mental health.
  - d) **Māori had the strongest responses to questions around cultural and spiritual connection**, but respect around cultural identity scored low across groups.
  - e) **Social division in community was reported** across a range of issues, with knock-on effects for community connection and feelings of safety.



- f) **Connection to nature was a strength** across measurement groups, accompanying calls for more environmental and climate action, as well as more emergency preparedness support.
- g) **Structures and services around housing, accessibility, financial support, and job opportunities were key areas** with opportunities to improve what matters most across groups.

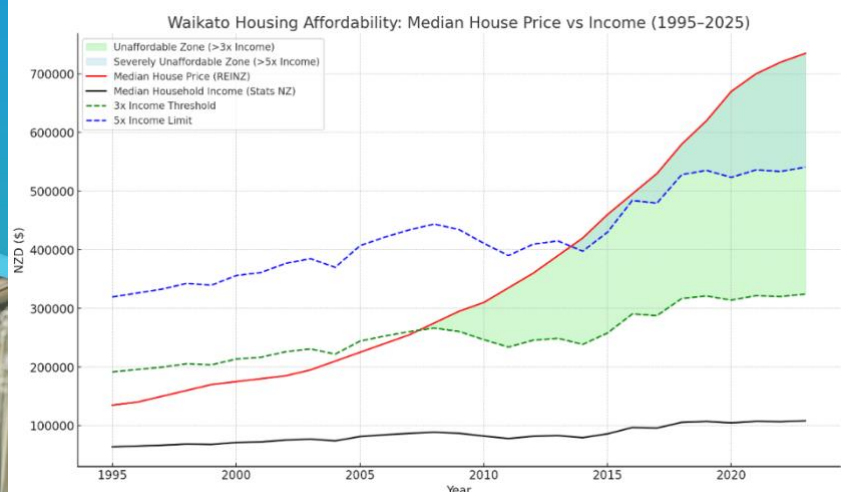


The final reports can be viewed online [here](#), and a video summary of the report and how the project was undertaken can also be viewed [here](#). This webinar event attended by over 60 people and wellbeing organisations from across New Zealand. The findings of this report have been used by TCDC<sup>2</sup> to help guide further priority cohorts to understand better and by Te Tara o Te Whai/ Hauraki PHO to guide investment priorities. The Regional Public Service Commissioner's office have also applied the research to work they are undertaking on chronic school absenteeism in the Hauraki.

- **Housing Affordability in the Waikato**– as part of our ongoing support for the Waikato Housing Initiative, we have commissioned and undertaken two major pieces of work:
  - **A summary of the current state of housing affordability in the Waikato.** Key points from the report include:
    - Despite an apparently flat market, Waikato's housing affordability has deteriorated, with a median house price of \$740,000 against a median household income of \$116,722, producing a price-to-income ratio of 6.4:1. This is twice as much as it was in the early 2000's (see chart below).

<sup>2</sup> See: [Ready for business success? Find out more in our ED newsletter | TCDC](#)

- Net migration from Auckland (34,000 between 2018–23) has intensified demand, which along with natural population increases, has left an estimated 8,000-home shortfall and a further 62,000 dwellings required by 2043.
- While recent market activity has stabilised (due to low economic activity), structural affordability barriers remain, with housing costs continuing to outpace income growth.
- Without systemic change, **the time required to save a deposit could rise from 13 years today to 28 years by 2045**, entrenching long-term inequality and financial stress.
- Unaffordable housing has significant wellbeing impacts in terms of food insecurity (unaffordability), cold, damp homes, negative health, education and life course impacts. It's this sort of fundamental wellbeing impacts which has driven us to explore housing more deeply
- Unless a concerted effort is made to address housing unaffordability, these trends will only worsen, to the detriment of our kids/grandkids



**What will it take to return housing in the Waikato to affordable levels?** – also Funded by Trust Waikato, we have contracted Veros Ltd to help us explore what it would *really* take to make houses affordable in the Waikato.

We have commissioned Veros to focus on households earning between \$60,000 and \$150,000 as the people currently with very limited choice, and for them to assess how the private sector can develop feasible and affordable homes for these households, in sufficient scale to both meet demand and improve affordability. Veros are working with the construction industry, local government

and funders to explore a small set of actions which could make a positive difference over the next 5-10 years. This report will be finished by late November 2025.



## 2.3 Lots of Little Fires

Lots of Little Fires (LOLF) has continue to illuminate the deeper stories of our regional wellbeing challenges, to awhi the real-life initiatives, people and projects imagining, creating and leading positive alternatives to the status quo.

LOLF works by shining a light to support the invisible labour which leads to tangible grassroots change in our communities. It does this by capturing their mahi on video and sharing their stories via social media and the internet. Once shared, we help to advocate for further funding, support and acknowledgement for these change makers, helping to better achieve their goals.

Over the past 6 months we have released 3 stories with three more locked in for filming before end of Dec '25. The stories are:

- [Taurikura: A Vision for Thriving Together](#) the inspiring story of Kirsty and Kawena—two people who embody the power of partnership, respect, and shared history. This story was backed up by our [submission](#) to the government on the proposed Treaty Principles Bill, which we opposed. Through our advocacy, we were able to secure \$10,000 from **Len Reynolds Trust** for Taurikura to assist with charitable status registration.
- [The Serve | Feeding Hearts, Not Just Bellies – 365 Days a Year in Hamilton](#). In the heart of Frankton, Hamilton, something extraordinary happens every single night — no questions asked. The Serve is a grassroots community initiative providing free meals 365 days a year to anyone who needs it. But it's more than just food. It's connection. It's dignity. It's hope. Through this story, we have worked with **GoEco and FOHBOH** to find ways for the Serve to have a more permanent facility and we are currently funding the development of a Business Plan to achieve this goal.
- [From Bluff to Cape, from Survivor to Advocate](#). Sam Troth's journey is raw, real, and deeply needed. After surviving years of childhood abuse, addiction, and prison, Sam turned his pain into purpose through The Road to Healing — a movement raising awareness about New Zealand's sexual violence epidemic.



From Bluff to Cape, from Survivor to Advocate



Taurikura: A Vision for Thriving Together



The Serve | Feeding Hearts, Not Just Bellies – 365 Days a Year in Hamilton

Other achievements for LOLF in the past 6 months include:

- **\$500,000** secured for Manaaki rangatahi through collective community funding facilitated by WWP and Len Reynolds Trust
- **\$300,000** secured for Western Community Centre facilitated by WWP and Len Reynolds Trust
- Leading/facilitating youth experience and employment innovation with youth housing rangatahi collaborations
- Co-funded youth sector leads innovation and research trip to Otautahi with **Len Reynolds Trust**
- **Housing advocacy** with rentals article and radio interview
- **Two oral submissions** to HCC in support of homelessness service providers at HCC
- LOLF has received **500,100 views** on YouTube since its inception, an average viewership of **27,400 views per video**.



## 2.4 Advocacy

The WWP has continued to advocate for its vision, that our mokopuna are thriving. This is undertaken using our own media and social media platforms- our web page, Facebook, LinkedIn, Instagram and YouTube. Examples of our work include:

1. Presentations to:
  - a. Waikato Economic Development Leaders Group.
  - b. Waikato Regional Council Strategy and Policy Committee
  - c. Community Waikato AGM
  - d. Trust Waikato Trustees' Strategy workshop
  - e. Regional Leadership Group (re Hauraki school absenteeism), August 2025
  - f. Rototuna High Schools senior staff
2. Three WWP newsletters published since January (February, May, July), including 23 separate articles.
3. Submissions lodged on Hamilton City and Waikato District Long Term Plans
4. Submission lodged on Local Government (systems performance) Amendment Bill
5. Submission drafted on Government Policy Statement on Housing and Urban Development 2025
6. Article in the Waikato Times about food security and the role of supermarkets, co-written with Ernie Newman
7. Two oral submissions to HCC in support of homelessness service providers at HCC.
8. Advocacy on homelessness and ethical landlords including local newspaper articles and radio interviews (Joe Wilson)
9. Presentation to Economic Development NZ 2025 Annual Conference (November 2025)

We have developed and deepened our funding and project partnerships with many organisations including Trust Waikato, MAS Foundation, Waikato Tainui, GoEco, Maniapoto Marae Pact Trust, Te Tara o Te Whai, Thames, Hauraki and Matamata-Piako District Councils, Social Investment Agency, University of Waikato, Waikato Housing Initiative and Huber Social.

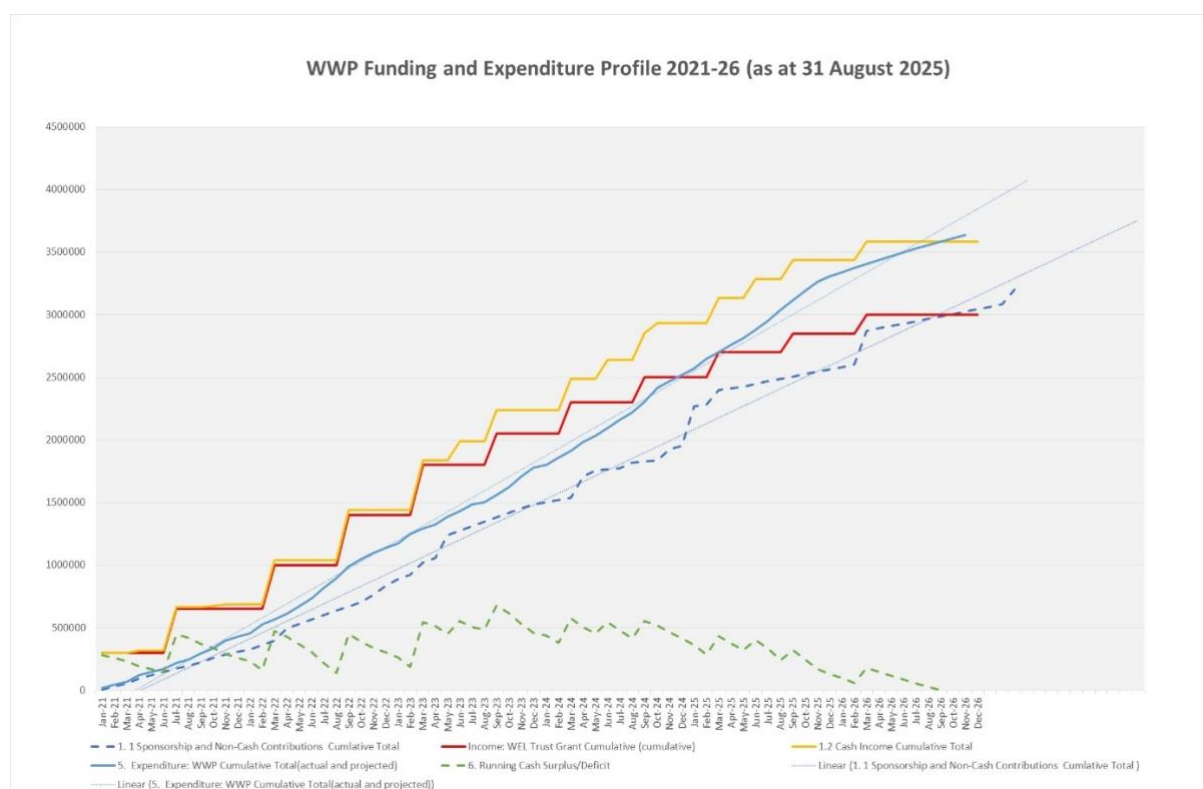
## 2.5 Organisational Effectiveness

The WWP has continued to produce a clear programme of action and performs very well against our targets- both financially and non-financially. Highlights include:

- WWP Business Plan published in May 2025
- Annual Performance Report published April 2025
- Total WWP expenditure and expenditure per programme on track
- WWP co-funding **\$2.448m** by 30 June 2025

Significantly, our Kaitiaki Advisory Board's term ended in May 2025, and was replaced by a new Transition Leadership Group (TLG). The TLG has been working on the next steps for the WWP and is now working on future funding and operating model options. These will be finalised by December 2025.

The WWP's operating budget is carefully managed to ensure that our Business Plan commitments are met. Based on current commitments and funding agreements, the WWP currently has funds available until August 2026 (**Figure 1**). This will ensure that a fully managed process to implement a new operating and funding model can be developed within this timeframe.



**Figure 1** WWP Budget- Actual and Projections

Our performance in communications and outreach has been very good in the past 6 months. Our targets are based on best practice benchmarks for social media platforms. Key statistics include:

- Maintain Newsletter Open Rate of 40%+. Actual average = **60.81%** (152% of target)



- Maintain Newsletter CTR Rate of 7%+ Actual average = **20.98%** (299% of target)
- Maintain Website traffic of 2,000+ visitors per quarter. Actual = **2315 visits** (116% of target)
- Maintain average engagement rate on social media of 9% Actual average = **10.6%** (117% of target)

### 3. WWP Transitional Leadership Group

The WWP is currently structured as a fund/time limited initiative. The original funding timeframe for the project was set out in the Partnership and Funding Agreement between the WEL Energy Trust and the Waikato Regional Council. That agreement provided a \$3m fund over a 5-year period. Following a hiatus due to COVID lockdowns in 2020, the project began formally in January 2021. The funding and resources for the WWP have been augmented through additional cash funding from Trust Waikato, MAS Foundation, Ministry of Education, the Glenis and John Gallagher Foundation and MfE.

In kind project co-funding has also been provided by a diverse range of organisations in addition to the above, including Waikato Regional Council, Dot Loves Data, Waikato Housing Initiative, Waikato Tainui, Maniapoto Marae Pact Trust, Hamilton City Council, Waikato Impact Hub, GoEco, YWCA, TCDC, Te Tara o Te Whai, Hauraki and Matamata-Piako District Councils, and others.

Through these partnerships, current funding is sufficient to extend the project to approximately September 2026.

The WWP had been guided since its inception by a 7 person Kaitiaki Advisory Board. This was co-chaired by Mike Rolton (St Vincent de Paul) and Delwyn Abraham (appointed by Waikato Māori/iwi). Representatives of WEL Energy Trust and WRC acted as observers on the Board. The Board's term ended in May 2025.

Given the current arrangement and timeframe, it was decided that a deliberate and thorough approach should be taken to the future of the WWP. This involved two elements:

- Reframing the project's governance to be about next steps, rather than business as usual
- Exploring next options for the WWP, both conceptually and in terms of a specific proposal (if agreed)

This process started from a zero-base - it was not assumed that the WWP should either end or continue, with any decisions made with our core partners, based on stakeholder feedback and the results of the independent review completed in early 2025.

A Transition Leadership Group (TLG) was appointed to lead this next phase. The TLG is a subset of the previous Kaitiaki Advisory Board, with the two observers now full members. The TLG is:

- Delwyn Abraham (Chair- confirmed by Waikato Tainui Appointments Committee)
- Mike Rolton
- Don Scarlet
- Marcel Manders (WEL Energy Trust)
- Karen Bennett (WRC)

A Terms of Reference guides the TLG. At its first meeting, the TLG agreed to explore 4 broad options for the WWP:

1. **No or minor change**- not a default option
2. **Break the WWP up** into separate structures, funding, operating, procurement, partnership and personnel models. This could apply to the entire project or its constituent parts.
3. **Retain as a unified project** but explore new operating models, partnerships and/or mergers with other existing organisations and entities. This could include establishing the WWP as a new independent entity.

...and if options 1-3 do not lead to any viable options:

4. **An orderly wind-up** and cessation of the project as funding expires.

Between the first and second TLG meetings, discussions were held with more than 25 stakeholders from across the Waikato region, to inform future direction, value proposition, and operating model. These discussions were held with representatives from local government, community organisations, philanthropic funders, central government agencies, iwi, and regional development entities, and are ongoing.

The overwhelming majority of people interviewed expressed a strong level of support for the WWP, both in terms of the positive value and impact it has had so far, the need for it to continue and the opportunities for it to continue to evolve and adapt so that it can both increase its value add and real-world impact. Most interviewees saw opportunities for the WWP to further improve its operating model and delivery processes, with a clear focus on real-world grass roots impacts being connected to wider systems change through effective advocacy.

#### **Key Themes from Stakeholder Feedback**

- **WWP is valued and needed** – it fills a gap no other organisation is addressing at a regional level.
- **Keep the focus** on research, knowledge sharing, and storytelling –ensuring this leads to collective action.
- **Move towards legal independence** to strengthen funding opportunities and perceived neutrality.
- **Continue to champion resilience and systems change** in the Waikato, even in a challenging political environment.
- **Enhance engagement with funders and partners**, including local government and iwi, to build ownership and resource support.
- **Protect and grow signature programmes** like Lots of Little Fires, which deliver tangible community benefits.
- **Use influence strategically** – be prepared to challenge and provoke where necessary to advance wellbeing outcomes.

## Alignment with WWP Review

The above results have been compared with the review of the WWP<sup>3</sup>, which was completed in early 2025. This helps to identify where perceptions align, diverge, and what that means for the project's strategic direction.

Theme	Stakeholder Feedback	WWP Review Findings
<b>Overall Value</b>	Acknowledgement that the aims of WWP — a coordinated, region-wide wellbeing vision — are valuable and unique across NZ. Opportunities for improvement are in widened funding, delivery and engagement, not at the underlying concept.	Explicitly identifies WWP's unifying role as unique in the Waikato, providing a common wellbeing framework that no other entity currently offers.
<b>Storytelling as Strength</b>	Feedback repeatedly highlighted the power of <i>Lots of Little Fires</i> and storytelling to capture community resilience and elevate unheard voices to those in power.	The review identified storytelling as the strongest-performing deliverable, underpinning broader impact.
<b>Cross-Sector Connectivity</b>	Stakeholders emphasized WWP's role as a connector across sectors—breaking silos and enabling integrated action on housing, youth, and wellbeing.	The review confirmed WWP has fostered cross-sector relationships and is accessible to the community.
<b>Clarity of Purpose and Impact</b>	Calls were made to keep clarifying strategic focus, more visible impact, and stronger alignment between data, stories, and action.	The review noted the need to continue refining and focusing the WWP's purpose policy and community impact.
<b>Organisational Structure</b>	Multiple contributors urged formation as a legal entity (e.g., trust or society) to strengthen independence, credibility, and funding potential.	The review advised developing a broader, more diverse funding base and structural support for future sustainability.
<b>Scaling and Strategic Reach</b>	Stakeholders want WWP to scale its work—from community-level storytelling to influencing policy and structural change at regional levels.	The review recommended avenues to scale both <i>upwards</i> (policy) and <i>deeply</i> (community initiatives) for greater leverage.
<b>Risks from Disbanding the WWP</b>	Concerns that breaking WWP into parts (Option B) would dilute impact, fragment networks, and lose the ability to advocate regionally with a coherent voice.	Closure or fragmentation could create a vacuum in regional wellbeing leadership, forcing partner organisations to duplicate or compete for the same role.
<b>How to Deliver More Value</b>	<ul style="list-style-type: none"> <li>Continue to grow engagement with key partners and funders.</li> <li>Localising frameworks to fit Waikato's context (not just UN SDGs).</li> <li>A more compelling, plain-language narrative of WWP's impact.</li> <li>Consider name change, to avoid negative impressions with 'wellbeing'</li> <li>Set up as an independent initiative.</li> </ul>	<ul style="list-style-type: none"> <li>Strengthening visibility and relational presence of leadership.</li> <li>Broadening political and institutional support base.</li> <li>Contextualising international frameworks.</li> <li>Continue to clarify value proposition and performance reporting.</li> </ul>

<sup>3</sup> [WWP Deliverables and Funding Review 240225.3.pdf](#)

The comparison shows strong consensus: WWP is worth retaining as a region-wide wellbeing coordination platform. Its purpose is sound, its uniqueness is recognised, and its absence would leave a strategic gap. However, its future value depends on further evolution to address stakeholder engagement, political positioning, contextual relevance, and narrative clarity.


The feedback points toward Option C — *retaining WWP as a unified entity while forging deeper partnerships and/or mergers with complementary organisations*. This balances continuity with necessary change, ensuring WWP’s strategic role is not only preserved but strengthened.


#### **4. Steps from Here**

Based on the above feedback, work is now underway on potential operating and funding models for the WWP to continue beyond the current expiry date of September 2026. Options will be discussed with the TLG on **3 November** and will be reported to key stakeholders for further discussion at that time.



**Table 1.** WWP Business Plan Objectives and Performance


Resources	2025/25 Business Plan Activities	Outputs to 31 August 2025	Progress Summary, September 2025	Overall Progress
<b>Poutoko Research</b> 	<b>Waikato Kai Challenge</b> <ul style="list-style-type: none"> <li>Lived Experience research, with a focus on kai opportunities in the Maniapoto and Raukawa rohe</li> <li>Highlight successful kai Motuhake initiatives, identify systemic gaps, and set the foundation for long-term solutions.</li> </ul> <b>Stakeholder &amp; Systems Engagement</b> <ul style="list-style-type: none"> <li>Facilitate regular hui with key organisations, including iwi/hapū, councils, food networks, and community groups.</li> <li>Strengthen partnerships with existing food security initiatives to align efforts.</li> <li>Engage policymakers to</li> </ul>	<b>Insights &amp; Awareness</b> <ul style="list-style-type: none"> <li>Final ThinkPlace Lived Experience report and infographic <ul style="list-style-type: none"> <li>Maniapoto by August 2025 (A1)</li> <li>Raukawa by December 2025 (A2)</li> </ul> </li> <li>Progress reports to MAS Foundation (A3)</li> <li>Stakeholder Engagement Reports &amp; Action Plans – Documentation of collaboration efforts and strategic plans. (A4)</li> <li>Policy Briefs &amp; Recommendations – Evidence-based proposals to inform government and funders. (A5)</li> <li>Consolidated Research Report – An integrated summary of key research findings with recommendations for systemic change. (A6)</li> </ul> <b>Communications</b> <ul style="list-style-type: none"> <li>Webinar with ThinkPlace on the Lived Experience report (A7)</li> </ul>	<ul style="list-style-type: none"> <li><b>Memorandum of Understanding</b> signed between WWP/GoEco and Maniapoto Marae pact Trust Inc</li> <li><b>Lived Experience Phase 1:</b> ThinkPlace contracted to undertake Lived experience assessment. Partners selected in the Maniapoto rohe, in partnership with Maniapoto Marae Pact Trust. Results to be presented at Kai Summit in November 2025.</li> <li><b>Lived Experience Phase 2:</b> Discussions underway on opportunities to work with Kai and wellbeing leaders in the Raukawa rohe</li> <li><b>Co-Funding and Partnership:</b> Integrated work programme with GoEco fully developed and actions being progressed</li> <li><b>Wai Connection:</b> Mountains to Sea funded project to uphold tino rangatiratanga in the regeneration of wai and kai systems by restoring whakapapa connections to te taiao, embedding mātauranga Māori, te reo Māori, and tikanga through whānau, hapū, marae, and kura kaupapa.</li> <li><b>Hāpori Led River Monitoring and Local Food Growing System in Maniapoto:</b> healthy, thriving rivers and resilient whānau-led food systems grounded in whakapapa, mātauranga Māori, and tino rangatiratanga, to commence September 2025</li> <li><b>Regional Hub Support</b> – Maniapoto: support food insecurity and Kai Motuhake initiatives in Maniapoto rohe</li> <li><b>Regional Hub Support</b> – Raukawa: support food insecurity and Kai Motuhake initiatives in Raukawa rohe</li> <li>Planning commenced for <b>Ngā Rourou Kai Conference:</b> in partnership with Waikato - Tainui to gather the growers, the doers, the thinkers, and the dreamers—those working in kai motuhake—to learn from each other, connect, and build practical pathways for action</li> <li>Webinar now replaced with presentations at Waikato Kai Summit in November 2025</li> </ul>	


	<p>advocate systemic changes in food policy and funding.</p> <ul style="list-style-type: none"> <li>Integrate findings from food security research into discussions to inform collaborative action.</li> </ul> <p><b>Policy &amp; Advocacy</b></p> <ul style="list-style-type: none"> <li>Develop and present policy recommendations based on local food security data and insights.</li> <li>Advocate for sustainable funding models and legislative support for food security initiatives.</li> </ul>	<ul style="list-style-type: none"> <li>Kai project-related news articles and webinars hosted on the website to receive over <b>300 views per quarter (A8)</b></li> <li>Maintain average engagement rate on social media of <b>9% (target of 12%) (A9)</b></li> </ul>	<ul style="list-style-type: none"> <li>Website: Kai Page views – <b>184</b></li> <li>Social Media Engagement Rate – <b>10.6%</b></li> </ul>	
<p><b>Te Ara Poutama Knowledge</b></p> 	<p><b>1. Waikato Housing Challenge</b></p> <ul style="list-style-type: none"> <li>Develop, in partnership with the Waikato Housing Initiative, a research primer on interventions needed to achieve housing affordability in the Waikato region by 31 August 2025</li> </ul>	<p><b>Accessible and Relevant Knowledge</b></p> <p><b>Waikato Housing Initiative</b></p> <ul style="list-style-type: none"> <li>A primer document on improved housing affordability in the Waikato region by June 2025 (B1)</li> <li>At least one public webinar to share the results of research into housing affordability (B2)</li> </ul>	<ul style="list-style-type: none"> <li><b>Housing Affordability:</b> Background research paper on housing affordability completed and ready for publication in September 2025. Due to significant depth of analysis required and need for peer review it has been the only update completed so far.</li> <li>Initial public webinar to be held in September 2025</li> <li>Veros Ltd contracted to undertake work to identify actions needed to significantly improve housing affordability in the Waikato, to be completed by November 2025</li> <li>Presentation of results via webinar to be schedule following completion of Veros report- est. November/December 2025.</li> </ul>	

	<ul style="list-style-type: none"> <li>• Share the primer with all stakeholders in the region and seek feedback on the most effective options to pursue across the housing continuum</li> <li>• Use the primer to contribute towards an updated Waikato Housing Strategy, Regional Spatial Plan and City/Regional Deals</li> </ul> <p><b>2. State of the Region Report</b></p> <ul style="list-style-type: none"> <li>• Complete and publish a report summarising wellbeing and sustainable development progress in the Waikato region by 31 July 2025</li> <li>• Contribute as requested towards the WRC strategic priorities PESTLE analysis, Regional Spatial Plan and City/Regional Deals</li> </ul>	<ul style="list-style-type: none"> <li>• Presentation of the results of the primer to WHI and stakeholders mid-2025 (B3)</li> </ul> <p><b>State of the Region</b></p> <ul style="list-style-type: none"> <li>• Waikato State of the Region Report completed and published by 31<sup>st</sup> July 2025 (B4)</li> </ul> <p><b>Wellbeing Data</b></p> <ul style="list-style-type: none"> <li>• At least 1 place based or topical update per month (B5)</li> <li>• Quarterly district dashboards updated and published quarterly on Te Ara Poutama website (B6)</li> </ul> <p><b>Hauraki Wellbeing Assessment</b></p> <ul style="list-style-type: none"> <li>• Final report completed by 1 June 2025 and presented to all key Hauraki stakeholders (B7)</li> <li>• Agreement with Te Tara o te Whai and other partners on next steps (B8)</li> <li>• Agreement on data sovereignty and management (B9)</li> </ul> <p><b>Communications</b></p>	<ul style="list-style-type: none"> <li>• Engagement with Waikato Housing Initiative, Waikato Regional Council and FutureProof to share insights.</li> <li>• <b>State of the Regional Report</b> draft has been completed, final document completion scheduled for October 2025</li> <li>• Contribution to <b>WRC PESTLE</b> analysis completed.</li> <li>• <b>Hauraki Opportunity</b> wellbeing assessment fully completed in June 2025. Data being held and managed by WRC</li> <li>• Webinar undertaken 3 September 2025, over 100 registrations</li> <li>• Discussions held with project partners on use of reporting fundings and next steps commenced, including Regional Public Service Commissioner Eastern Regional Leadership Group</li> <li>• Article in TCDC ED Newsletter- <a href="#">Ready for business success? Find out more in our ED newsletter   TCDC</a></li> <li>• <b>Updated Te Ara Poutama website</b> pages developed and will be released online in September 2025</li> <li>• <b>Quarterly dashboard</b> from Dot Loves Data updated and uploaded onto WWP website.</li> <li>• <b>Updated website</b> has been drafted by Kaz Design, final completion before October 2025</li> <li>• Te Ara Poutama website page to received <b>221 unique visits</b> January-April 2025</li> <li>• Social Media Engagement Rate – <b>10.6%</b></li> </ul>	
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	<p><b>3. Wellbeing Data</b></p> <ul style="list-style-type: none"> <li>● Produce regular quarterly topical and place-specific updates on key wellbeing issues</li> <li>● Integrate and align with other wellbeing data agencies such as WRC, MSD, Social Investment Agency via knowledge partnership agreements</li> </ul> <p><b>4. Hauraki Wellbeing Assessment</b></p> <ul style="list-style-type: none"> <li>● Completion of the final report for the Hauraki Opportunity by 30 May 2025</li> </ul> <p><b>5. Simplify the Te Ara Poutama Webpage</b></p> <ul style="list-style-type: none"> <li>● Redesign the current Te Ara Poutama web page so that it is easier for people to navigate and extract knowledge from.</li> </ul>	<ul style="list-style-type: none"> <li>● An updated and redesigned Te Ara Poutama web page live by 30 September 2025 (B10)</li> <li>● At least 4 wellbeing knowledge webinars held by 1 December 2025 (B11)</li> <li>● Progress reports to Trust Waikato as per the accountability agreement (B12)</li> <li>● Te Ara Poutama website page to receive over 150 views per quarter (B13)</li> </ul>		
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<p><b>He Pakipumeka Lots of Little Fires</b></p> 	<ul style="list-style-type: none"> <li>• Research, film, produce and release 8 new stories between May 25 and May 26 (season 3)</li> <li>• Secure between 33-50% co-funding for LOLF by end of May 26 to transition into new state</li> <li>• Complete funding strategy and future state of LOLF work in relation to WWP's final year</li> <li>• Maintain and continue to build deep relationships across sectors to access new stories, opportunities to support and levers of influence to pull</li> <li>• Build YouTube subscriber base to over 1000</li> <li>• Engagement and workshop LOLF with 5 educational organisations and business CSR</li> <li>• At least 33% co-funding for programme confirmed for</li> </ul>	<ul style="list-style-type: none"> <li>• An average of 15,000 YouTube views per story released (C1)</li> <li>• Creation of Lots of Little Fires Website content to receive over 500 views per quarter (C2)</li> <li>• Maintain average engagement rate on social media of 9% (target of 12%) (C3)</li> <li>• Build social media following to over 1k (C4)</li> <li>• Tangible funding, connections and advocacy for story recipients to further their kaupapa (C5)</li> <li>• Inspire and influence societal change and support for stories released (C6)</li> </ul>	<ul style="list-style-type: none"> <li>• <b>Released 3 stories</b> by August '25 with three more locked in for filming before end of Dec '25</li> <li>• LOLF has received <b>500,100 views</b> on YouTube since its inception, an average viewership of <b>27,400 views per video</b></li> <li>• Lots of Little Fires currently has <b>400 YouTube subscribers</b></li> <li>• LOLF Social Media Engagement Rate <b>9.46%</b></li> <li>• 394 LOLF website page views</li> </ul> <p><b>Leverage Achievements</b></p> <ul style="list-style-type: none"> <li>• <b>\$500,000</b> secured for Manaaki rangatahi through collective community funding facilitated by WWP and Len Reynolds Trust</li> <li>• <b>\$300,000</b> secured for Western Community Centre facilitated by WWP and Len Reynolds Trust</li> <li>• <b>\$10,000</b> provided to Taurikura and charitable status registration and entity set up and funded also facilitated by WWP and Len Reynolds Trust</li> <li>• <b>Supporting The Serve</b> to find a permanent facility. WWP funding FOHBOH to develop new business plan to support process.</li> <li>• Leading/facilitating youth experience and employment innovation with youth housing rangatahi collaborations</li> <li>• Facilitated youth sector leads innovation and research trip to Otautahi with Len Reynolds Trust</li> <li>• Other key engagements: <ul style="list-style-type: none"> <li>○ Hui with transitional housing youth looking for work experience and employment.</li> <li>○ Engagements with AMA training and kaute pasifika youth coaches, employment brokers and work ready programmes have been embedded into 20/twenty housing and mana services.</li> <li>○ LOLF presentation to Rototuna high school staff talk in terms of broader scope of sharing LOLF with educational platforms</li> <li>○ Collaboration with Waikato University anthropology department who have researched and written up the LOLF kaupapa and are in process of releasing the success of its work in several academic journals</li> </ul> </li> <li>• <b>Housing advocacy</b> with rentals article and radio interview</li> </ul>	
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	season 2 by <b>1 July 2025</b>		<ul style="list-style-type: none"> <li>• <b>Two oral submissions</b> to HCC in support of homelessness service providers at HCC</li> <li>• A <b>LOLF funding strategy</b> was completed. It explored and developed operating and funding options, but was not explored further due to IP constraints</li> <li>• Additional opportunities for partnership with other community wellbeing organisations are under continuous development</li> <li>• While LOLF has had significant success leveraging resources for others, it has not been able to secure any additional funding- partially as new operating model options were found to not preserve the IP of the project. Other alternatives will be explored as part of the WWP transition process.</li> </ul>	
<b>Waha Advocacy</b> 	<b>Scaling up our Work</b> <ul style="list-style-type: none"> <li>• In accordance with the WWP review, significantly increase the “scaling up” of the WWP’s insights through greater advocacy and partnerships with organisations mandated to deliver community wellbeing and prosperity</li> <li>• Scale up advocacy for systems change initiatives in key areas of kai  food security, housing affordability and homelessness, rangatahi wellbeing</li> </ul>	<b>Greater collaboration</b> <ul style="list-style-type: none"> <li>• At least 20 joint initiatives between the WWP and other for purpose organisations by 1 March 2026 (D1)</li> <li>• Contribution to the 2025 SDG Alliance Peoples’ Report (D2)</li> <li>• Submissions published on WWP Website to receive 100 views per quarter (D3)</li> <li>• Maintain average engagement rate on social media of 9% (target of 12%) (D4)</li> <li>• Broker opportunities with Social Investment Agency, local authorities, iwi and community funders for a Waikato specific approach to social investment and</li> </ul>	<b>Advocacy</b> <ul style="list-style-type: none"> <li>• Presentation on WWP made to Waikato Economic Development Leaders group.</li> <li>• Presentation to Waikato Regional Council Strategy and Policy Committee</li> <li>• Presentation to Community Waikato AGM.</li> <li>• Presentation to Trust Waikato Trustees’ Strategy workshop</li> <li>• Presentation on Hauraki Opportunity to Regional Leadership Group, August 2025</li> <li>• Presentation to Rototuna High Schools senior staff on WWP</li> <li>• Three WWP newsletters published since January (February, May, July), including 23 separate articles.</li> <li>• Submissions lodged on Hamilton City and Waikato District Long Term Plans</li> <li>• Submission lodged on Local Government (systems performance) Amendment Bill</li> <li>• Submission drafted on Government Policy Statement on Housing and Urban Development 2025</li> <li>• Article in the Waikato Times about food security and the role of supermarkets, co-written with Ernie Newman</li> <li>• Two oral submissions to HCC in support of homelessness service providers at HCC.</li> <li>• Advocacy on homelessness and ethical landlords including local newspaper articles and radio interviews (Joe Wilson)</li> </ul>	

	<p>and gender equality.</p> <ul style="list-style-type: none"> <li>● WWP newsletter - 5 yearly</li> </ul> <p>Submissions lodged - at least 10 yearly, including at least 3 joint submissions on a local, national or international scale which align with our priority areas</p>	<p>wellbeing knowledge (D5)</p>	<ul style="list-style-type: none"> <li>● Presentation to Economic Development NZ 2025 Annual Conference</li> <li>● LOLF Social Media Engagement Rate <b>9.1%</b></li> </ul> <p><b>Operative Joint Initiatives:</b></p> <p><b>Kai Challenge</b></p> <ul style="list-style-type: none"> <li>● Head partnership with GoEco</li> <li>● Place based partnership with Ngati Maniapoto and Maniapoto Marae Pact Trust</li> <li>● Place based partnership with Ngati Raukawa</li> </ul> <p><b>Hauraki Opportunity</b></p> <ul style="list-style-type: none"> <li>● Head partnership with: <ul style="list-style-type: none"> <li>○ Te Tara o Te Whai,</li> <li>○ TCDC</li> <li>○ Hauraki and</li> <li>○ MPDC councils</li> </ul> </li> <li>● Implementation partnership with Eastern Regional Leadership Group</li> <li>● Member of Te Tara o Te Whai Alliance</li> <li>● Member of SDG Alliance Leadership Group</li> </ul> <p><b>Te Ara Poutama</b></p> <ul style="list-style-type: none"> <li>● Head partnership with Trust Waikato</li> <li>● University of Waikato</li> <li>● Social Investment Summit partnership with <ul style="list-style-type: none"> <li>○ Waikato Tainui</li> <li>○ Social Investment Agency</li> </ul> </li> </ul> <p><b>Housing Challenge</b></p> <ul style="list-style-type: none"> <li>● Waikato Housing Initiative, Member of Leadership Group</li> </ul> <p><b>SDG Alliance</b></p> <ul style="list-style-type: none"> <li>● SDG Alliance Peoples Report under development and will be completed in 2026</li> </ul> <p><b>Social Investment Agency</b></p>	
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			<ul style="list-style-type: none"> <li>Working with Trust Waikato, Waikato Tainui and SIA on a Waikato Social Investment Summit in November 2025</li> </ul>	
<b>Org Effectiveness</b>	<ul style="list-style-type: none"> <li>Accountability reports and presentations to WEL Energy Trust and WRC May and September 2025</li> <li>Annual presentations to Waikato Mayoral Forum and WRC as requested</li> <li>New Transition Leadership Group established by 30 June 2025</li> <li>Terms of Reference for WWP review next stages agreed by 31 July 2025</li> </ul>	<ul style="list-style-type: none"> <li>Actual expenditures per program initiatives to date. (E1)</li> <li>WWP Business Plan published on WWP website by 1 May 2025. (E2)</li> <li>WWP managed and delivered within Business Plan budget. (E3)</li> <li>Overall project co-funding (cash and in-kind) of at least \$2.5m by June 2025. (E4)</li> <li>Preferred option for the new operating and funding model agreed by 1 December 2025. (E5)</li> <li>Maintain Newsletter Open Rate of 40%+ (Target 50%+). (E6)</li> <li>Maintain Newsletter CTR Rate of 7%+ (Target 8%+). (E7)</li> <li>Maintain Website traffic of 2,000+ visitors per quarter. (E8)</li> <li>Maintain average engagement rate on social media of 9% (target of 12%). (E9)</li> </ul>	<ul style="list-style-type: none"> <li>WWP Business Plan published in May 2025</li> <li>Direct engagement with over 30 people and organisations who lead wellbeing in the Waikato to discuss the current and future state of the WWP</li> <li>Total WWP expenditure and expenditure per programme on track</li> <li>WWWP co-funding <b>\$2.448m</b> by 30 June 2025</li> <li>TLG process has agreed preferred broad approach for next stage of WWP and is now working on funding and operating model options</li> </ul> <p><b>Overall WWP Social Media activity and performance:</b></p> <p><b>Social Media- Channel Performance (May 1 – Sept 10, 2025)</b></p> <p><b>a) Lots of Little Fires – Instagram</b></p> <ul style="list-style-type: none"> <li>Posts: 7</li> <li>Reach: 13,159</li> <li>Engagement: 977 (likes + comments + saves)</li> <li>Engagement Rate: ~7.4%</li> <li>Standout post: <i>Sam Troth walk</i> (253 likes, 54 comments, 10 saves, 5,742 reach → 5.5% ER)</li> </ul> <p><b>b) Lots of Little Fires – Facebook</b></p> <ul style="list-style-type: none"> <li>Posts: 9</li> <li>Reach: 8,181</li> <li>Engagement: 370 (likes + reactions + comments + shares + clicks)</li> <li>Engagement Rate: ~4.5%</li> <li>Standout post: <i>The Serve Trust</i> (7/8, 453 reach, 212 engagements → 46.8% ER, boosted by high video views &amp; shares)</li> </ul> <p><b>c) Lots of Little Fires – LinkedIn</b></p> <ul style="list-style-type: none"> <li>Posts: 1</li> </ul>	



			<ul style="list-style-type: none"> <li>• Reach: 65</li> <li>• Engagement: 10 (likes + comments + shares + clicks)</li> <li>• Engagement Rate: ~15.4%</li> <li>• Very small sample, but strong performance.</li> </ul> <p><b>d) Waikato Wellbeing Project – Facebook</b></p> <ul style="list-style-type: none"> <li>• Posts: 20</li> <li>• Reach: ~1,000+ per post (total not given, adding estimates from table)</li> <li>• Engagement (likes + comments + shares + clicks): ~70–90 per post average</li> <li>• Engagement Rate: ~1–2%</li> <li>• Standout post: <i>Joe Wilson research</i> (48 reach, 17 engagements → 35.4% ER) but most others sit below 3%.</li> </ul> <p><b>e) Waikato Wellbeing Project – LinkedIn</b></p> <ul style="list-style-type: none"> <li>• Posts: 22</li> <li>• Reach: 4,622 unique impressions</li> <li>• Engagement: 1,096 (likes + comments + shares + clicks)</li> <li>• Engagement Rate: ~23.7%</li> <li>• Standout post: <i>Kaitiaki Advisory Celebration</i> (402 reach, 470 engagements → 116% ER, driven by click-throughs).</li> </ul> <p><b>f) YouTube</b></p> <ul style="list-style-type: none"> <li>• 46,003 total video views since April 2025</li> <li>• A Home of Hope for Solo Mothers -20,107 views</li> <li>• Taurikura: A Vision for Thriving Together – 19,314 views</li> </ul> <p><b>Newsletter Performance Statistics</b></p> <p><b>March update</b></p> <ul style="list-style-type: none"> <li>• 789 emails delivered (2 unsubscribe and 25 emails bounced)</li> <li>• 62.23% email open rate (benchmark is 19.4%)</li> <li>• 6.84% click through rate (benchmark is 2.8%)</li> <li>• Top 3 links <ul style="list-style-type: none"> <li>○ <a href="#">Taurikura: A Story of Treaty Partnership and Thriving Together</a></li> <li>○ <a href="#">WWP review</a></li> </ul> </li> </ul>	
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			<ul style="list-style-type: none"> <li>○ <a href="#">Anna Casey-Cox: The need for Affordable Rentals</a></li> </ul> <p><b>May update</b></p> <ul style="list-style-type: none"> <li>• 776 emails delivered (5 unsubscribe and 35 emails bounced)</li> <li>• 73.71% email open rate (benchmark is 19.4%)</li> <li>• 46.91% click through rate (benchmark is 2.8%)</li> <li>• Top 3 links <ul style="list-style-type: none"> <li>○ <a href="#">WWP Business Plan</a></li> <li>○ <a href="#">Report of WWP review</a> (link provided in the WWP Business Plan item)</li> <li>○ <a href="#">WWP: Next Steps</a></li> </ul> </li> </ul> <p><b>July update</b></p> <ul style="list-style-type: none"> <li>• 740 emails delivered (5 unsubscribe and 36 emails bounced)</li> <li>• 46.49% email open rate (benchmark is 19.4%)</li> <li>• 9.19% click through rate (benchmark is 2.8%)</li> <li>• Top 3 links <ul style="list-style-type: none"> <li>○ <a href="#">Hauraki Opportunity</a></li> <li>○ <a href="#">Next Steps for the Waikato Wellbeing Project</a></li> <li>○ <a href="#">Ngaa Mihi to our Kaitiaki Advisory Board</a></li> </ul> </li> </ul> <p><b>WWP Hauraki Opportunity – Invite</b></p> <ul style="list-style-type: none"> <li>• 732 emails delivered (1 unsubscribe and 39 emails bounced)</li> <li>• 44.13% email open rate (benchmark is 19.4%)</li> <li>• 8.88% click through rate (benchmark is 2.8%)</li> </ul> <p><b>WWP Website Summary (January-April 2025)</b></p> <p><b>1. Steady Audience Growth</b></p> <ul style="list-style-type: none"> <li>• Users climbed from 580 (Feb) → 684 (Mar) before a natural April dip.</li> <li>• Over the four months, total 2,315 users with 2,224 new users = very high 95%+ new visitor rate, which means your reach is expanding to new audiences.</li> </ul> <p><b>2. Healthy Engagement</b></p> <ul style="list-style-type: none"> <li>• Pageviews per session is consistent at 1.6–1.7 → visitors aren’t just bouncing, they’re checking more than one page.</li> </ul>	
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			<ul style="list-style-type: none"> <li>• Average session duration holds strong at around 3 minutes+, showing people are engaging with content rather than skimming and leaving.</li> <li>• March was particularly good with 1.69 pages/session and 3m 13s engagement.</li> </ul> <p><b>3. Bounce Rate is Solid</b></p> <ul style="list-style-type: none"> <li>• Bounce rate stays 38–43%. For a content/impact project site, that's healthy (under 50% is positive).</li> <li>• April's 38% bounce rate is excellent — the lowest in the dataset.</li> </ul> <p><b>4. Consistent Return Traffic</b></p> <ul style="list-style-type: none"> <li>• Sessions (3,119) vs Users (2,315) shows return visits are happening (average ~1.35 sessions per user). This indicates the site has value beyond a one-time visit.</li> </ul> <p><b>5. Strong March Performance</b></p> <ul style="list-style-type: none"> <li>• March stands out as a peak month with the highest users (684), sessions (894), and pageviews (1,510) — suggesting successful campaigns, media coverage, or event-driven activity.</li> <li>• Kai Page views – 184</li> <li>• Hauraki Opportunity page views 425</li> <li>• LOLF – 349 Page views</li> <li>• Advocacy: 104 page views</li> </ul>	
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