

FAMILY
Violence knows
NO
Limits

UNEMPLOYMENT IS
NOT
Working

PLAY
some 'Stones ya WANKERS

STATE of the
ARTS

VOICES
*Wills, Tomoana, Giblin, Stone
Hague, Frenkin, Bazzard, Webb*



BAY BUZZ

ISSUE
No **07**



JULY / AUG
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Not a pretty picture

Our social wellbeing is hurting

By Tom Belford

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Who's responsible for social wellbeing in Hawke's Bay? That's tough to pin down.

Earlier this year, the Salvation Army published an excellent but disturbing report analyzing New Zealand's social wellbeing ... *A Growing Divide*. The report opened with a Greek proverb:

A society grows great when old men plant trees whose shade they know they shall never sit in.

And immediately presented its bottom line:

"We have two clear choices here: one is to continue the path we have been on more or less continuously for the past three decades, concentrating wealth and influence, and driving the marginalised further into the shadows with yet more restrictive welfare entitlements and a yet more punitive criminal justice system. The other is to act more inclusively and to work consciously and deliberately at ways of ensuring that the most marginalised New Zealanders, and in particular, many poor families and unemployed young people, feel as though they are valued and valuable members of our society."

That choice about our social wellbeing applies to Hawke's Bay as well, where an under-class staggers from generation to generation under the weight of poverty, poor education and health, commonplace alcohol and drug abuse, crime and family violence.

For others, the situation might not be so dramatic. Maybe they've 'only' suffered the (hopefully) temporary loss of a job; maybe they can endure the setback, and cope with the financial hardship without succumbing to debt or depression. For still others, maybe all is well, except for their 'manageable' drinking or gambling problem.

This edition of *BayBuzz* looks at Hawke's Bay's social wellbeing. Many of the articles deal with issues confronting those struggling to cope – the young and the very old, the mentally ill, victims of family violence, the jobless, children attempting to learn while hungry or unwell. One in five residents of Hawke's Bay, more if they're Māori, could be in a situation.

However, on the positive side, there are many in our community who work every day as government officials, service providers and volunteers to improve the social wellbeing of others. They work with inadequate resources, in frustrating and stressful circumstances, and against entrenched systemic conditions.

They are mostly invisible to the broader community, because by and large they deal with people most of us never really see. They don't win awards.

They complain, to be sure, as many did to *BayBuzz*. Almost always off the record, because as imperfect as 'the system' might be, it still provides the resources, even if inadequately, to try and help improve lives.

They don't really have a champion here in Hawke's Bay. The central government bureaucracies represented in the region are faceless – try to discover and contact whoever is the top official in the Bay for Child, Youth and Family Services, a critical agency given our profile. The social service providers are loathe to bite the hand that feeds them. The clients themselves are the most powerless members of our community. Our MPs are 'missing in action' ... busy being ministers and toeing the party line.

Our local elected officials are also compromised. Do they or don't they have responsibility for 'social wellbeing'? How much? It seems to vary with the Government of the day. This Government seems more interested in curbing programmes than building lives.

My view is that our region's mayors (and you know my preference is for *one* mayor, with a very loud voice) should become the champions of the large segment of the region's population that is really struggling. They've done enough already for the 'struggling masses' of Havelock and Bluff Hills. And they're plenty cosy with the Government in power. Let's see some outspoken leadership.

Improving our social wellbeing is not exclusively about addressing hardship. *BayBuzz* also looks at tending to and enjoying the cultural and natural amenities of Hawke's Bay, and at participating in sport and recreation, called by Colin Stone "the super glue of social wellbeing". These areas also face challenges, as our articles note, but for the most part they offer a positive opportunity to us all.

It doesn't feel quite right to urge you to 'enjoy' this edition. Instead I'll just ask you to give the issues raised some serious thought. Then engage.

Ben Belford

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THIS MONTH

This edition looks at Hawke's Bay's social wellbeing through many eyes and in all its aspects, from youth unemployment, family violence and mental health, to the vibrancy of our arts and sports.

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By Tom Belford

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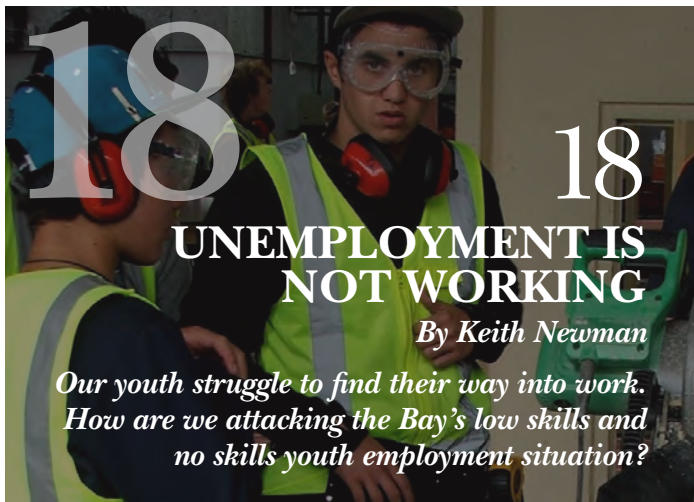
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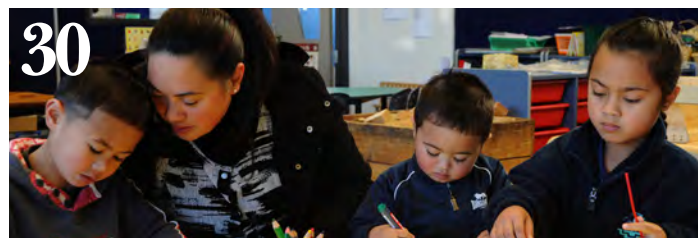
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By Jessica Soutar Barron

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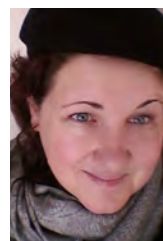
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FAMILY VIOLENCE KNOWS NO LIMITS

By Jessica Soutar Barron

In New Zealand, the most dangerous place to be is in our homes. Hawke's Bay is no exception.

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Not a pretty picture

INCOME
EMPLOYMENT
HEALTH
EDUCATION
HOUSING
SAFETY &
CHILD WELFARE

Social wellbeing in Hawke's Bay



BY ~ TOM BELFORD WITH REPORTING BY JESSICA SOUTAR BARRON

Photos by Tim Whittaker

One wonders what accessing and navigating the 'system' must be like for the stressed out client.

EXACTLY WHAT CONSTITUTES 'SOCIAL WELLBEING'?

We probably all have different answers. Perhaps the major determinant for each of us individually is our economic comfortability, which might find one of us worrying about finding the next day's meal, and another obsessing over Flight of the Concord tickets.

To our own personal situations, add our relative social consciousness, which is independent of incomes and status, and ranges from acutely aware and concerned to totally oblivious about the needs of others, especially those struggling to cope.

So for the community the definition is broad – adequate living standards, rewarding work, good health and education, safety, good prospects for our children, robust cultural amenities, enjoyable sport and leisure.

We toil as individuals and as institutions to improve our community's wellbeing and spread it to all.

How well are we accomplishing that here in Hawke's Bay?

By many accounts and measures, not well. Certainly not in every dimension. And certainly not for all.

This article, and several of those that follow, focuses on the part of our community that is neediest and having the most difficulty coping. Unfortunately, it's not a pretty picture.

A sense of scale

In human terms, many of the indicators of social wellbeing in Hawke's Bay are disturbing. [See chart on next page.]

As a region we have low personal incomes: a median of \$22,600, and 5,219 receiving the domestic purposes benefit (DPB). Fully 53% of Māori in Hastings (51% in Napier) have personal incomes less than \$20,000, compared to 45% of all ethnicities in both districts.

We are struggling with employment: 1,834 receiving unemployment benefits, with many more looking for employment. Nearly one-third of our adult population has no formal education qualification. About one-third live in the three most deprived decile areas – with over 11,000

“I've watched endless models of care come and go in the past decade.”

ANONYMOUS SERVICE PROVIDER

receiving an accommodation supplement, a further index of hardship.

As noted, if one looks at such figures for Māori (and our much smaller Pacific Islander population), the socio-economic picture is significantly bleaker. For example, 63% of unemployment benefit recipients and 65% of DPB recipients are Māori.

All of this hardship creates stresses that adversely affect physical and mental health, and even the physical safety of our families: reported family violence offences exceeded 2,600 in Hawke's Bay in 2009 ... and no one suggests that level is decreasing.

Against these ills, government deploys a blizzard of supports and targeted programs, delivered by a small army of bureaucrats and social service workers.

Continued on Page 8 »

Social Services Spending in Hawke's Bay	Hastings	Napier	CHB	Wairoa	Total
	\$000s	\$000s	\$000s	\$000s	\$000s
An Unrelenting Focus on Work	4,339	4,364	670	366	9,739
Communities Getting on with It	451	574	221	193	1,439
Community Relations & Operations	80	86	24	12	202
Family Court	199	214	61	29	503
Health	43,321	46,852	13,396	6,398	109,967
Opportunities for Youth	390	396	73	99	958
Protecting Our Children	4,952	3,273	551	1,152	9,928
Restorative Justice	40	43	12	6	101
Schools	96,396	71,818	15,944	12,455	196,613
Victim Support	122	131	37	18	308
Whānau Social Assistance	64	0	0	32	96
Total	150,354	127,751	30,991	20,760	329,856

SPENDING INCLUDED

Ministry of Education ~ Teacher salaries and operational grants to schools

Ministry of Health ~ Contracted services

Ministry of Justice ~ Victim support, crime prevention, court-ordered services

Ministry of Social Development ~ Contracts through CYF, Family & Community Services, Youth Development

Te Puni Kokiri ~ Whānau Social Assistance programme

Source ~ www.contractmapping.govt.nz





Social Indicators		Hastings	Napier	CHB
Income	Median personal income	\$22,600	\$22,700	\$23,500
	Māori with personal incomes under \$20,000	53%	51%	unknown
	Receiving the DPB	2,408	2,155	276
	Claimants of a main welfare benefit who are Māori	49%	38%	unknown
	Receiving Super	9,430 (13.3% of pop)	9,010 (16.3% of pop)	1,760 (13.6% of pop)
Employment	Receiving unemployment benefit	642	649	185
	Unemployment rate (Hawke's Bay & Gisborne) Māori rate ...	8.5% 17%	8.5% 17%	8.5% 17%
	Proportion of youth (15-24 yrs) not in employment, education, or training	15%	14%	unknown
Education	Total number of adults with no formal educational qualification Māori rate ...	31% 45%	29% 42%	33% 46%
	School leavers with little or no formal attainment	8%	5%	4%
Health	Life expectancy (male) Māori on average eight years less	75.8yrs	77.4yrs	76.3yrs
	Immunisation (Plunket clients)	85%	69%	90%
	Commenced mental health treatment in public system Māori rate ...	1,490 40%	1,370 29%	270 25%
	Clients presenting for alcohol or drug counseling	300	471	77
Housing	% living in decile 8-10 areas (most deprived)	35%	32%	30%
	State units	1,406	1,478	90
	Receiving accommodation supplement	5,810	4,910	740
Violence	All offences Violence-related offences Drugs / alcohol offences	9,400 13% 18%	7,440 15% 15%	890 14% 14%
	Family violence offences	1220	1370	150
Children	ECE enrolled (0-4 yrs)	70%	70%	77%
	Care & Protection notifications requiring further action	1,106	825	151

Nathan Harrington, Patrick Le Geyt and Alayna Watene – Te Taiwhenua o Heretaunga



» As our Social Services Spending chart indicates, the main service ministries spent about \$330 million in Hawke's Bay in 2011 contracting services on everything from employment assistance and training, to health and education, to family services and protection of children and other victims of violence.

Health and education consume over 90% of that spend, and while all of that contributes to community wellbeing, only a portion is targeted at the neediest in Hawke's Bay. For example, 42% of Hawke's Bay students attend schools in the lowest three deciles bracket. And spending specifically targeted at Māori by the DHB totals about \$7.6 million out of a budget of \$438 million.

Add to the programme spending the hundreds of millions (a guarded figure at MSD) directly received by our 18,730 recipients (as of March 2012) as some form of 'main benefit'.

So the scale of social service need, and spending, in Hawke's Bay is quite significant. And the range of programme support quite diverse.

The individuals involved might 'simply' be temporarily out of work and struggling a bit; they could be socially isolated, fixed-income elderly with declining health; they could be mothers abandoned with children; or they could be victims of family violence triggered by systemic poverty or drug/alcohol abuse.

To get a more personal sense of who and what the statistics are all about, read through the three 'profiles' accompanying this article (names fictitious).

Where does help come from?

Help is provided by dozens of public and private agencies in Hawke's Bay.

It's an exceedingly complex network, as we found preparing our articles. And if it appears complicated and impenetrable to well-educated, calm and reasonably sophisticated, internet-savvy researchers, one wonders what accessing and navigating the 'system' must be like for the stressed out 'client', who might be barely literate and not even sure of what help they need or what in fact might be available.

Talking to frontline social service providers, the common refrain is that many, perhaps most, clients have multiple issues – drug and alcohol addictions, financial stress, ill health, psychological distress. Their 'solutions' might involve housing, medical treatment, counseling of various kinds, financial assistance, job training ... through to an emergency food packet or temporary refuge.

Unfortunately, government bureaucracies are silos, not multi-taskers. They have great difficulty dealing with multiple-needs clients. Each agency has its own programmes, contractors, processes, and boxes to tick. Formal structures to coordinate services come and go.

At one point in my research, I was delighted to discover an entity called the Hawke's Bay Social Sector Group, comprised of 11 government agencies working in the field. According to their web information, the Group, formed in early 2010, "acknowledged that the initial work needed to focus on the activity they

MAJOR SOCIAL SERVICE PROVIDERS

Age Concern

- Social support, health promotion, visiting services

Anglican Care

- Early childhood care, grief counseling, older people services

Birthright

- Child and family care

DOVE

- Family violence counseling

Napier Family Centre

- Parenting support, budget advice, psychological counseling

Plunket

- Child and parenting support

Presbyterian Support

- Family Works, Enliven

Salvation Army

- Counseling and assistance with food/clothing

Te Kupenga Hauora

- Health support, social workers in schools, youth assistance

Te Taiwhenua o Heretaunga

- Health, education, social services

Women's Refuges

- Hastings and Napier

do with each other before widening their operational activity to local government, Iwi, and community organisations, recognizing the need to address their own business together first."

In less than two years, that Group has been disbanded. Apparently the challenge to integrate and cooperate was too great. Or as one insider commented to *BayBuzz*, too time and resource demanding in the face of personnel and funding reductions that force staff to focus on clearing away increasingly over-full workloads.

So if the problem is, say, youth employment in Hawke's Bay, any cross-agency collaboration must be built from the ground up, drawing upon those willing to participate. Currently, this problem is to be addressed by the Youth Futures Project, with a group consisting of EIT, Hastings District Council, the Chamber, MSD and Business Hawke's Bay. Asked why Napier City Council wasn't involved, the answer given: "It's a group of the willing."



We're not getting results. It's getting worse and worse. Systemic issues are not being addressed.

Students at EIT Trades Academy

“Box ticking ... is the elephant in the room of social and health services.”

ANONYMOUS SERVICE PROVIDER

CARRYING ON

It's been a struggle all the way for Carol.

One of eight children in a family of meagre resources, she remembers her mother sending them off to school with icing sugar sandwiches for lunch during the Great Depression.

People gave her mother cast-off clothes, which she cut up and made into clothes for the children. Her mother had one good dress, which she saved for wearing to town. Her father never had new clothes. “They were far too expensive.”

By the time Carol was seven, the family had acquired two bicycles. One for the children to share and one for her father to get to work.

When she left school and got her first job at the Tip Top ice cream shop in Hastings, Carol walked everywhere. It was perfectly safe to do so even after finishing work at 11pm, she says.

She married at 19 and gave birth to her first child while her husband was fighting overseas during the Second World War.

Three more children followed, then tragedy struck as the family was driving to Poraita one afternoon. A timber-laden truck with a drunk driver crashed into their car and killed Carol's eldest and youngest children outright. Another was severely injured. “I still cry for my children sometimes,” she says. “As I get older I think more about them.”

Carol was so traumatised by the crash she didn't get her own driving licence until she was 50.

She sold her car last Christmas and now walks everywhere again. Her sister takes her to church in Clive each week, and Carol carries her groceries home from the supermarket.

Over the years, she has earned money picking asparagus, fruit and anything else that needed picking. Then she became a cleaner. She shakes her head as she says “people today say there are no jobs, but there are”.

Now 86 and widowed, Carol rents a Housing NZ flat in central Hastings and gets by on her NZ Super. That means buying her clothes from op shops – “I'm not a snob” – and being very, very careful. She's even managed to open a savings account into which she puts \$10 a fortnight. “I've never had that before.”

She counts herself lucky to have the Housing NZ flat, because they recently put in new carpet, insulation and a woodburner. They offered her a heat pump, but she was too afraid of open-ended power bills. She budgets a fixed sum for firewood, and church members bring her extra.

Carol's strength comes from a strong religious faith and a determination not to waste the time she has. She's a stalwart at the Age Concern centre, setting up the bowls for fun games each week.

Her two surviving children, both nearing retirement themselves, ring her every week.



Representatives of various government agencies insist that cooperation indeed occurs at a working level, with senior managers estimating they spend a third of their time on coordination efforts, even if more visible over-arching structures are not in place.

For example, Work and Income is proud of its initiative to convert several of its service centres in the region into physical hubs where clients can access multiple service providers, both governmental and not-for-profit organisations. The new centres are called Community Link, and are functioning in Napier, Flaxmere, Wairoa and Taradale, with a new facility opening in Hastings in August. Services might vary by centre, but generally include child, youth and family services (CYF), budget advice, legal help, student loans, health care referral, and youth employment.

However, one observer commented: “WINZ is the worst sponsor of something like that. Clients don't like going to WINZ. They're inherently suspicious that their benefits will be challenged.”

Planners versus providers

Compounding the bureaucratic silos, coalface service providers argue that clients don't get heard by the bureaucracy's planners.

As one veteran service provider commented: “The priorities and the design of services are developed by people whose masters are, eerily, largely themselves. It is a massive industry – the prioritising and design and funding of social services. People don't know what

works; because often they don't ask the people to whom they provide the services – and if they do, it is token. ... I've watched endless models of care, endless acronyms, come and go in the past decade, while the need to listen grows concomitantly.”

This observation is illustrative of many I heard in researching this article. The ‘alliance’ between government agency funders and the actual providers of service is a tenuous one. Most won't speak about it on the record.

Simply put, providers see planners as aloof from the real world, committed to their own pet theories (seen as unsupported by evidence), narrow gauge instead of holistic, afraid of risk (providers regard risk as inherent, given the clients being served), and penny-wise, pound foolish.

Housing NZ's recent decision to pull staff from the field and channel clients through toll-free phone intake is cited as a classic bureaucratic blunder, given the complexity of the application process,

The Growing Divide

All the increase in rates of violent offending over the five years to 30 June 2011 have been as the result of increases in reported violent offending in dwellings. Over this period, levels of reported violence occurring in dwellings have increased by 43%, while such offending elsewhere has barely changed. The fact is our homes are the most dangerous place in New Zealand.

Makere Anderson, manager of the early childhood centre Te Tirahou



language barriers, and the technical illiteracy of the affected population. “A system designed to put off clients and reduce the lists,” complained one observer.

Another comment to *BayBuzz*: the system “spends an awful lot of money trying to ward off any blame. So there becomes a policy for this thing, a policy for that thing ... lots of money that could be spent on services to an individual gets spent on protection against doing the wrong thing. This occurs in all areas of social services – it is the story of ‘box ticking’. It is the elephant in the room of social and health services.”

Another senior provider agreed that “there’s never just one problem”. But

government programs get more narrow and prescriptive in terms of what services they will fund. Using the example of family violence, she argued that to prevent such violence required teaching a perpetrator “entirely new coping skills ... a new way of being in the world,” but also supporting the individual to deal with a “whole raft of issues ... housing, financial stress, parenting skills, legal problems.” But this holistic type of support isn’t funded.

Again, with respect to family violence, the Government spends money effectively on a public awareness program (*It’s Not OK*), but then won’t fund treatment for self-referrals the program generates,

“We have too many funders not talking to one another.”

ANONYMOUS SERVICE PROVIDER

which can now be half of those seeking help. Funding is limited to only those referred by the justice system, people who have already committed the offence. Likewise, funding is moved away from community education and prevention to working directly with clients. All examples of trying to fix problems at the bottom of the cliff, as one practitioner observed.

The providers attempt to deal with fragmented government programs by their own networking and informal coordination and referrals. Because the providers actually deal with real-live clients, they believe they are more aware than the funding agencies themselves of the fragmentation. One put it strongly: “We have too many funders not talking to one another. We have health, education, welfare and justice ... all need to be linked so that we get a more coordinated approach and an integrated funding and planning framework ... We have systemic failure because we are not coordinated.”

But again, the time devoted to such efforts is not publicly funded. Charity fundraising must cover the cost, and those dollars are getting scarcer as well. Moreover, as providers compete for increasingly limited contestable government and charity funds, even *their* incentives to cooperate are diminished.

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A MICRONAUT IN THE WIDE WORLD

THE IMAGINATIVE LIFE AND TIMES OF GRAHAM PERCY

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Social scientists and planners say society will get by far the best return by investing in children.

Mobile Primary nurse Menzie Wikeepa checks mother-to-be Aisha Puketapu's blood pressure

THE BURDEN OF DEBT

Eighteen months ago Gina's partner left her and their three children aged under six years, and she does not know where he is. The Domestic Purposes Benefit provides her with a basic benefit of \$278/week with additional payments bringing her income to \$540.

The family's main outgoings are:

- Rent \$260
- Power \$40
- Transport \$50
- Groceries (including nappies and formula) \$160
- Debt payments:
- Car \$30
- Q Card \$20

They had recently purchased a car from a dealer who offered a finance deal with purchase, with her partner insisting the loan be issued in Gina's name. The car cost \$10,500, which they were repaying at \$80/week, with \$8,000 remaining. When Gina could not keep up the weekly payments, the car was repossessed. The finance company sold it for \$2,200. The remaining debt of \$6,000 must still be repaid, and she is making payments of \$30/week. It will take her over eight years to pay off at this rate.

Gina's house was burgled several months ago and the family's television, mobile phone, and other goods were stolen. She had let her household insurance lapse as she could no longer afford it. She replaced some goods using her Q Card, for which the interest rate is over 25%. By the time the television is paid off she will have paid over \$1,000 interest.

The \$50 week debt payments cannot be accommodated in the family budget, but because missed payment fees are so high (\$25-\$35 each time) must come ahead of other family essentials – usually cutting back on food, or going without power if the pre-paid card runs out. Gina and the children only ever receive clothing as hand-me-downs from friends and family, the only source of any birthday or Christmas presents. There is no money for doctors visits or prescription fees, for putting aside for school uniforms or other expenses. When these arise she will again seek to pay for them on credit.

An analysis of ten families attending a financial literacy programme in Hawke's Bay who were deeply in debt showed that they owed money to between three and 11 creditors (excluding mortgages), and repayments were taking between 12% and 38% of their weekly income (between \$124 and \$182/week).

Source: Waiapu Anglican Social Services Trust Board Debt Stories 2010

» Are services keeping pace with demand?

Said one provider: "The need is great right now for those who are most at risk physically, intellectually, emotionally, spiritually – the vulnerable in our midst.



That is obvious. What is really scary is we are not only becoming desensitised to abuse, but we are almost becoming bystanders because there appears nothing we can do to stem the tide."

And another: "We're not getting results. It's getting worse and worse. Systemic issues are not being addressed."

Government agencies are straining; individual providers are straining.

Said one: "Demand is up; our ability to deliver and meet that demand is down."

A January media release from Napier Family Centre reported: "Our annual results to 30 June last year showed over 1,900 people accessing our services ... and in the last six months we have already had over 1,200 people participate in our programmes. This level of demand means we will easily exceed our contracted levels with government agencies."

Hastings Budget Advisory Service dealt with 521 clients last year, and has already seen over 700 this year. *HB Today* quoted the Service's Greta Wham regarding a \$3,800 top-off grant from MSD: "It will go some way to alleviate servicing the increased number of clients we are seeing."

A provider familiar with need for services for the disabled estimates that demand exceeds availability of services by 3-4 times.

Statistically or anecdotally, there's nothing to indicate that economic hardship and its associated stresses are diminishing ... or will anytime soon. In its superb report earlier this year, *The Growing Divide*, the Salvation Army noted that real wages and salaries have

not increased nationally in inflation adjusted terms for the past two years. A recent University of Otago study found that approximately two-thirds of people with a low income at any one point-in-time, remain chronically in low income. And as described earlier, household financial duress leads to other problems: domestic violence and adolescent crime, undernourished and unhealthy kids, and poor educational performance. Then the cycle renews.

From food banks to mental health counselors to employment trainers, no one *BayBuzz* spoke with expects things to improve any time soon.

What is needed?

The shortest answer, but the longest to deliver, might be more jobs. Jobs for the unemployed. Jobs for the underemployed and for those discouraged from even entering the labour market.

The Growing Divide

While over the five years to 31 December 2011 there were 97,000 additional jobs created, over the same period the number of working age people grew by 242,000. If New Zealand is to return to the same level of unemployment as we experienced before the global recession, there will need to be a further 90,000 jobs created, in addition to the extra 25,000 to 30,000 jobs required each year just to keep up with labour force growth.

INTO THE DRINK

Hamish's partner just pulled the plug on their three-year relationship because of his drinking. Until then, he had no idea the two or three night-a-week binge sessions were a problem. After all, he says, he never missed a day's work. And besides, drinking like that, "it's just what you do." Spend upwards of \$100 a week at the pub. Don't stop till you pass out and wake up the next day with no recollection of the arguments and the bashings. Reckon you're in good shape because you can go all day without a drink, and that's a lot better than either of your parents ever did.

Hamish is 23 years old, Hawke's Bay born and bred, and in the habit of binge-drinking since age 14. That's about the time he started wagging school so he could help with the family business when his step-father was off on a bender or just too pissed to stand. He missed so much school there was little choice but to leave midway through Year 11; although for a while he had managed top marks in math and science.

Not finishing school is Hamish's biggest regret; he wishes he could have gone into engineering. Instead he's been working steadily in construction, but wants to get into heavy trucking because the wages are better. He and his partner had been hoping to work flat out to save enough money to buy a house, and then start a family. That's all he really wants, he says: a steady job, a decent home and family, and the chance to be the kind of father he never had.

Tyson wants a heavy trucking license too. Like Hamish, Tyson left school early and has been drinking ever since. Like Hamish, Tyson grew up in a household dominated by his parents' drunken rages and frequent bashings (but back then they didn't call it domestic violence). Tyson is 52, functionally illiterate, and therefore unable to pass the licensing tests. Instead, and just as his old man did, he works on and off at the wharfs. It's a hard crowd there, he says; and not an easy place to be if you're trying to lay off the booze.

Tyson is solo-parenting his two school-age children. Their mother, his former partner, struggles with drug addiction and lives in Auckland. So the judge was lenient at his latest DIC sentencing: after all, who would look after the kids if Dad went to prison.

"Clients don't like going to WINZ."

ANONYMOUS SERVICE PROVIDER

Not just any jobs, but better-paying ones. In December 2011, nationally, the average hourly earnings of the highest paid sector (finance and insurance, at \$37.64 per hour) was 2.3 times more than those in the poorest paid sector (accommodation & restaurant, at \$16.43). We all realize that Hawke's Bay has far more baristas than bankers, more seasonal workers than knowledge workers.

And our secondary schools and EIT need to be in synch with the region's job market ... conceptually a no-brainer, but fraught with practical challenges, as Keith Newman explores in his article.

The social scientists and planners say society will be get by far the best return by investing in children – getting them well-parented, healthy and safe in their homes. The Children's Commissioner, Dr Russell Wills (see his article in this magazine) has pointed out that a child with a poor start in life will cost up to \$1 million across the course of their life. Every Child Counts argues that low and ineffective public investment in the early years of childhood (NZ spends just half the OECD average) costs New Zealand dearly – approximately 3% of GDP or \$6 billion.

Among other programs, and to the government's credit, the Social Workers in Schools programme (SWiS) is rated as very promising, identifying and acting upon kids' diverse support requirements, from shoes and warm clothing to family intervention and health referrals.

Even staid BusinessNZ has chimed in: "There is a growing recognition that the issues affecting children should be the concern of all New Zealanders. Many of these issues are beyond the scope of families alone to tackle, including solo parenting, financial insecurity, difficulties in school, and young people ending up ill-equipped to contribute in the workplace. Families, communities, business and government all have a part to play in addressing these issues."

Jobs, education and training might be seen as the systemic response. However, while longer term programs gain traction – hopefully in time for Hawke's Bay's pending boomlet in kids and youth – there is still plenty of need to help people *today* to improve their personal and family wellbeing.



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Family Works 'Guardian Angel' campaign

Continued on Page 14 >>



Te Taiwhenua o Heretaunga, with an \$11 million budget, fields a formidable social service team.



*Rachaelle Howie,
Early Childhood Education Centre*



Alayna Watene, TTOH chief executive



TTOH provides health services



*Patrick
Le Geyt,
TTOH*



Jodie Fels, corporate services manager



*Mihī Te Aho (seated),
a family support worker,
and Kara Edwards,
service manager for
Family Start*



» That brings us back to the blizzard of social service programs du jour. Here the recommendations from those actually doing the hard yards are consistent.

More funding. All providers would like to see more funding. But as one said: "There is not enough money in the country to resolve the problems we have. Therefore we have to get our thinking caps on and collaborate, partner up and work with others."

Better coordination. All complain of too many silos, too much turf protection, both by funding agencies and service providers. Opinion is divided as to whether there are too many providers, some without the scale to be effective. "There have been too many in the past. There are probably still too many. Government current thinking seems to be that they will contract with services who are getting results ... I think they will be looking for larger and more financially viable services." Countered by: "The big organisations always think they know best and should be bigger."

Opinion is also divided as to how to achieve better coordination. Most are fatalistic, believing that as long as

separate but overlapping programmes are designed by a handful of ministries acting unilaterally in Wellington, confusion and disorganization at the coalface is inevitable. All further complicated by changing strategies as governments and ideologies change. Many providers are unhappily resigned to needing to devote significant time to fashioning their own networks and informal coordination, at a significant cost against time spent actually delivering services.

Embrace client-centered, holistic approach. The practitioners all see the need for this, as they are acutely aware that many clients present with a complex of needs that require flexible and comprehensive treatment. But dedicated programs and funding streams thwart a holistic strategy, and coalface providers mostly feel powerless to change thinking originating at the top of ministries. Furthermore, with everyone starved for funds, no one wants to rock the funding boat.

Invest in children and youth. Fortunately, there's a policy and practitioner consensus here. Most agencies and providers agree that the most bang for the buck would be achieved by

focusing on the young, where good patterns can be established, and bad ones more readily broken and mitigated. Interventions must begin at birth (and even before) and run straight through to keeping teens in school, helping them transition to work, and teaching parenting skills to young parents.

How to rock the boat?

In March this year the Government announced a reform programme for councils. Currently the Local Government Act 2002 gives councils a remit to provide for social wellbeing in their communities, but the *Better Local Government* report says this gives the public false expectations. The report – now translated into proposed legislation – recommends that councils should instead be tasked with "good quality local infrastructure, public services and regulatory functions at the least possible cost to households and business."

"I welcome central government giving us more clarity around our role, but if they give us clarity and they don't pick up the need, what will happen to our community?" asks Cynthia Bowers, Hastings deputy mayor. "The public say

Continued on Page 16 »



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Councils get lobbied to do things by concerned communities when government agencies have often failed.



Cynthia Bowers, Hastings deputy mayor.
 “The public say to us ‘Someone’s got to do it and we want you to.’”

» to us ‘Someone’s got to do it and we want you to.’ Local government is best placed to understand local community needs, but does that mean we have to solve everything, and pay for the solutions? ... The dilemma for council is to what extent should we be solving and to what extent should we be drawing a line and saying ‘No, that’s a central government issue.’

Hastings Councillor Wayne Bradshaw sees council’s role as a facilitator: “There’s enough groups and agencies helping out there, we want council to help them collaborate.” He’s a proponent of community-specific plans throughout the area, but adds: “Councils should allocate a budget for each community to spend to achieve their aspirations. That will provide some *do* and not just *talk*.”

Mayor Yule observes: “The interaction between central and local government is not ideal and many responsibilities get blurred ... The Government is sending signals about reducing local governments’ roles in this space. The obvious and yet unanswered question is: ‘If local government doesn’t or isn’t allowed to provide some assistance in this space, who will?’ No minister has been able to answer this question, other

than to say that government departments need to be more accountable. History tells us that councils get lobbied to do things in this space by concerned communities when government agencies have often failed.”

And Mayor Barbara Arnott seems in agreement. She believes in supporting community groups to carry out programmes within the infrastructure provided by local government. “We want our community organisations to be sustainable and resourced. Community development is about funding and facilitation, it’s about putting people together.”

Council, the mayor believes, has a unique position in being able to take an overview of need and resourcing. “We can see where the need is from a big picture view and we can give people a hand where it’s needed.”

For Mayor Arnott, envisaging a community where council has removed itself from all areas except infrastructure is beyond possibility: “I can’t think of anything more appalling,” she says.

So, our elected local leaders appear to believe they have a role to play in securing our community’s social wellbeing ... if for no other reason than they feel the heat

“The interaction between central and local government is not ideal and many responsibilities get blurred.”

MAYOR LAWRENCE YULE

when things are going wrong.

After all, how many readers of this article would even know that there’s a Regional Commissioner for MSD here in Napier, or what he does and doesn’t have authority over? How many could identify the top official in our region for Child, Youth and Family Services? Or the regional head of Housing NZ? [Actually, there isn’t one.]

This bureaucratic anonymity – our inability to pinpoint responsibility – is a guaranteed recipe for unaccountability for meeting the social wellbeing aspirations of Hawke’s Bay.

If our mayors were to get on the plane to Wellington, and take on – as a high priority – the mission of convincing Government that their system is broken, an army of social service providers in Hawke’s Bay would jump to their feet and cheer.

It’s time to rock the boat. 🐝





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Hawke's Bay Schools Trades Academy students at EIT

Unemployment is not working

Keith Newman looks at how we're tackling Hawke's Bay's low skills and no skills youth employment crisis.

A rapidly aging population coupled with the growing number of youth leaving school without the aptitude or attitude employers are looking for, presents a serious demographic challenge for Hawke's Bay's future economic and social wellbeing.

The region is bleeding school graduates as they head to university, the big cities or jump the ditch to Australia, leaving behind an abundance of under-skilled youth, while

we weather an economic growth curve that's looking distinctly limp.

Many school leavers, and those in employment limbo, aren't considered 'suitable candidates' for the abundance of job opportunities in Hawke's Bay.

In some parts of the wider region, Māori comprise over 50% percent of the population, a high percentage of whom are under 25 and without jobs. That situation will escalate over the next decade unless current efforts across iwi, public sector agencies, schools, training institutions and private initiatives succeed in transforming them into productive members of the workforce.

Napier economist Sean Bevin stands by

his 2009 regional survey, which warns of an evolving low-income population with its associated socio-economic deprivation, and the urgent need to train up young Māori and Pacific Islanders.

His *Demographic and Economic Growth Outlook 2015-2045*, produced for the big three councils, predicted slowing natural population growth reaching 138,399 by 2045 then steady decline from about 2021. Complicating matters is a 68% increase in those aged 65-plus and a Māori population increasing by 25%. All other population and age groups would be in free fall.

Currently there are around 77,000 people employed across the region from a current population of around 126,000. While unemployment has more than doubled to 2,599 since 2007, businesses often have to advertise beyond the Bay for basic labouring and medium-to-highly skilled positions.

Many of the 1,000 or so unemployed in the 16-24 age bracket could fill some of those positions, if they had the right work and life skills, could put in the physical

Now the iwi are saying everything we do has to be about job creation.

“The reality is, it’s a very confused marketplace and young people struggle to get a good picture of what life can be like.”

PAUL HURSTHOUSE



effort, learn the basics of retailing or customer service and improve their attitude.

Sean Bevin’s six-monthly survey of 200 Napier businesses to March 2012 indicated 21% were struggling to fill positions. There were openings for advanced computer programmers, graduate lawyers, heavy diesel mechanics, hydraulic engineers, locksmiths, pest controllers, drillers, scaffolders, technicians, scientists, qualified agricultural and horticulture workers, food and beverage skills, chefs and in-home and health care.

Bevin says there are opportunities for manufacturing and factory staff, including in textile firms and the unique tanning industry cluster around Napier, although he wonders whether they’re doing enough to market and present themselves to the right candidates.

Part of the problem, he suggests, is that many young people are into design, fashion and communications, and don’t like to get their hands dirty. “Young people see manufacturing, engineering and this kind of factory work as dirty and unattractive, despite the fact you can make good, steady money.”

Trades skills in construction, painting, plumbing, electrical and mechanical areas are all in demand, and a growing number of firms are happy to offer on-the-job training or apprenticeships but often find a lack of suitable candidates, says Bevin.

That’s where that word kicks in again — attitude. “Some employers have told me they find it pretty difficult dealing with

Generation Y who are pretty demanding and make it clear they’re well aware of their rights.”

Responsibly responsive

A number of social service agencies, businesses with a social conscience, training organisations and partnerships with friendly employers are trying to improve the pool of potential workers but it’s a complex challenge.

The Eastern Institute of Technology (EIT) is refining several initiatives to prepare, advise, match and support students into career opportunities. EIT and Gisborne’s Tairāwhiti Polytechnic merged in January 2011, partly to become more responsive to the needs of students and the marketplace.

An employment advisor, part of the YouthLink service, helps enrol youth in conjunction with the Youth Guarantees Initiative and the Hawke’s Bay Schools Trades Academy. Demand for Academy places was so high this year, EIT requested additional funding to boost student numbers from 100 to 150.

The free course, designed to identify clear pathways for further education, work experience and employment, provides practical training for students in hospitality, automotive, hair and beauty services, the trades, animal care, and sport and recreation.

EIT Trades Academy and business relationship manager, Paul Hursthouse, says many younger students don’t know where they fit in the market, what they want to do with their life or the opportunities that exist.

While it might be easy to get a 16 year old to take a course, he says they may not have the confidence to be placed in a job. “There are often real family issues to work through. In the end we’re providing intervention at the top of the cliff to prevent that person from becoming an unemployment statistic,” says Hursthouse.

Transitional agency exits

Hawke’s Bay’s Youth Transition Services (YTS), a 2007 Ministry of Social Services (MSD) initiative contracted to Tāiwhenua Heretaunga, helped prepare 300 at-risk young people a year for the workforce.

“Every year we exceeded that – we couldn’t just turn people away. If we had the budget we could have taken on another 20%,” says general manager Nathan Harrington.

The service, which shut down at the end of June, filled an important gap for youth who had fallen through the cracks and were not in employment, education

Hawke’s Bay Jobs & Income

Median personal income (all ethnicities) **\$22,600**

Median personal income (Māori) **\$19,200**

Annual income <\$20,000 (Māori) **52.6%**

Claimants of a main welfare benefit (Māori)

- Hastings **48.8%**
- Napier **38.5%**

Māori population under age 25 (Hastings)

- Male **56%**
- Female **49%**

Youth with no education qualifications

- Hastings **24.6%**
- Napier **20.9%**

Population age 15+ with no formal education qualifications

- Māori **45.4%**
- All ethnicities **30.8%**

Proportion of youth (15-24 years) not in employment, education, or training

- Hastings **15.3%**
- Napier **13.6%**

Employed (age 15+) working as labourers (Māori) **35%**

Unemployment rate ~ March 2012

- Hawke’s Bay/Gisborne **8.5%**
- Māori (HB/Gisborne estimate) **17%**
- New Zealand **6.7%**
- Māori (all New Zealand) **13.9%**

**Unless otherwise noted, all stats reflect 2006 census.*

or training — NEET as the ironic new acronym would have it.

The programme was a safety net, catching 16-17 year olds who were ineligible for WINZ benefits but likely to end up in that growing queue. The majority approached YTS themselves or were referred by their families.

Continued on Page 20 >>



» Some were at risk of dropping out of school, others had avoided any kind of education for some time or had sociological issues such as low self-esteem. “To get them into employment or study we needed to address drug and alcohol dependency and literacy and numeracy issues.”

Some youth career-based training schemes cost up to \$4000 but even if student loans are approved that career might not suit. “They still have to pay the money back, it’s setting them up for debt and there’s no guarantee of a job anyway,” says Harrington.

The reality is, most employers are there to make a return for their investors and a profit for themselves. Unless candidates can show character traits such as honesty, punctuality, self-discipline and communications skills, they’re unlikely to get a look in.

Ironically, says Harrington, employers also prefer some work experience. “I’d like to see a lot more businesses giving these young people a bit of a break.” While seasonal jobs can help with work history his preference is full-time sustainable work, although he’s first to admit “those opportunities are not really there at the moment.”

Many completing the YTS programme are now back in school, involved in its NZQA training arm or part of the workforce; several larger companies have taken apprentices or are providing on-the-job training.

YTS is being replaced by the Youth Pipeline service which will kick in from about August, specifically targeting higher risk 16-17 year olds, which Harrington believes will leave a gap in the younger market. He’s concerned that if low-risk youth don’t get help “they tend to ratchet up to become medium and high risk”.

Challenge to employers

Some of that slack may be taken up by the Corporate Leaders in Kahungunu (CLiK) initiative, an iwi-led strategy that has sent out a wero, or challenge, to employers between Wairoa and Wairarapa to take on 400 unemployed Māori youth by the end of 2013.

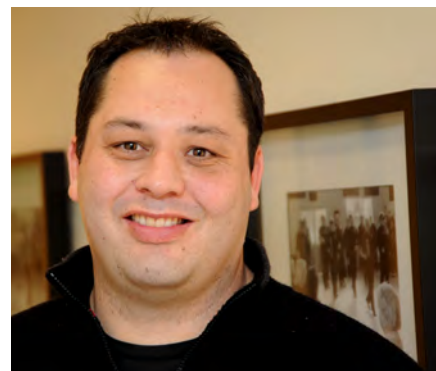
Throughout the Kahungunu rohe (region), there are around 1,700 Māori youth on different benefits and even more not in school, training or employed, being financially supported by whānau. At the 2006 Census, 19% of Ngāti Kahungunu youth aged 15-24 years were unemployed.

CLiK is offering employer subsidies and hands-on job coaching. Ngāti Kahungunu, Economic Development Board co-chairperson Jody Hamilton, is confident of support from the health sector, local authorities and the manufacturing and food sector to complement foundation partners Unison and Hawke’s Bay Seafoods.

“Everyone is clear about the demographics of this region and where we’re heading. If you just look at Wairoa, where 62% of the population is Māori, you realise you have to do something now.”

“I’d like to see a lot more businesses giving these young people a bit of a break.”

NATHAN HARRINGTON



Hamilton, who is also a WINZ senior manager responsible for the national Māori employment strategy, says CLiK is getting alongside business, discovering what they need and addressing youth issues to include a lack of skills or qualifications and attitude.

She says many Hawke’s Bay businesses will take an unqualified person as long as they have the right attitude. “Unison is a perfect example, they’ve taken on four young ones and purely through attitude they have prospered in their organisation.”

Hamilton’s also on the Business Hawke’s Bay advisory group, and says they’ve been “waiting for iwi to organise ourselves better” for economic opportunities. While some jobs may be entry level and the pay minimal, CLiK is asking potential employers to outline a career path so candidates receive some recognition for their training and skills achievements.

She says, during hard times Māori are often the first to lose their jobs or when they do the training they find there are no jobs. “We need to strengthen the Māori workforce so this is no longer the case... Now the iwi are saying everything we do has to be about job creation.”

Another factor in getting young ones into the workforce, she says, is the level of family support “so someone’s kicking them out of bed at 6.30-7.00am to ensure they get to their job on time.”

Rise and shine

Certainly that’s the kind of wake-up call Agworks manager Dave Ryder says is essential in the seasonal sector. “You need good physical fitness and a good work ethic, including the ability to get up early and make your own meals.”

Ryder says there are plenty of opportunities for the motivated. “We can have people earning \$1000 gross a week but if they have a few extra kgs around the belly they might be done by morning tea time.”



Leanne O’Neil, education and training tutor, Te Taiwhenua o Heretaunga



Agworks places a couple of hundred people, the bulk of them locals, into work each year; the ones with transferable skills can be gainfully employed for up to eight months. “It’s no good being the world’s greatest apple picker and the worst grape pruner.”

He says a number of schemes offer free training to prepare young people for this work. “We do shift employees between employers — the last thing we want is a good employee going somewhere else.”

One thing he’s noticed is that team work is becoming a thing of the past. “It used to be that teams worked together supporting the slower ones, which meant everyone made more money. Today it seems people are mainly interested in themselves.”

Shaping career paths

The Community Max scheme, promoted by Hastings mayor Lawrence Yule through the Mayoral Taskforce for Jobs has employed over 150 young people on community-based work. After further research it’s being superseded by the Youth Futures project, in conjunction with MSD and EIT, with increased focus on transitioning from school into training or employment across the region. Work experience and limited service volunteer schemes involving local employers are about to be escalated in line with efforts by Business Hawke’s Bay and CLiK. High School’s Work Choice Day and the Careers Expo are also being reviewed and expanded.

EIT Trades Academy manager Paul Hursthouse, says: “With good guidance from a range of partners young people do transition successfully into work with the required attitudes and skills.”

While most schools complain there aren’t sufficient resources for career counselling and advice, NZ Careers Service, through putting everything online, says there’s heaps of opportunity. “The reality is, it’s a very confused marketplace and young people struggle to get a good picture of what life can be like.”

He’s hopeful Career Pathways, being championed by the Ministry of Education, the Industry Training Federation and NZ Career Services, may provide much needed direction. This allows youth to identify an appropriate cluster from the different subjects they can take at school to help define careers in manufacturing, agriculture, horticulture and other areas.

There are, however, lingering concerns that youth are reluctant to get involved in some industries, says Hursthouse, who’s



Nino D’Esposito, Ngahiwi Tomoana, Charlie Kaka and Kevin Atkinson launch Corporate Leaders in Kahungunu (CLiK)

also a member of the Hawke’s Bay Labour Governance Group. The horticultural industry came up short with focussed ‘pathways’ sessions in schools.

EIT faced similar issues with some of its courses, and a number of horticulture training groups across the country have pulled out. “It was the same for forestry. A few years ago we were desperate for forestry workers. We tried to pull together a forestry course but no-one wanted to do that job.”

So are these industries failing to market themselves appropriately or show an attractive career path? “The horticultural industry spent a lot of time and effort marketing themselves. They blame the career counsellors but are mindful of their lack of capacity, perhaps half a person for 600 kids. It’s a complex issue,” says Hursthouse.

Now there’s a further struggle with the Government urging tertiary institutions and industry training groups to develop courses targeted at carpenters, plumbers and engineers to help with the resurrection of Christchurch.


“Some question why we’re being subsidised to train up people to leave the district, others see tradespeople leaving anyway and think this is a way up to replace them. In the end we are part of a national network of provision — you can’t not support the Government.”

Holding on to jobs

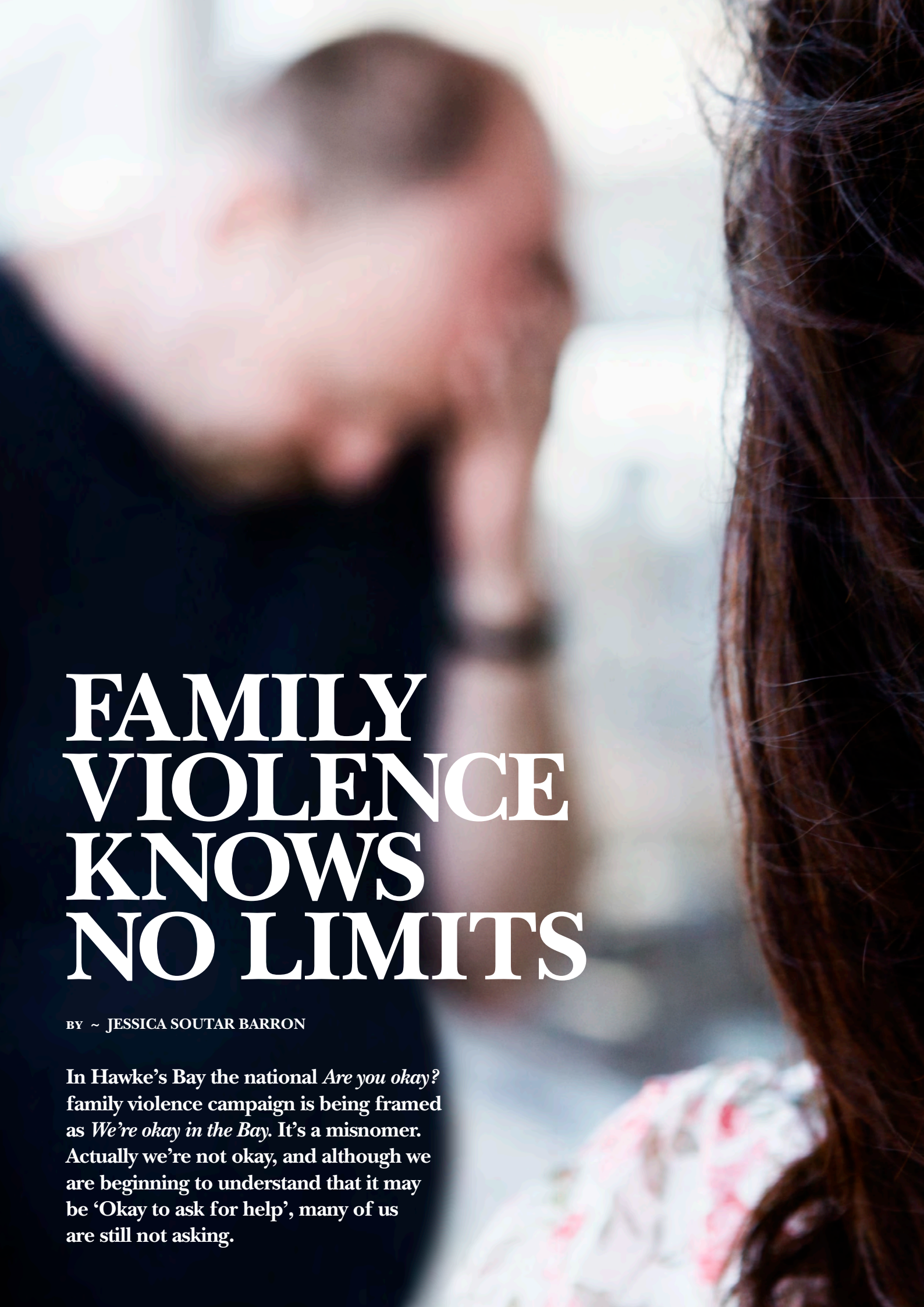
According to the latest figures there are 18,087 individual businesses in Hawke’s Bay employing 73,850 people. The top employers are health, education and welfare; areas where opportunities can only increase as the population ages.

Tourism is the second highest employer alongside retail and hospitality where there’s a low pay stigma. Just under a third of our employment, and a third of our gross domestic product (GDP), comes from primary production, including food processing and manufacturing, where there are ongoing opportunities for employment.

While more jobs would clearly help, the challenge is matching openings with the right candidates in a market that is cautious about spending and employment. Since the downturn, people are holding more tightly to their jobs, particularly those near or at retirement age. There are concerns that many companies have no succession planning to replace older staff.

While a number of socially responsible companies want to provide youth employment they don’t want to get burned in the process. They do, however, seem increasingly interested in supporting specialised transition and training programmes that can help deliver a competent next-generation workforce. 





FAMILY VIOLENCE KNOWS NO LIMITS

BY ~ JESSICA SOUTAR BARRON

In Hawke's Bay the national *Are you okay?* family violence campaign is being framed as *We're okay in the Bay*. It's a misnomer. Actually we're not okay, and although we are beginning to understand that it may be 'Okay to ask for help', many of us are still not asking.



HELP IS OUT THERE. HELP FOR victims, help for offenders, help for children affected and for families trying to alleviate the issues. There are even some big bold moves afoot to not just tackle the effects but take on the causes too. To many, however, the subject remains taboo and although help is available people are still keeping their problems to themselves.

Police more proactive

Detective Sergeant John McCarthy is the Napier Family Violence Co-ordinator, one of three teams servicing Hawke's Bay.

"There's a stigma attached to family violence, they're not reporting it because they might be embarrassed. It's not something they want to talk about," he says.

With 35 to 40 incident reports a week in Napier the problem is obviously ongoing, but more concerning is the number of incidents that go unreported, an estimated 80%.

It may also be that women, occasionally

the offenders but more often the victims, feel they can't leave their situation and don't want to break their family up. But in some instances women want to leave.

"It's okay to leave and there are services out there to help, they don't need to be out there on their own," explains John.

There was a time where what we then knew as 'domestics' were extinguished by arresting the perpetrator. The police stance has become more constructive and collaborative, both with families and with partner agencies. But when required, uniformed officers can still go into homes and take action. This can include arrests, separation and issuing police safety orders.

Over the past four years there have been big changes in the way police deal with family violence. One major tool is the weekly Family Violence Response Team meetings between the Police, DOVE Hawke's Bay, Child, Youth and Family Services, Women's Refuge, Victim Support, Mental Health and Probation.

Together, they go through all active files and look at ways to offer practical help to victims and offenders.

"We do a lot of proactive cold call visits and we follow up after there's been an incident. It's very positive when you go into a situation a few days later and it has cooled down and you can have a conversation. We're also identifying recidivist families and we do routine visits, it's about trying to identify the issues for each family and what services we can give that family to break their cycle."

No limits, no excuses

Family violence knows no limits. It is not the singular burden of any particular race, socio-economic group or gender. It's across all sectors. Women as well as men, same-sex couples, all can be offenders, and victims.

The reasons for family violence are as diverse as the individuals involved, and family violence can wear many guises: physical, sexual, psychological.

Family violence can wear many guises: physical, sexual, psychological.



DOVE Hawke's Bay works with offenders, victims and families.

» Malcolm Byford, Acting Manager at DOVE Hawke's Bay puts it this way, "Hitting, punching, kicking, poking, slapping. There's threatening behaviours, intimidation, isolation; there's psychological violence where the victim is withdrawn from outside reference points. There's also male privilege, a feeling men can have around being the boss. Economic abuse – controlling the money."

And there are lots of reasons why instances can occur: financial pressures, drug and alcohol abuse, frustration and angst.

But although there are many triggers, for people like the DOVE counsellors working on the frontline there are no excuses.

Malcolm Byford explains: "Family violence is a behaviour, it's a choice. At some point someone has chosen to act like that, they make a decision to be violent."

Sometimes, ironically, that comes from a need to break the cycle.

"Some men can choose not to be like their fathers who beat them as a child, but then they turn to verbal violence. Part of the work we do is around showing them they have a choice. The majority of people want a safe, loving, caring relationship."

It is my business

Henare O'Keefe, Flaxmere Councillor, famous for fostering 200 children, and active in many areas of the Flaxmere and wider Hastings community, believes there are concrete ways families can be helped up from a difficult situation. One of those is to create a pathway to owning a home.

"If they own their own place just watch the pride kick in," Henare says.

Henare is spearheading a challenge to the Government. He wants Housing New Zealand to sell all 316 state houses in Flaxmere to the Te Aranga Marae Trust, who will then improve the housing

stock, and in some cases sell the house on to its tenants.

"People are saying to us, 'I would love the marae to be our landlord.' We can take 316 houses and we can turn it into 600, then into 900. This is for life. That's our home, it isn't just a project, it's our turangawaewae," says Henare.

"We want to wrap the korowai of the marae around them. Why should mortgage agreements be just about money? If you're beating your missus or your kids, that's not okay. Diabetes, asthma, rheumatic fever, poverty, violence – we'll wrap ourselves around that. It can't fail."

Flaxmere has the highest deprivation rating of ten and the highest proportion of overcrowded housing in Hawke's Bay – houses that are old, cold, mouldy and can lead to illness, especially in children.

"Often the very heart and cause of family violence has never been addressed. There's no such thing as a bad baby and poverty is not an excuse for abuse, but if there's no food in your belly, or you're living in a cold, wet house ... well, it's hard. There's angst and frustration there, when you're not getting any support. You can lash out in one way or another and children get hurt, children die."

Family Violence is a multi-headed beast. Victims become perpetrators, perpetrators breed more victims. It comes down through the generations, with children mimicking behaviours at home until they become habit and then a way of life.

"You can't work with anyone in isolation. To get continuity you've got to make an intrusion. If you see a parent screaming at their kids – effing and blinding – it takes boldness to yell out across the street. They can say 'It's none of your business,' but it is my business."

For Henare, and his fellow trustees, including Taine Randell and Rex Graham,

"Asking for help isn't a weakness, sometimes it takes more strength."

MALCOLM BYFORD, DOVE

the plan to take on the 316 Flaxmere houses is not a commercial one.

"If we don't make this work we're going to continue to marinate in the faeces of life and this place will continue to inherit whatever is thrown at it. This is a solution, this is survival."

Asking for help

To put the stress and strain of family violence into hard, cold figures: it costs the country around \$5 billion a year, about the same as road accidents. Hastings recorded 1,220 family violence offences in 2009; Napier recorded 1,370.

DOVE's Malcolm Byford says it takes an holistic approach to provide robust and credible help, but with central government support being patchy, especially in the area of prevention, it's always a challenge to keep programmes alive.

"It is becoming more important for us to work with the whole whānau. We may work with an individual but we will also look at the whole system they are in."

DOVE Hawke's Bay works with perpetrators, victims and their families. Specifically for offenders it runs Men Stopping Violence courses and a programme designed for women called 'Managing anger without violence.' The service also works with children who have witnessed family violence.

For both victim and offender, getting the message that it is okay to ask for help can often be more challenging than it seems.

"One of the difficulties, particularly for men, is to say I screwed up and I don't want to do it again. Asking for help isn't a weakness, sometimes it takes more strength. There's a whole male thing around asking for help. We are human and that comes with human frailties as well as strengths," says Malcolm.

For all the mitigation campaigns, family violence in Hawke's Bay remains a significant issue. But rather than something to be fixed through the intervention of social services or government initiatives, the only way to see real change is through individuals being proactive, getting involved in other people's lives, having the confidence to intervene at a neighbourhood level, and for victims to continue to seek help and to encourage others to do so too. 🐝

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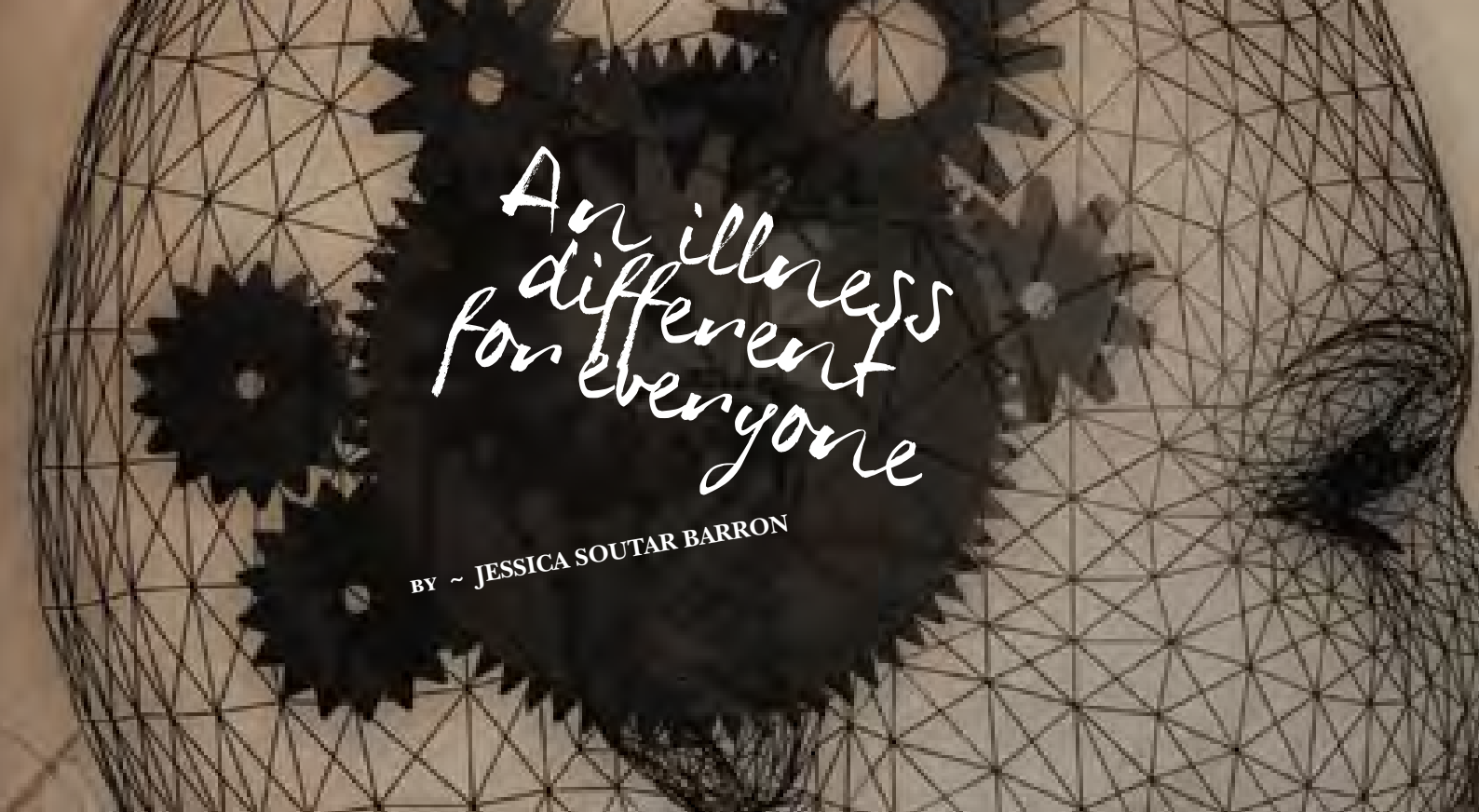
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An illness different for everyone

BY ~ JESSICA SOUTAR BARRON

WHAT IS 'MENTAL ILLNESS'?

As a broad classification, it is incredibly common, with 1 in 4 people accessing mental health services at some time in their lives ... as much a problem in Hawke's Bay as it is anywhere else in New Zealand.

There's a spectrum of support too. Some people can make great strides after only a few sessions with a counsellor; others will require care, housing and very hands-on assistance for the rest of their lives.

Hawke's Bay has a number of agencies working at both ends of the spectrum to help patients attain some form of recovery. As much as the illness looks different for everyone, so too does the healing.

The 'too hard' basket

The Hawke's Bay District Health Board runs an in-patient unit, and is in the early stages of planning another; there are recovery centres, places for respite care and day programmes.

There are also residential units being built locally by the Whatever It Takes Trust (WIT). The overarching idea is that the community will embrace patients, but the community does struggle.

WIT began 12 years ago and works with people who experience severe mental illness. It employs 45, including peer support workers and project managers. 80% of staff have accessed mental health services.

"We grew out of our personal experiences of mental illness," says general manager Doug Banks, who has traversed his own journey with mental health.

"Part of my own reality check was finding a whole bunch of people way worse off than me. It's hard to continue feeling sorry

for yourself working alongside people, many of whom have been abandoned by the mental health system."

Doug and his team work with some of the very worst-off mental health patients in Hawke's Bay. Most are living with bipolar disorder or schizophrenia, where people find it much harder to communicate with the world and have a natural fear of new situations. This is often set alongside a drug and alcohol dependency – what's known as 'dual-diagnosis'.

WIT helps hundreds of people a year, with some getting better and some needing assistance for life. "If you lack the power to have your voice heard and you have a mental illness then you're going to do very poorly. We used to call them 'the too-hard-basket'. Those are the people we help."

Doug recounts the story of one of his clients who was found living under the umbrella of the low-slung branches of a Marine Parade Norfolk pine. "It had become his home and he had nowhere else to go. But the neighbours complained, and how was the problem fixed? The council came and cut down the branches."

Doug struggles with labels, especially when they seem to move in and out of fashion. It's a constant battle for funding and support, with more socially acceptable illnesses often taking the limelight.

"There's a syndrome and diagnosis for everything and it becomes hard for agencies and funders to prioritise. We're competing with the dark days: everyone is running off to the doctor when their child feels isolated, or they're not coping. We're left asking – 'Is the human condition one giant mental illness?' – while there are definitely people who require our help."

The person is not the problem

Mandy Pentecost is just as invested in the mental wellbeing of the region, but in many ways she is working at the opposite end of the continuum. As well as being the Counselling Stream Coordinator in the Bachelor of Applied Social Sciences at EIT, Mandy works part-time at the Napier Family Centre. There she helps people experiencing mild to moderate anxiety and depression, and demanding family dynamics, especially in terms of relationships with teenagers.

"Mental health can be a rewarding area, and most people who want to be counsellors or social workers do so out of a need to help people. For me I like being around people who are making changes in the way they do their life."

Although stress is a common part of life, it's how individuals cope and their specific brain chemistry that determine whether or not they'll require professional help.

"Life can be tough and there are lots of pressures. Some people don't get the good start that helps them when things go awry."

Mandy is careful to point out that although a person may be suffering with a mental illness there is much more to the individual than any diagnosis, or label.

"You may have depression but you are not depression, you bring with you other supports, strengths, and a willingness that are also part of you and are all just as important."

Doug Banks also comes from a school of thought that says, "The person is not the problem; the problem is the problem."

He aims to not just provide therapy, but also the necessities of life, including a place to live, a job, a social network.

"We are completely non-medical and



Some people don't get the good start that helps them when things go awry.

non-clinical ... we can communicate better when we aren't hamstrung by a clinical diagnosis.

"A lot of things people need are not medical: they are lonely, they become disconnected with the world – 90% of our people don't have partners, houses, jobs, family, cars – it's a pretty bleak picture. A lot of families don't understand, and a lot of people burn bridges and family deserts them."

Gaps in the safety net

Simon Shaw, Clinical Director of Mental Health at the Hawke's Bay District Health Board, believes mental health should be treated no different than physical health. As a clinician, diagnosis is important and part of a formulation that asks, "Why is this person presenting with these indications at this time?" If there is no diagnosis, and therefore no definition, then mental health fails to be a scientific practice, which for DHB practitioners it is.

Simon has seen much change in mental health services, even over the past seven years in his role as Clinical Director. He is now working on the early stages of a new In-patient Unit that will bring with it new ways of working with patients and with partner agencies.

"Mental health now has a central place and recognition. Where as it has been traditionally a Cinderella service, now we are right in the middle of the meetings that matter. That has benefits for our clinicians and for consumers."

In the DHB system, multi-disciplinary teams work with patients experiencing medium to acute mental illness. The team is made up of psychiatrists, psychologists, social workers, nurses and occupational therapists. Together they see about 5,000 people a year.

Anxiety and depression are quite common; bipolar and schizophrenia are not so common – but all can slip through gaps in the safety net.

To Mandy Pentecost: "The biggest hole we have in the net is costs and limited funding. Even for people who used to be able to pay, it's gone down their list. I'm an idealist so I believe if anyone needs help they should be able to get it."

EIT does run a free clinic where its senior students work. It's well used and patient numbers are on the increase.


The work undertaken by Doug Banks and the Whatever It Takes Trust is also requiring more and more resources. WIT has one seven-unit residential centre, recently completed another with ten units,



Doug Banks

and is currently building a third centre with 14 units.

Whether it's those in the 'too-hard-basket' or those finding the stresses of everyday life too much to handle, for one person in four, mental health care is a vital service. In its broadest sense it's about people feeling connected, wanted, cared for, loved.

Doug Banks observes: "In our culture we'll use words like aroha and wairua but we find it hard to talk about love and spirit. Services struggle to go there with any of those words. But these are the things we all yearn for, people just want to feel part of something." 




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A long, cold winter

BY ~ ELIZABETH SISSON

SHORT DAYS, LONG NIGHTS, COLD winds, rain – a good time to settle into a comfortable home with a hearty meal and a reliable heat source. But many of us can't.

Cold, substandard homes and meagre incomes are common in Hawke's Bay. This year, a cool summer and rainy harvest season translated to less work for many people who rely on seasonal employment. And a consumer price index outstripped by the individual rises in council rates, energy, housing, health and food adds to the problem.

"Fifty percent of our population in the Hastings district lives in the three highest deciles of deprivation," says Andrew Reyngoud, pastor of the Flaxmere Baptist Church. "One of the major drivers of our economy is low-cost labour, but labourers at that level find it increasingly difficult to make ends meet. The increase in GST has affected them and so have the decline in the economy and a poor harvest season. Many people have no discretionary income, so they might be trying to decide whether to pay the power bill or buy food."

Anita Murrell of the Citizens Advisory Bureau (CAB) in Hastings says the CAB is getting one inquiry a fortnight from someone who specifically needs housing. "We have had entire families sleeping in their cars, which is very sad with small children. There are no identified emergency shelters – and we get more emergency housing requests in the colder months. If they have \$20, we might be able to find them a place for the night."

The CAB volunteers, who staff the free service around the clock, can tell callers where and when to find the soup kitchens conducted by a number of churches in the area. Among them is a soup kitchen in Napier run for the past decade by a handful of volunteers from the former Vineyard Church. They see 30 to 50 people one night a week. A couple of single mothers are regulars, but most of them

are men, five or six of whom are known to live on the street. "A lot of them are really poor," says Valerie Foster, "and now that it's winter, they're sick."

Soup kitchens rely on donations of food from local businesses and financial support by the churches. "We can feed everyone every week for about \$60," Foster says.

The CAB can also refer people to food banks for emergency packages, generally limited to two a year and accompanied by a requirement that the recipients go to Budget Advice Services.

The need is growing

"There are definitely more people coming in," says Greta Wham, coordinator for the Budget Advice Service in Hastings. "Since July 1st we have seen 700 new clients. Most are on benefits but we are seeing a noticeable new trend: people who have lost their jobs. Our clients are across the spectrum of society. They could manage their commitments while working, but not on a benefit."

Sometimes a family gets into financial trouble when one earner loses a job but another is still working. They do not qualify for a benefit, but can no longer meet their commitments.

Many of the service's clients have huge power bills, Wham says. "These are due basically to the cost of electricity. Another problem is having enough food. People use their food dollars to pay for other things because it's the only element in their expenses that they can control."

The Budget Advisory Service at the Napier Family Centre currently has about a thousand clients who, combined, have about \$8 million in consumer debt and another \$6 million in mortgage debt.

"Nearly half that debt is to banks, retail loan companies and credit cards," says Roydon Day, CEO of the centre. "Another 40% is government debts: court fines, advances from the government for services

such as car repairs, dental work and housing bonds. These advances have to be repaid."

"People can't afford to run a car so transport is an issue," says Kath Curran, who works with the Family Centre. "Coming up with the money for registration and fitness warrants is difficult and petrol prices are higher. We have more people cycling in for services."

The Family Centre is seeing more young people now, too. The numbers in the 18-25 years of age group are similar to the numbers in the 46-65 group. Two-thirds of the centre's clients are female and 90% of their clients rent – and rents have increased significantly in recent years, Day says.

A review of housing needs in the region, conducted at the request of Te Taiwhenua O Heretaunga, indicates a growing reliance of Māori on rental housing. The organisation unsuccessfully sought additions specifically targeted at increasing affordable housing in the Hastings District Council (HDC) draft Long Term Plan 2012-2022.

Alayna Watene of Te Taiwhenua points out that, based on the region's median annual income and median house price, 72% of that income would go to servicing a mortgage. "We have a huge population of Joe Average that can't afford housing. Council needs to acknowledge there's a gap in affordable housing and include the issue in the city's long-range plan."

The availability of affordable, good quality homes of suitable size is of particular importance to the Bay's growing Māori and Pacific populations. Te Taiwhenua's recent housing needs assessment projects that, by 2031, nearly 50% of children age 0-14 years will be Māori.

Hastings Councillor Henare O'Keefe is tackling the housing issue through the Te Aranga Marae in Flaxmere, which has formed a new company with the goal of purchasing the 317 Housing New Zealand Corporation (HNZC) homes in the



We are seeing a noticeable new trend: people who have lost their jobs.



Weekly Napier soup kitchen

“We have had entire families sleeping in their cars ... with small children.”

ANITA MURRELL

criteria so that only those with high and complex needs are now eligible for state housing,” says Napier Councillor Maxine Boag of the Napier South Ward, which includes Maraenui. “This is a huge change in policy and has left many people, who a year ago would have been eligible for state housing, forced into private rentals with no income-related rent.

“They have closed down offices and people have to make their approaches to HNZC through an 0800 number, which has caused huge delays and poses real difficulty for people with ‘high and complex needs,’ who may have difficulty in expressing themselves, particularly on the telephone, and for people for whom English is their second language,” Boag says. “We are in an economic downturn, and now is not the time to reduce social services and force people into homes they can’t afford. Combine poverty and overcrowding and you get TB, infectious diseases, family violence, truancy, crime.”

In the meantime, local agencies, churches and volunteers will continue to try to meet the growing need for help with advice, assistance negotiating government services, food banks and soup kitchens, and by offering low-cost or no-cost goods through op shops and donations. Unofficially, some of them occasionally provide emergency housing.

Says Pastor Reyngoud, “I have the distinct impression it’s going to be a long, cold winter and in a couple of months things will really start to bite.”

suburb. “We want to create a pathway that will enable people to purchase their own homes,” O’Keefe says.

It hasn’t been easy. In mid-2011 Te Aranga Marae and HNZC discussed the purchase and HNZC says the homes were not for sale. Te Puni Kokiri (TPK, the Ministry for Māori Development) stopped the marae’s funding, which hampered the marae’s ability to continue with the project. In March 2012 the marae was advised by the Ministry for Housing to wait for the Social Housing Unit to develop criteria for transfers/sales to non-government social housing providers. In April 2012, TPK approved funding for a nine-month project to enable the marae to develop their business case. In June 2012 HNZC advised the marae that HNZC was in due diligence with an unknown party that had been interested in purchasing Flaxmere’s HNZC homes for some time and, no, they didn’t mean Te Aranga Marae.

Housing NZ stuff up?

In the meantime, HNZC is in the

throes of “transforming” itself to create a “fairer, more efficient and responsive service.” One of its intentions is to develop affordable housing through joint ventures with third parties such as social agencies, housing associations or iwi. (See *Home and Housed: A Vision for Social Housing in New Zealand*.) The Department of Building and Housing has been charged with developing affordable housing with third-party providers and the new Social Housing Unit “allocates funding and facilitates partnerships to increase the supply of social affordable housing” in NZ.

The HNZC policy changes will include moving people out of state housing and into other arrangements more quickly. HNZC has 3,123 properties in Hawke’s Bay and, as of this May, 122 applications on its waiting list. Of these, 11 are priority A, the highest, and 60 are priority B. The remainder trail after. This year’s statistics cannot be compared with last year’s because of changes in the eligibility criteria.

“Housing NZ has severely chopped their waiting list by changing the eligibility

Bee in the know ~ JULY/AUGUST 2012



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*Phyllis Betham-Kereti,
an involved mum at Peterhead School*



“When they’re fit and healthy they can do anything.”

JESSICA SOUTAR BARRON

42% of Hawke's Bay schools are in the lowest three decile brackets, but Hawke's Bay is also home to some of the most prestigious schools in the country. The stereotype equates impoverished communities, struggling with the basics, to forgotten kids under-served in education, students falling through gaps.

But all may not be as it seems. Many of our low decile schools are actually doing very well, and this alongside running breakfast clubs and handing out raincoats – tasks wealthy schools often don't need to factor in.

A triangular relationship

In three of our low decile communities, the very building blocks of society – traditional values, courtesy, family, active participation – have helped produce stand-out schools.

“In our school every individual counts, materially, emotionally, academically and without a label,” explains Nicola Ngarewa, Principal at Tamatea High School, a decile 3 school.

“We do work with a consciousness and an awareness that there may be challenges that arise in terms of food, clothing and affording the basics, but I never look at it and think, ‘We sit in the low decile bracket.’ We have to remove those kinds of barriers. If you put yourself in a box you only operate within that box.”

The whole structure of Tamatea High School is based around creating communities and strengthening ties to family. All 300 students (45% Māori) and 40 staff operate in a house group structure, which means a group of 12 students are under the care of an adult who then has streamlined and regular contact with each of their student's home life and family.

“Each group operates as a whanau, it's a triangular relationship between student,

school and home,” says Nicola. The system also has spin-off effects, like 90% parent attendance at community events.

Alongside academic pursuits all students have to take part in at least one co-curricular activity. The options are diverse, from sports, arts and culture through to knitting and model making.

“All interests are catered for and we ask our students to do their best. Whatever drives them, we find the scaffolding to make that work.”

Nicola Ngarewa has been with the school for 18 months and in part was brought in to address academic achievement levels pinpointed in a report from the Education Review Office, the same report that identified a strong sense of identity and pride among the student body.

Although statistically the school fits into a prescribed bracket, Nicola is quick to move the conversation away from bald figures.

“Never define us by a number. We ask our students to dress well, think well, act smart, and we take away parameters to make that happen.”

Saturate the school with courtesy

Andrew Shortcliffe, principal at decile 2 Hastings Intermediate School, is turning every myth about low decile schools on its head. With the school for four years, Andrew's past roles include stints at St Kentigern's, King's and Dilworth, all prestigious Auckland schools.

We do what we consider to be important for our children, so they're warm and well-fed.

"Yes we do raincoats, yes we subsidise our café – we do what we consider to be important for our children, so they're warm and well-fed," acknowledges Andrew.

But Andrew is also offering students a school with one of the best academy-based enrichment and extension programmes in New Zealand – one used as a best practice model by the Ministry of Education. Alongside the sport, hospitality, arts, academic, science and technology academies there are 50 clubs and sports teams.

"If we can engage our students and enrich their experience then they will enjoy their learning more," Andrew says.

On top of Ministry of Education funding, the school is funded and supported by Rotary, health agencies, Massey University and 25 businesses, local and national. It could be viewed as one step away from a charter school. But Andrew prefers to think of Hastings Intermediate as offering a private school education at a level accessible to all.

"Traditionally there are massive behavioural issues in low decile schools. But we haven't had a stand down in 18 months. Statistically over the past three years we should have had over 200 stand downs and 80 suspensions, but in reality we've had 35 and three."

Some children come through with a history of behavioural issues and in the past they've either been ignored or avoided, or the child has been removed from the class.

"We actively teach what courtesy looks like, feels like, sounds like, we teach that to students as well as to teachers so they model those good behaviours. It's a standard expectation of everyone in the school, we saturate the school with it."

The concept of manaakitanga is also central to the philosophy the school is run on.

"The ideology is the same for everyone: pride and collegiality. You can see it – it's a vibe. Children are valued, known and kept safe. We learn our children's names and we meet them at the gate each morning."

A testament to the school's success is its ever-growing roll. In 2008 the roll was 230 and falling. Then Andrew arrived with his brazen, if age-old, ideas about manners and behaviour. From there the roll grew by 100 students every year. Projections for 2013 are 600 with a waiting list.

"We're the classic example of the complete opposite of white flight," says Andrew. "We were 51% Māori and Pacific and now we're 37% but we haven't any

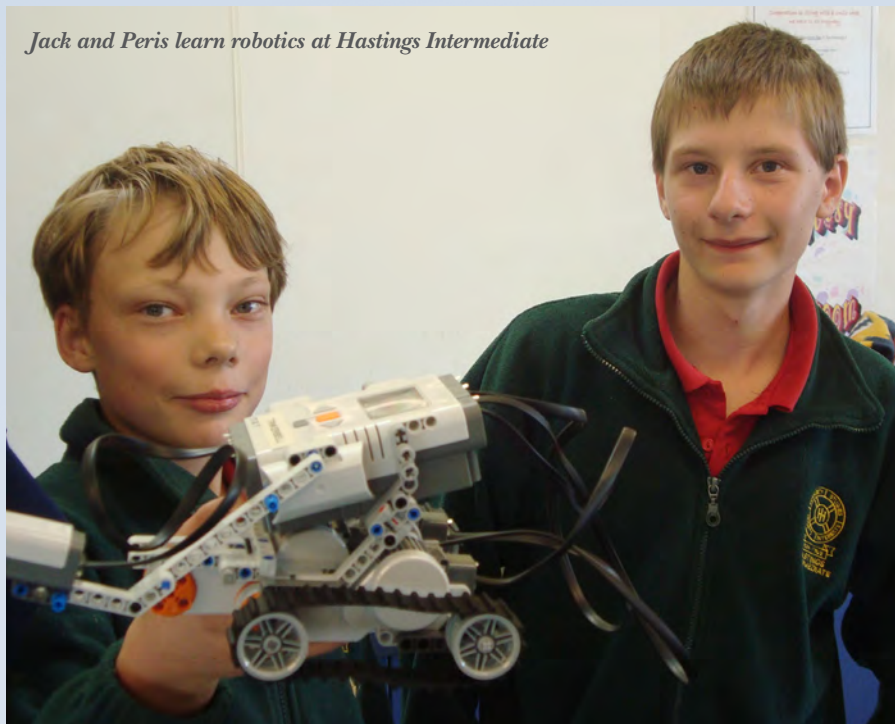
fewer Māori or Pacific we actually have more. But we also have pakeha coming in from high-decile primary schools," explains Andrew.

Although much of the change at Hastings Intermediate School has happened during Andrew Shortcliffe's tenure, he deflects any praise away from himself.

"I never look at it and think, 'We sit in the low decile bracket.' We have to remove those kinds of barriers."

**NICOLA NGAREWA,
PRINCIPAL TAMATEA HIGH SCHOOL**

Jack and Peris learn robotics at Hastings Intermediate



"Our success is the community's success. It is not just a thing we can wish for, we have to actually do something. The students are committed and the staff are passionate, I just take the roadblocks away to make it happen."

Third generation chess players

Martin Genet is Principal at decile 1 Peterhead School in Flaxmere, with a roll of 530 from Year 1 through to 8: 66% Māori, 33% Pacific and 7% Pakeha.

Far from being a deprived school, it has a lot going for it with smart boards, iPads, a bike track, tennis and hockey facilities, music suites and children at every year level switched on to learning.

"We give our children options, we give them the keys to learning. We're always looking for improvements, for programmes that work for children in the 21st century. We have a rich environment with fantastic resources, but iPads are only tools, we also have fantastic staff."

Martin cites his parent body as the shining light of the school. "We have a stunning parent community, they're very

supportive and we respect them, they're valued, we look after each other. It's a two-way thing, a real partnership that works."

Some come into the school to help during the week, many more come to weekend sports, to kapa haka and Passifika performances; a number also hold down two or three jobs to make ends meet.

"A lot of parents haven't had a good experience with schools, we invite them in, we have a coffee and we chat about it. We have gang parents, they take their patches off before they come through the school gates, they're very respectful," says Martin.

The respect shown by parents is matched by the respect teachers have for families and for their children: "We ring parents and tell them how great their kids are, and their kids believe in themselves."

There's a strong tradition of chess in the school and it currently ranks third in the country at intermediate school level. There are children playing chess

Continued on Page 32»



Courtesy ... we saturate the school with it.

“We have high standards and expectations. We focus on what our kids CAN do.”

**MARTIN GENET
PRINCIPAL, PETERHEAD SCHOOL**

» at the school who are third-generation Peterhead players.

“It brings in logic, problem solving, mathematical skills, strategy, risk taking, perseverance, patience, concentration, it ticks all the boxes.” For Martin Genet it’s that kind of innovative thinking, coupled with new technology and traditional values that makes Peterhead special.

The school’s dedication to students and the commitment to exploring new ways of teaching certainly pay off. Last year Peterhead children gained 12 scholarships to attend high schools around Hawke’s Bay.

“While we may live in Flaxmere and there may be a negative public perception around us, that needs to be broken, because our children go on to do amazing things.”

For Martin, it’s basic stuff that leads to bigger ideals around pride, respect and loyalty.

“It’s about relationships and looking after people, and not accepting just anything. We have high standards and expectations. We focus on what our kids CAN do, not what they can’t.”

As a low decile school Peterhead receives assistance in terms of KidsCan raincoats and shoes and Fruit in Schools. But for Martin that can only be seen as a positive: “There is undeniable need in our community and we don’t want our children to go without. But that need doesn’t define them as people. We want our kids to be skilled and armed with all the things they’ll need. When they’re fit and healthy they can do anything.”



Parent support is what makes it work

When it comes to combating the ‘low decile’ stereotypes, it is certainly a two-way street, with parents bringing as much to the equation as the school.

Phyllis Betham-Kereti – Samoan, 29 years old with three small children – is fully invested in Peterhead School, not just as a parent, but also as a vital part of ensuring migrant families have a smooth transition into the community.

Phyllis works as an interpreter with the Hawke’s Bay District Health Board, also lending her skills to the school in any area she thinks can add value.

Her work brings an added dimension to her relationship with the school, in turn strengthening her commitment to her own children’s education and wellbeing.

“To be effective in the community, you must be in the community. It’s basic but vital. I believe it all begins with the very first relationship, whether it’s mother and baby or a new family’s first contact with the school. That kind of bonding ... when we get that right then the child and the family can both thrive.”

For migrant families, it is frequently



Peterhead School





Amanda Hita (teacher aide) in the computer lab at Peterhead School



Phyllis Betham-Kereti and children, with principal Martin Genet

a matter of survival that people like Phyllis come out of the community to assist with often immense life changes and cultural challenges.

“It makes a very big difference if you can help people with an understanding of the New Zealand lifestyle and expectations. Often it’s very different from what they are used to. When you’re trying to start a new life in the community, settle children into school, there are processes which are actually very difficult.”

Phyllis helps in direct ways, from liaising with Work and Income and banks, to getting uniforms organised. That goes on to help children adjust, families settle in and the school concentrate on its job of providing a supportive and progressive learning environment.

Helping with the very basics

“I help people with some very basic things,” says Phyllis. “Whether it’s enrolling their child, or comprehending some terms, things like ‘next of kin’, what that means to them. It’s very satisfying for me. Once I have taught the baby steps they can go off on their own and do it for themselves, a little bit of help can deliver a lot of independence.”

“When migrant families first come to the school every single thing is new to them. As an example, the children are taking home library books and that’s not a resource in Samoa, so there’s a huge amount of respect for that simple thing. Here there are so many resources and so many things they’re learning. And the teachers are very important because some children are even learning how they speak from them,” Phyllis explains.

Ensuring new families, especially those for whom English is a second language, join the school with all the help they need means the whole community benefits, and any potential disadvantage is diminished.

With even small amounts of that level of parental support Peterhead teachers and principal Martin Genet are able to deliver above and beyond the stereotypes attached to low decile communities.

“The work we do with our new families at the school helps them settle into the wider community too, because Dad is often working and Mum is at home and she does all her learning through her children and the school,” explains Phyllis, adding, “A good strong woman should go on to teach her new skills and understanding to her husband.”

Phyllis has one child in the school and another beginning in the next term. She also has a two year old. Both younger children visit Peterhead frequently and already know the school, other children and many teachers well. They also have an intrinsic knowledge of the school’s expected behaviours, role-modelled by the adults around them, parents and teachers alike.

“From a parental perspective we support the school and teachers in a number of ways – it can be as simple as asking ‘Is everything okay? How can I help?’ – anything we can do to support them in doing their job.”

The values taught in the school are often taken home and mirrored there. In many homes the family value system is very strong, often based in the church, and it’s reassuring for parents to know those values are also upheld and respected at school.

Phyllis has seen great strides made in families when the school, the parent body and the wider community work together for the good of the child.

“It’s very easy to take the school values home when they blend with what is happening there. It makes for a strong child, a strong student; it’s very effective,” she says. 🌟



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PRIOR TO PAKEHA COMING TO THESE shores Ngāti Kahungunu was commercially focused, as were all iwi. We traded and bartered with each other and there was a small but definite trade trail back into the Pacific selling pounamu for kúmara seed and so on. Indeed our journey from Asia 3000 BC into the Pacific was based on trading and discovering new commercial options, as well as fulfilling the adventurous curiosities of our forebears.

Once Tasman, de Surville, Cook and others arrived, we traded with them and developed supply chains from the earth to the girth, from the water to the waiter, from the gate to the plate. Colenso wrote: "I hesitate to report the size of the harvest of the Heretaunga natives lest I not be believed." Or something like that ... but the point he was making was that the industry here was thriving without too much intervention from anyone else.

Māori were understanding these new markets and their needs and had been geared to meet them, including taking out loans and investing in the latest equipment and transport. Te Hapuku owned sailing trading vessels as did Karaitiana Takamoana and they plied the coastal waters both north and south opening and exploring new markets. Karaitiana's ship 'The Henry' ran aground in the Marlborough Sounds after picking up a load of oysters, mussels and scallops to carry to the markets in Wellington.

Te Hapuku was thinking about a push into Australia when the forces of the

Settler Government torpedoed Māori commercial aspirations by the introduction of the Native Land Court and the Oyster Fisheries Act. This resulted in a massive land grab and a ban on Māori commercial fisheries by lawmakers backed by one of the most powerful military forces the world could muster. RaNgātira of that era were reduced to mitigating the impacts of colonisation on their people, but suffered great loss of their own personal mana, hence hapú and iwi mana.

Today, we are still trying to shrug off the impacts of that terrible period when the entire weight of the British Empire was forced into our ways, traditions and culture. Today, most Māori activity is limited to social issues such as welfare, job-seeking, Corrections Department, benefits, anti-violence and anti-drugs education, health catch-up, and the like. This has emerged after decades of mere survival as a race clinging onto language, land and lasting faith that things would get better. And it will.

As the British Empire teeters, and so too its allies under the weight and waves of corporate corruption and privilege, a new and better system is emerging. And here it's based on the collectiveness of the willing, which whānau, hapú and iwi gravitate to naturally. Māori will add value to reviving the flagging fortunes of the provinces and the country by using our collective resources to thrust into new markets, particularly in Asia and the Middle East, using our unique cultural connection to pave the way.

But it will take a whole generation to make real change, as the key to sustainable business is high quality human capital or peak performers ... or to us, raNgātira standing and delivering in the market places of the country and the world.

Trading into the ozone

Last week I returned from a two-week trade mission headed by Minister Dr Pita Sharples. We toured five major cities in China, including Beijing, where we met Vice-Premier Hui Langyiu in the Inner Sanctum of the People's Republic, a place where very few people are ever hosted. While in Beijing, Sir Wira Gardner signed a deal worth millions on manuka honey. Then onto Shanghai, meeting with the Chair and Board of the China Development Bank, who have interests in rebuilding the whole of Christchurch, and who also could be interested in investing in timber mills in Taupo, Murupara and Kawerau. We also met with the Penxin Group who have interests in more than just the Crafar Farms and want to work closer with Māori.

There is no lack of interest in red meat and fresh or frozen fish, kiwifruit or apples, and many talks were held about going from the gate to the plate eliminating middlemen, which requires scale on our side. But we had delegates in our group that equated to about \$5 billion of primary assets, including the Māori Trustee, Ngai Tahu, Ati Hau Inc, PKW, CNI Forest Inc, AFL, TOKM, and



It will take a whole generation to make real change.



cial mojo

When we become employers and entrepreneurs again in massive numbers, then we will be going some way toward recapturing the mojo of our intrepid trading Tipuna.

of course Taine Randall representing Ngāti Kahungunu.

In Guiyang City, which comprises 17 ethnic minorities and has a provincial population of about 40 million, we discussed educational exchanges and bilateral agreements between their universities and our wānanga. In Guangzhou City, which has 12 million people, Whalewatch Kaikoura made huge impressions and inroads with China Southern Air, which is the fourth largest airline in the world. And NZ Māori Tourism is doing a joint venture with GZL, a company that arranges 2.5 million tour packages a year.

Onto Jiangmen City, where we were promised an office and support personnel by their vivacious mayor, if we establish ourselves there as a group. Jiangmen has 4.6 million people and is a hub for sea, rail and road transport. Shenzhen has 12 million people and we met Mr Ren there, owner and executive-chair of Huawei Industries, which make cell phones to seabed cables to satellites, and have 40,000 people working in their local campus (they are partners with Māori in 2degrees Communications). Then onto Hong Kong, where Dr Sharples was welcomed by the CEO of Hong Kong like a long-lost brother and trade talks went

into the ozone.

Yes, we can once again occupy this commercial arena, but it will take collectivity and longevity of thinking rather than just one-off deals or trade ventures. And it's more than just moving product; it's more about moving people's understandings of each other. That is the key to future success.

It all starts with quality education of course, which has not been a priority for many Māori or mainstream schools. We know the negative stats that drive us all mad.

So we as Ngāti Kahungunu need to demand higher, quality-driven education outcomes to at least level 4 status for all. Because evidence demonstrates that those that leave school with a level 2 qualification will gain a job, but those with level 4 plus will create jobs. We need to be in the job creation arena, growing jobs for whānau and others in our communities.

When we become employers and entrepreneurs again in massive numbers, then we will be going some way toward recapturing the mojo of our intrepid trading tipuna ... who knew no other way.

Commerce was their culture, culture was their commerce. 🐝



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Matariki living taonga awards

BY ~ KATHY WEBB

The Pleiades stars are easy to spot in the crisp, clear north-eastern skies of late May or early June. They have other names. One is Seven Sisters, another is Matariki, the Māori word for New Year.

TRADITIONALLY, MATARIKI WAS regarded as the optimum time for planting crops. The brighter the Pleiades the better, because that augured well for a warm growing season and good harvests.

Matariki no longer has quite the same horticultural focus, but it is still an important date on the Māori calendar, and gaining prominence in the mainstream as a time for celebration, taking stock and making plans.

In that spirit, an extra set of Matariki stars was nominated this year, not of the heavens but of terra firma and earthly endeavour.

These stars were people brought forward by their communities to be acknowledged as champions of everyday life; for walking the talk, doing their best, and making life better for those around them – as Living Taonga (treasures).

The Matariki Living Taonga Awards, instigated by Hastings-based Te Taiwhenua o Heretaunga, had a catchline of

‘celebrating whānau’.

The concept obviously touched a community nerve, for nearly 50 nominations flowed in across the six categories. From them, four judges selected seven Living Taonga for recognition.

They received their awards on June 16 at the Hawke’s Bay Opera House Assembly Hall during a Matariki gala dinner, in front of a large and sparkling audience who added plenty of spontaneous oratory, laughter and music to the ceremony.

The ethos of the Matariki Living Taonga Awards may have been far removed from the elitism of competitive sport, business or movie awards, but they lost nothing in translation.

As Taiwhenua chief executive Alayna Watene remarked, the awards and the evening were all about “a celebration of traditions, language, spirit and people ... We owe it to future generations to start showing leadership and share our stories



Hemi Panapa



Jenny Mauger

with ourselves first and foremost. This gala dinner is the time to celebrate each Living Taonga’s own personal journey.”





Tangiora Akuhata

Papatūānuku

Environmental Work Award

Jenny Mauger

An ardent conservationist, Jenny's activities have included dune restoration, bird relocations, and carrying out trustee duties with a range of environmental organisations.

Pou Kaimahi Tohu

Employer Award

Paul Harris

Has operated his business, P and T Contractors, in a specialist industry for ten years, applying the true value of whanaungatanga. He is a trusted employer who engenders loyalty and provides job security for his 15 permanent staff.

Māui Tohu

Courage & Strength Award: joint winners

Tangiora Akuhata

Tangiora has the distinction of being 102 years old and a full-blooded Māori. An avid hockey player in her younger days, she lived for many years in the Waipatu township, where she worked hard to support her whānau and community. Tangiora has three whāngai children and many mokopuna.

Tata Wairukuruku Maere

Often referred to as Mother Maere, Tata is a woman of strength and courage. Now 93,

she still visits friends and attends meetings, birthday and celebrations, always looking for opportunities to give, share and offer herself to the community.

Te Whakamanawa Tohu

Creativity Award

Takaputai Mete Walker

Trained expertly from a young age by two master carvers - both experts in whare tipuna and waka building - Takaputai is now a passionate teacher passing on his knowledge and precious skills to younger generations.

Matariki Tohu

Te Reo Award

Kotuku Tomoana

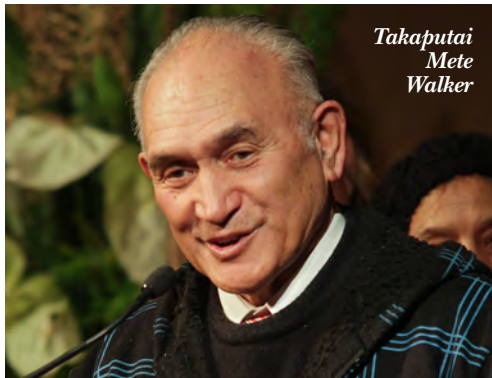
A self-taught and fluent speaker of Te Reo, Kotuku has willingly shared his talents and skills with a wide range of people, using 'the back tractor-shed at Waipatu' as a place to set many others on their own personal journey of learning Te Reo.

Ringahora Tohu

Selfless Service Award

Hemi Panapa

A gentleman with 80 years and many stories behind him, Hemi has worked quietly and given his time, support and aroha to others through huge involvement in the church, community and education.



Takaputai Mete Walker



Tata Wairukuruku Maere



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IT'S NOT OK.



BY ~ DR RUSSELL WILLS
paediatrician and Children's Commissioner

IT'S NOW NEARLY TWELVE MONTHS since I started the role as Children's Commissioner so it's timely to reflect on the first year.

I made the conscious choice to hang on to my clinical tenths early on and I am pleased I did. I expected to find Wellington daunting, but was pleasantly surprised to find it full of smart people who cared about children. Both the public servants and the politicians from both sides understand that poverty, lack of opportunity, crowding and smoking all contribute to the terrible health outcomes I see in my clinical practice.

I tried to 'breathe through my nose' in the first four months and learn how Wellington worked. My term started in July with the Green Paper on Vulnerable Children. We worked hard to get as

many submissions to the Green Paper as possible because I thought this was the best opportunity we'd see in years to influence social policy for children. In the end there was no shortage of good ideas and 9,000 people responded, including 2,000 children. Staff from my office were responsible for four submissions, including from children in state care, which made me very proud.

If you have the time and want to be inspired, see the Green Paper Rap at <http://www.youtube.com/watch?v=tGyL0e7Zcps>.

I am lucky to have an office of 15 exceptionally talented people and I think there are four areas where we can make a difference as an office for the remainder of my five-year term.

Firstly, in children's health there are large

disparities in the way services for children and young people are delivered by District Health Boards that can't be explained by different demographics. I am hoping to partner with the Health Quality and Safety Commission and the Paediatric Society of New Zealand to write a 'scorecard' of DHB Child and Youth Health Services. The scorecard would be clinician-led and share best practice in child health service delivery between DHBs.

Secondly, I commissioned an Expert Advisory Group of thirteen eminent New Zealanders to give me advice about solutions to child poverty. The group includes experts on housing, primary health care, economics, business, social services and education. I employed a secretariat of five analysts to support the EAG and between them the work they

There is no question that there are children going hungry in New Zealand in 2012.

have produced is extraordinary. I am looking forward to releasing a draft report from the project in August.

Thirdly, we will look at participation of Māori and Pacific children in early childhood education. Māori and Pacific children probably benefit most from quality ECE but are less likely to attend. I'm sure we can apply the lessons from how successful health services connect with families and children to improve attendance at ECE for all children.

Finally, the office will continue its work monitoring Child, Youth and Family and I will continue my work on how health and CYF work together for the most vulnerable children. We monitor all nine CYF residences and up to 12 CYF sites a year and report our findings to Minister Paula Bennett. I have been pleased to see the high standard of care and protection in social work across New Zealand and the extraordinary goodwill from communities towards CYF. There is work to do to improve practice, but by and large I am confident that the children who are in trouble get a good service from CYF.

Challenges ahead

As a society we have some major issues to deal with. We continue to tolerate

violence towards women and children to a shocking degree. The *It's Not OK* campaign and the Repeal of Section 59 (the smacking law) have certainly helped. There are many more parents self-referring to parenting programmes and men self-referring to domestic violence programmes. However, we each need to take personal responsibility and not condone violence towards women and children of any kind.

There is no question that there are children going hungry in NZ in 2012. Often these children also lack warm clothing, wet weather gear and school books. Good parents who love their children and spend their pennies wisely still struggle to put three meals on the table per day and to provide the basics. We need to find better ways to meet the needs of these children and families.

And finally, our education system fails many Māori and Pacific children. They arrive at school more likely to have not attended early childhood education and are more likely to fail in school. While there are some exceptional schools who get amazing results for Māori and Pacific children, too many leave school with no qualifications. Now that the furore over class sizes has settled, I hope that we can

have an honest conversation about how schools engage with these children and share the brilliant innovations that exist in some schools.

Recently in clinic I saw a family of children who had been taken in by their grandparents after their parents failed them. There are thousands of grandparents, other family and caregivers raising such children in New Zealand. They do this for love, not money, and do a terrific job. The children have often arrived in care profoundly damaged and heal with the love and attention these amazing people provide. How the school, child mental health and social services work together to support these children and their caregivers will be key to whether the children thrive.

There are nearly 5,000 children in state care in NZ at any one time and if I have a hope at the end of my first year in this role, it is that all children in state care would have the love and support they need, and an intelligent and joined-up response from the professionals who should be supporting the caregivers of children in care.

So, the first eleven months have been a steep learning curve and a thoroughly enjoyable one. I am looking forward to the next four years. 🌱

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Are we ready for old age?

A personal perspective

BY ~ TIM FRENDIN
physician, Hawke's Bay Hospital

AGING OF OUR POPULATION IS ONE of the success stories of modern social policy and medicine. The gain in average life expectancy over the last century is perhaps the best measure of effectiveness of modern medicine.

Since the early 1900s, Western societies, including NZ, have seen the life expectancies of their populations increase on average 2.5 years per decade, from approximately 50 years (male and female) in 1900 to the current 78 for males, 82 for females. This increase has yet to show signs of slowing, though there still is no reason to suspect that the ultimate human lifespan is anything but finite!

In the future, only an exceptional person will still survive beyond 110 years, whilst there are good theoretical grounds to believe each of us could expect to live on average for 85 years or so.

Effective medical treatment on a scale sufficient to impact human longevity began in the 20th century. Public health services, improved nutrition, eradication and treatment of infectious diseases in the earlier part of the century improved life expectancy mainly by reducing deaths in the younger population.

However, since about 1970 improved longevity has arisen more from effective management of chronic disease in our older population, achieved mainly by improving risk factors for cardiovascular disease within our population (such as reduced smoking and cholesterol, and increased physical activity), together with effective medical treatments for individuals.

Apart from antibiotics introduced in the late 1930s, drug treatments were not

known to be effective in terms of improving survival until a number of important medical studies were published in the 1980s. Until then, treatments were limited to control of symptoms of disease without necessarily changing long-term outlook.

Amongst the most important of current 'effective' medications are ACE inhibitors (used for high blood pressure and heart disease), beta-blockers (blood pressure, heart disease), statins (high cholesterol, vascular disease) and warfarin (anticoagulant, stroke prevention), all of which have been introduced into widespread clinical practice. Such medications have unquestionably improved both population and individual health outlook by reducing the rate of premature deaths from vascular disease (heart attack and stroke) as well as adding to life expectancy.

Despite improvement in our population's average lifespan, the importance of social determinants of health cannot be overlooked. Major disparities persist within our society. Life expectancy for Māori is less than for Pakeha (8 years less on average). Lower educational attainment and social deprivation also impact negatively on an individual's prospects for longevity.

Chronic diseases now the issue

Although we have reduced the risk of early and sudden death, our aging population is now subject to an accumulation of chronic diseases (such as diabetes, heart disease, stroke, chronic lung disease, osteoporosis, dementia). Towards the end of life, these diseases are

associated not only with a greater need for acute medical care, but also the potential for loss of independence and a need 'to be cared for' either at home or in residential care ... a major driver of cost to society for effective ageing of its people.

In Hawke's Bay (and the rest of NZ), currently about 15% of our population is over the age of 65; by 2041 this will rise to 25% of our population (as baby boomers mature). However the greatest percentage growth of population will be seen in the over 85 year age group, whose numbers will more than double from current 2% to 5% of total population over this same period.

For the first time in history we are faced with the 'creation' of such large numbers of population surviving close to limits of human lifespan. Consequently, a number of unprecedented challenges will need to be addressed in the not too distant future by medicine, society and all of us as individuals.

For medicine these challenges will include:

- trying to minimise disability and dependency towards the end of life;
- attempting to ensure that investigation and intervention for people is appropriate at a time where quality of life is most important near the end of life; and,
- developing acceptable alternatives to acute hospital care in the community or home appropriate to personal need and our community's wishes.

Perhaps counter-intuitively, anticipation of imminent death remains a difficult

As the end of life approaches many of us would opt for limited intervention and a focus on quality of time remaining.

challenge for clinicians and their patients, though there are often indicators that a person may well be approaching the last months or so of their life.

Many chronic diseases are characterised by recurrent hospitalisations towards the end of life (during which time a large proportion of total lifetime health costs are incurred), any one of which may not be survived, despite survival being expected by all involved, including the person and their family. Treatment of a worsening of a chronic disease may be straightforward and relatively quick. However, such hospitalisations can be beset by a number of complications arising from treatment and hospital environment (including acute confusion, falls, infections, pressure areas) and may incur significant personal cost in terms of loss of independence by the time of leaving hospital, requiring additional support at home or quite possibly a move to residential care.

It also seems likely that the older we become the greater our need for such acute hospital care and the longer each stay will be. And the cost of supportive care relates directly to absolute numbers of people needing this care ... numbers expected to grow for at least the next 40 years.

As early as 2021 it is also expected that there may well be a shortage of caregivers needed to provide support for a frail population, unless demands can be significantly decreased.

Society must therefore grapple with demands from an aging population that might not be readily met, given both the actual dollar cost and the human resource required to provide basic as well as more specialised care. Decisions may need to be made about possible limitations of treatment (explicit rationing) as hospitals adjust to cope with increasing numbers and complexity of acute hospital admissions, potentially at the expense of beds otherwise needed for activities such as joint replacement surgery.

Ending of life

Perhaps most contentious, however, may be the wish to revisit decisions regarding explicit premature ending of life – euthanasia and physician-assisted suicide. As all will know, these two ‘activities’ are currently illegal in NZ and will remain so for the foreseeable future.

However, the most difficult challenges may remain those at a personal level – either for ourselves or as spokespeople for our ageing relatives or friends. The

end of life for many of us is unknowable. Our actions and wishes when the time comes may be unpredictable and possibly contrary to our previously stated position. Our broad concepts of limitations of care we would wish to receive at the end of our life can be stated in a legally binding ‘Advance Directive’ but circumstances can and do sometimes change. Increasingly, specific requests within an advance directive risk being difficult to interpret and apply in precise circumstances that might not be foreseen.

On the other hand, some of us may wish to have as much done as possible to prolong our life or that of our aged friend or relative, despite such intervention having little, if anything, to offer in the circumstances. It is understandable that demand for this type of treatment is not necessarily rational; it is a reflection of our most basic need for survival. Still, such requests can heavily tax the act of dying.

Trying to match expectations with clinical ‘reality’ can be a delicate process. Negotiating an understanding of treatment (or limitation of treatment) appropriate to a particular situation is perhaps the art rather than the science of medicine.

Anticipating the future for many of our older, sicker people is impossible without good understanding of their overall health and wishes, and being aware of likely effects of treatment on dependency and outlook beyond the immediate future. If this perspective is lacking at times, such as admission to hospital, there is a risk of inappropriate investigation or treatment, a risk that might be compounded by the raising of false hopes and denying of an opportunity to understand real implications of the illness.

Minimising the risk of unwarranted intervention can be more difficult than you might imagine. Accepting limits to care can only occur after considered discussion between individuals, their family and their health professionals, preferably before an acute complication arises. These conversations can be confronting, but are important in preparing us all for our end, particularly when this is foreseeable. As the end of life approaches many of us would opt for limited intervention and a focus on quality of time remaining. The next challenge is that of ensuring these wishes are known and respected when we present for care in an unfamiliar setting such as the acute hospital.

Continuity of care is at the heart of ‘good medicine’ for an aging population, but is increasingly difficult to achieve

“There still is no reason to suspect that ultimate human lifespan is anything but finite!”

TIM FRENDIN



in our current health system and acute hospitals. If we are able to accept that minimisation of intervention for many older people is not only appropriate but desirable, we as a society can look to developing community resources as viable alternatives to acute hospitalisation. This has the real potential to focus on care and rehabilitation rather than ‘treatment’, allow the care to be provided by health professionals including the GP most familiar with an individual’s needs, and deliver the care in a more suitable environment, whether this is within a specifically staffed local care facility or possibly one’s own home. This challenge is perhaps the real frontier of medicine for an aged population.

Despite these worrisome ruminations there is much to celebrate. For the first time in history we live in a world where the majority of us can expect to live to near our biologic potential. And enjoy retained independence for the majority, but not necessarily all, of our allocated time. But death is still assured and disparities are yet to be addressed.

We can improve the likelihood of getting to and maintaining healthy old age with relatively simple lifestyle measures – a healthy diet, no smoking, regular exercise, a little alcohol, something to occupy our time and our mind and a good social network. On achieving such an age, however, there is much progress yet to be made in accommodating our health needs and demands. We’re not quite ready for old age. 🐝



GRASS ROOTS GIVING

BY ~ JEANETTE KELLY



KiwiCan programme, Flaxmere Primary

LOCAL PHILANTHROPY IS PROVING to be a powerful catalyst for building community vitality.

Competition for the charitable dollar is fierce these days. We are bombarded through the mailbox, the inbox, the telephone and almost every other communications medium with solicitations from all manner of national and international causes. However, there is a certain resistance to the 'corporatisation' of charities and a distinct level of scepticism about just what proportion of funds gets put to work where it's needed most.

At the same time there is also a realisation that charity does, indeed, need to begin at home. No longer the land of milk and honey, New Zealand suffers from poverty, social problems, natural disasters and environmental threats just as much as any country, and Hawke's Bay is right up there in terms of hardship and challenge.

Meeting the need for a credible and wide-reaching local charitable conduit is the Hawke's Bay Foundation, a community foundation based on the underlying principle that responsibility for the wellbeing and vitality of our community begins right here.

Given that there are already various funding sources for meeting social needs – central government, councils, corporate sponsors and even pokies – the Foundation sees itself in a unique philanthropic role as it is all about capital preservation. Donations received are invested, with only

the ongoing income distributed.

Hawke's Bay Foundation Chairman, Rebecca Turner, reiterates that this truly makes it a gift that keeps on giving. "That is why we are different from other organisations that just give out money and then it's gone. We preserve and protect our capital base."

Rebecca cites the example of Tauranga's Acorn Foundation. Established in 2003, after three years they had \$1 million in invested funds. By 2011, they had distributed \$1 million to local causes and grown their reserves to \$6.2 million, invested to generate more funds for annual distribution, as well as \$70 million in anticipated funds and growing.

"This just goes to show how much you can give out over a period of time and still have more than you started with," says Rebecca. "It is an ongoing gift from the community to the community. It is independent of political influence but will be cooperative, collaborative and will coordinate with those other players to avoid duplication."

This may mean that it takes time for the Foundation to be giving out large distributions, but Rebecca is quick to point out that it is more about long term and sustainable funding than quick fixes.

"This is a very different type of fundraising compared to sausage sizzles, raffles, and art or wine auctions. With a protected capital base the Foundation can keep on giving and recipients can rely on getting a consistent amount every year."

Napier-based solicitor, Andrew Wares, is involved with the Foundation because he thinks there is a need for a credible and coordinated charity in Hawke's Bay that offers the community a better way to make gifts, and thereby encourages philanthropy.

Andrew likes the fact that the Foundation allows donors to make a living gift or, more likely, set up a bequest in their will via a simple process with their lawyer. They can operate a named endowment fund or remain anonymous, and can contribute to a general fund or specify charities to benefit from their giving.

"The donor can be confident that their chosen charity will continue to benefit from their gift for years to come. Many charitable organisations do not allow this sort of 'pass through' funding."

Established some years ago as the Community Foundation Hawke's Bay, early successes included appointment as the local representative for well-known national trusts, the Tindall Foundation and the Aotearoa Foundation. On their behalf, the Hawke's Bay Foundation handles applications and to date has distributed over \$250,000 to a variety of local organisations.

In Hawke's Bay the Tindall Foundation has a focus on social programmes, such as food banks, youth development and support for the needy, while the Aotearoa Foundation is more concerned with environmental projects.



Donations received are invested, with only the ongoing income distributed.

New trustees

In late 2011 a new group of trustees formed to revitalise and re-launch as the Hawke's Bay Foundation. In addition to Rebecca Turner and Andrew Wares, the trustees are Brian Martin, James Williams and Tim Nowell-Usticke. They bring a collective wealth of experience and are passionate about building a well-endowed Foundation capable of delivering real results. All act in a voluntary capacity and have personally committed to the Foundation.

In addition to being a professional director and fellow of the College of Chartered Accountants, Brian Martin served as a trustee on the Eastern and Central Community Trust and was closely involved in developing the trust's investment policies.

"We are very aware of the need to manage funds ethically, responsibly and conservatively," Brian explains. "We aim to have high quality, low cost management so that the community can have confidence that the Foundation will look after their money."

Both James Williams and Tim Nowell-Usticke are locals who feel they have been treated well by Hawke's Bay as a place to live and do business. Tim believes other families will also recognise the value of giving back.

"We are here to build a fund whose sole purpose is to help our amazing Hawke's Bay charities and causes who so badly need money. The Foundation will be a tremendous assurance to them and when the region has been good to you it is good to give back, helping to build a stronger and more vital community."

The Foundation expects to fund a wide range of large and small region-wide projects, and community input will be encouraged to tell the Foundation what is needed and where. This follows the

principle of assessing the community's 'vital signs' to gauge how it is doing in areas such as youth, the elderly, and other social groups and issues.

Community foundations are the world's fastest growing form of philanthropy. Some of the most successful include the Vancouver Foundation, Hong Kong Community Chest and the New York Foundation. Here in New Zealand, the Hawke's Bay Foundation is one of 11 throughout the country.

James Williams says the success of community foundations demonstrates that people want to give back and support causes that are close to home, and often close to the heart.

"I hope Hawke's Bay will follow in the footsteps of the Vancouver and Acorn Foundations and attract a significant pool of funds that can be used to improve our community. The Foundation offers the opportunity for ordinary people to be philanthropists," he explains.

Long term, the Foundation has the aim of building their investment reserves to \$10 million in ten years. Brian Martin acknowledges they are at the beginning of a long road, but with wide community support this is readily achievable.

"It's important that we build the financial resources of the Foundation in order to start generating income and to provide positive impetus for growth," he explains. "To do this, we have been fortunate to receive seven cornerstone donations that put us well on the way to our first million."

Although the initial goal is to secure cornerstone donors, they by no means want to deter anyone from giving any amount they feel they would like to contribute, however large or small.

"It's all about everyday people seeing how they can be involved," Brian says. An inspiring example is the initial donation

"It's important that we build the financial resources of the Foundation in order to start generating income and to provide positive impetus for growth."

BRIAN MARTIN



made to the Vancouver Foundation in 1943, when a woman named Alice McKay gave \$1,000. Their fund has now grown to nearly \$750 million."

Rebecca Turner sums up the philosophy behind this type of philanthropy by quoting an old Chinese proverb: "One generation plants the trees, another gets the shade."

"That really encapsulates the simplicity of the initiative," she says. "You look ahead, plant a seed that grows for future generations to benefit from, and leave a gift that helps build a community better than what it is now." 🐝

The trustees are looking to the community for support. Donations, bequests and any offers of involvement will be welcome, so please call 06 870 4648 or email info@hawkesbayfoundation.org.nz



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What is corporate responsibility?

BY ~ JENNI GIBLIN, director, Giblin Group



Proposed Len Lye Centre in New Plymouth

‘CORPORATE SOCIAL RESPONSIBILITY’ is the ‘it’ word for corporates. Customers increasingly demand it and employees expect their bosses to lead by example and live it. But what is ‘it’?

In essence, Corporate Social Responsibility (CSR) is companies putting some of their profits, time or resources into something other than their own back pockets ... instead, making a difference in the community where they operate, the lives of the people who work for them, or the environment their business might have an effect on.

CSR can range from allowing employees time off to do voluntary work in the community, to contributing significant amounts of funding to a specific charity or project. It may also include businesses taking responsibility for their impact on the environment, from recycling in the office through to offsetting carbon emissions.

CSR is about organisations ensuring their employees are not only looked after during work time, but that they can have healthy lifestyles, access to good quality arts and sporting facilities, and the ability to experience the environment.

Who benefits?

Recently, there has been a big push from Government for businesses to step-up to the mark and be good corporate citizens. Government is strongly advocating for Public-Private Partnerships for social infrastructure projects (or construction projects for the community good). They say it is no longer just Government’s responsibility to ensure that ‘community wellbeing’ projects get done.

Companies have the opportunity to leverage their investment in the community by being seen as good corporate citizens. Another approach that is garnering increased interest is creating shared value. This model is based on the idea that corporate success and community wellbeing are not mutually exclusive.

It is not only about being a good corporate citizen. Nurturing your workforce, ensuring business sustainability and good governance are vital to business success. For communities to thrive there needs to be a robust economy, creating income for the Government to reinvest and opportunities for individual philanthropy.

The benefits of CSR are wider than the immediate partnership between the business and the sponsored project:

- By example, CSR demonstrates best practice and corporate integrity.
- It meshes together business and community wellbeing, encouraging corporate leaders to be community leaders.
- Consumers are increasingly aware of the environmental and social implications of their day-to-day consumer decisions. Through their purchasing decisions, they now demand ethical behaviour from the companies that produce their consumables.
- CSR improves an organisation’s profile in the community and enables them to tell their story. Research shows there is a direct link between businesses that invest in community activities and positive public perception.
- Employees, through the company they

work for, feel they have a direct and positive impact on community wellbeing, nurturing both company loyalty and personal gratification.

CSR in Hawke’s Bay

We have some outstanding philanthropic businesses and business people in Hawke’s Bay. Securing funds for a variety of projects across New Zealand has given me some insight into how Hawke’s Bay compares to other regions in terms of CSR. My assessment is that Hawke’s Bay compares well overall for philanthropic giving, as we have a proud history of corporate generosity here.

Projects such as the Hawke’s Bay Opera House, McLean Park Redevelopment, Pettigrew Green Arena, Hawke’s Bay Museum and Art Gallery and Lowe Walker Rescue Helicopter have been able to secure funds and develop on-going partnerships with many of Hawke’s Bay’s top corporate citizens. Businesses such as Furnware, Unison, Hawke’s Bay Document Technology, Hastings Pak’n’Save, Progressive Meats, IMS Payroll, Pan Pac, Farmlands and Lowe Corporation are regular funding partners for Hawke’s Bay projects and teams.

On a smaller, although just as important, level we are fortunate to have a large number of small-to-medium businesses that are willing to make investments back into the Bay. I have been overwhelmed with the level of commitment from smaller businesses when working on local projects.

It is clearly evident in Hawke’s Bay that we have a number of locally-owned and operated businesses that are willing to get



We are not punching above our weight in securing funds from outside the region.

in behind projects in the Bay. However, comparatively as a region we are not punching above our weight in securing funds from outside the region. National and international corporates with a strong presence in Hawke's Bay have traditionally not been forthcoming with sponsorship.

Nationally, the sponsorship market has changed significantly in the past three decades. Previously, corporates were only looking for an opportunity to have their brand on a building or name on a plaque. Now there is a much larger emphasis on establishing on-going partnerships and more meaningful relationships with their community. Sponsors are seeking authentic, sustainable partnerships that are mutually beneficial.

Councils, government and corporates don't want to invest in a building, they want to invest in people. For example, last year Todd Energy contributed \$3 million for the Len Lye Centre in New Plymouth, the largest contribution to an arts facility ever seen in New Zealand. Most of that will help fund construction of the building, but \$500,000 is for the development of education programmes. Todd Energy values education and that is where it sees it can make an impact in its own community.

Progressive national and international



Jenni Gliblin

corporations require innovative, creative and sustainable benefits that they can leverage off. They want a relationship with a project beyond opening day and offering more than their brand on show. They want to participate in the future of the project they invest in and they want their money to do enduring good – it's the old-fashioned notion of leaving a legacy.

Tips for sponsorship

Social responsibility can be a huge beast for businesses to tackle in one go, but rationalising the company's sponsorship dollar is a good start. Corporates wanting to grow or leverage their existing sponsorship dollar should:

- **Prioritise:** Identify what's important to your business philosophy and develop a plan around that. Identifying synergies between your core business and the positive impacts your donation dollar can make in your own community.
- **Be Specific:** Be clear about what you will and won't support. Businesses are bombarded by sponsorship requests. Have sponsorship criteria and stick to them when you are looking to select projects.
- **Expect a return:** Be clear about what you expect in return for your support. Do you want regular contact or information about the cause, do you want to contribute to decision making, or do you simply want to be invited to events and have your brand recognised? You do deserve tangible returns on your investment.

Giblin Group is a government relations and corporate sponsorship consultancy providing advice to councils and trusts seeking funds for 'social infrastructure' and providing strategic sponsorship advice to corporates.

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Pokie Fever!

BY ~ ELIZABETH SISSON

IF YOU WANT TO GAMBLE, YOU CAN BUY Lotto tickets, bet on the horses, dogs, All Blacks, whatever, and insert gold coins in pokie machines – pokies – wherever you find them.

However, when people talk about gambling, it's usually about the pokies.

When gambling was legalised in New Zealand in the early nineties, "people saw pokies as a huge money maker," says Craig Williams, CEO of Napier's RSA. "I think they were in the early days. Now they're just another bit in the entertainment mix."

Not to mention a nice bit of income for central government – and for the RSAs, hotels, pubs and clubs that have pokies.

The Napier RSA has 18 pokie machines, the legal limit for clubs. The machines and their users have their own smoke-free room, with access to a bar that also serves groups in the restaurant at the far side.

The RSA buys and owns its machines (at \$30,000 each), and on proceeds from them pays central government 20% duty, 15% GST, a 'harm minimisation' levy to the Ministry of Health and a monitoring fee to the government, which tracks the nation's pokie activities on a computer in Wellington. The remaining proceeds help support the RSA's activities.

Funding dependency

Williams is upfront about it: "Yes, we are grateful for the profits they generate – and it would be very difficult for the RSA to replace that profit if there were a change in the legislation."

Trusts, which own pokie machines but pay rental fees to venues such as bars and hotels for having them on-site, pay the duty, GST and other levies but also are required to donate 39.12% of their proceeds to community not-for-profit organisations.

In Hawke's Bay, dozens of local sport and community groups receive pokie

funding. For example, in the six months ending March 2012, Pub Charity, one of 10 trusts operating in Hawke's Bay, granted \$10,106 to Hastings District applicants and \$311,259 to Napier City applicants, including \$10,000 to CanTeen, \$13,100 to Lifeline and \$20,000 to the Hawke's Bay Museum. The Southern Trust made donations of more than \$85,000 to Bay applicants from January – March 2012, including \$10,000 to CanTeen and \$15,000 to Port Hill United Football Club. Sports figure large in donations, with Pub Charity sponsoring the 2012 Rugby Sevens. Donations and expenses come out after any winnings by pokie users.

"If there's a funding opportunity with a gaming trust we apply for it, but it's a small percentage of our income," says Roydon Day, CEO of Napier Family Centre. "We don't rely on it."

"We give \$300 million a year to NZ communities and \$350 million goes to the government in tax and GST," says David Moore of First Sovereign Trust.

The Gambling Act of 2003 stipulates the percentage of gambling proceeds to be spent in communities. Its other objectives are to control the growth of gambling, reduce harm caused by gambling and ensure community involvement in decisions about access to gambling.

Moore says that, over the years of life of a pokie, on average a machine returns to players 92 cents of every dollar that has gone into it. That does not make every player a winner or every machine a gold mine. Trusts receive 10% of the remaining proceeds, out of which they buy new machines and pay wages, rentals, the government and all the related levies and fees.

"People have the perception that gaming machine operators are wealthy, but only eight cents in the dollar comes to them," Moore says.

How many dollars are we talking?

The Department of Internal Affairs reports spending in pokie machines nationwide amounted to \$203.7 million in the first quarter of 2012. For the 12 months ended March 2012 expenditure was \$865.4 million. The spending is captured through the electronic monitoring of non-casino gaming machines.

For a trust, this works out as follows, based on \$10,000 of proceeds from a machine:

Gaming profits or player losses	\$10,000
Less 35% combined GST and duty	\$3,500
Less community grants of 38%	\$3,800
Less 1.5% harm minimisation levy	\$150
Less 16% ave. site rental for a pub	\$1,600
Fees to manage the trust, pay grants, buy new machines and meet compliance costs	\$950

Between 2003 and 2012, nationally the number of machines has declined from 25,221 to 18,133. The Hastings District, including Clive, Flaxmere and Havelock North, has 192 machines. Napier has 370. Of those, 57 are in Marewa and 18 in Maraenui.

Both Napier and Hastings currently have 'sinking lid' policies, whereby as venues with pokie licences close or change hands, those licences are permanently retired.

The Department of Internal Affairs reports that between January and March this year, \$3,993,888 went into the pokies in the territorial authority of Napier. This was followed by \$3,714,243 in Hastings district, \$603,905 in Wairoa and \$566,889 in Central Hawke's Bay. That's a total of \$8,879,926

Or about \$36 million over the year, generating a donation pool of



approximately \$13 – \$14 million for community grantees. No small change!

According to Gail Bell and Joy England of the problem gambling programme at Te Rangihaeata Oranga Trust in Napier, the city has the greatest concentration of machines in Hawke's Bay.

However, "Proceeds don't always come back to the community the money comes out of," notes England.

The charitable distribution of pokie proceeds "is totally reliant on the community applying for the funds," Moore says. "We do our best to return that money to the community in which it was raised."

Harm minimisation

To receive a licence, the law requires gaming operators to minimise the harm people incur if they become addicted to gambling. In addition, the Ministry of Health is implementing an "integrated problem gambling strategy," for which the gambling sector pays a levy.

"Our staff monitor our venue every hour and the machines are monitored electronically from the bar," says Craig Williams. The RSA staff on duty have a check sheet of questions that are monitored and marked off. "We're pretty serious about harm and managing it. We've had a few people with problems."

Should a person using the pokies look like they're getting into trouble, staff are trained to intervene with conversation, coffee, a snack. "Our staff pretty well know how pokie users are doing. We have a long-term relationship with our clients. We don't want to see them lose everything," Williams says.

In a niche between the RSA's bar and the pokies room is a display of photos of

people who have either been excluded from the gaming venue or who have asked voluntarily to be excluded. Players can also request a limit be put on the time they can spend in the venue.

"All gaming machines in NZ already have Player Information Displays," states The Southern Trust, based in Dunedin. "These display how long a person has been playing a game and how much money they have spent."

On request by someone who plays the pokies, Te Rangihaeata Oranga Trust will send out a blanket exclusion order for that person to all pokie venues in the area.

"Harm minimisation does work – it's quite a positive approach," Bell says. "Clubs are fairly safe, pubs are more of a problem. We work with families, courts, probation, prisons, Budget Advisory Service – we do presentations on request. We're trying to keep the process (of gambling) safe for the community."

Problem gambling

The Problem Gambling Foundation of New Zealand estimates that 1–2% of NZ's population "could have problems with gambling", noting that "Pokie machines are the most harmful form of gambling as 77–85% of problem gamblers use them as their primary mode of gambling."

The Foundation cites research indicating that:

- Māori and Pacific adults were approximately four times more likely to be problem gamblers;
- Prevalence of problem gambling was higher for adults living in neighbourhoods of high deprivation;
- One in six New Zealanders say a family member has gone without something they needed or a bill has gone unpaid because of gambling;
- Gambling is the second largest motivator of fraud in NZ; and,
- One in ten gamblers in counselling reported domestic or other violent incidents related to their gambling.

How do you know if you have a problem? "If you gamble out of need, you have a problem," Bell says. "It's a hard addiction to identify. It's really a hidden addiction," but it affects the gambler's family and community. Often problem gamblers are identified when they cannot pay their bills. They can be of any age, gender, ethnicity and social background. "Some people go bankrupt gambling. There are some really sad cases."

In view of these effects, Te Ururoa Flavell, MP, has submitted to Parliament an amendment to the 2003 Gambling Act,

"... it would be very difficult for the RSA to replace that profit (pokies) if there were a change in the legislation."

CRAIG WILLIAMS, RSA



which would significantly change the way pokie machines and their proceeds are controlled. The amendment "empowers local authorities, after consulting the community and affected operators, to eliminate or reduce the number of pokie machines and venues in particular suburbs or towns where public sentiment or evidence of harm justifies this."

It also would put local councils in charge of distributing the funds raised for charitable purposes by pokie gambling, and increase the percentage of funds coming back as grants into the community.

Not surprisingly, pokie operators and many grantee groups are not happy about the proposed legislation!

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The super glue of social



“Sport cuts across society like nothing else.”

I MAY BE SOMEWHAT TAINTED IN MY viewpoint, but from where I sit, nothing brings people together and nothing contributes better to our social wellbeing than sport. It is the universal glue that binds us and defines us as a community.

Through sport we come together, participate together, celebrate together, learn together, develop new skills together, win together, suffer defeat together, are healthy and active together and have fun together.

The sports sector has never been great in telling its story of what a massive contributor it is to our community, but we are getting better thanks to a growing understanding of the need to collect robust data and information, plot trends and tell ‘good news’ stories that all contribute to the value of sport.

Sport New Zealand has led this information surge from the national level, and supported by Sport Hawke’s Bay we are starting to get a true picture of how sport contributes, and what!

Last year Sport NZ released national data delivered through a major study by Lincoln University into the value of sport. The study showed that the sector’s contribution to national GDP was substantially greater than first envisaged, with an estimated value of \$5.2 billion. This study showed that sport and active recreation results in gains in productivity and health benefits valued at an additional \$1 billion. And when the personal benefits of participating in sport was added (including the value of volunteerism)

the overall estimate of the sector to New Zealand was \$12.2 billion.

Sport and recreation in Hawke’s Bay are valued by young people, with 92% of 5-17 year olds taking part in at least one sport or recreation activity over a year.

In Hawke’s Bay 93% of adults take part in at least one sport or recreation activity a year. Our region boasts 32,903 sport volunteers, according to the study, all contributing in their own way to our social wellbeing.

The contribution to regional GDP (including volunteered services) is estimated (based on 2008/2009 data) to be \$179.6 million or 2.8%. Personally, I think this is a little low, as the study did not really take account of the direct economic benefit of sports events, which bring visitors to Hawke’s Bay. Sport Hawke’s Bay estimates this benefit to be around \$40 million per year.

Sport as entertainment

Recently Sport NZ produced a new study which looked at the importance of sport from an entertainment perspective. Sport, whether at the community/participation level or as a spectator activity, must compete with other entertainment and therefore the discretionary dollar. So it is important that we understand how it stacks up.

The ongoing study, carried out by Australian research company Gemba, looks at 230 online surveys for 52 weeks across three age-group bands with a focus on capturing the passion levels of participants on a 1-5 scale. Those of particular interest are the ‘Fanatics’, whose passion levels score 4 and 5 on the scale. These devotees and eternal optimists are

the people who will form 90% of sport ‘members’, consume 80% of merchandise, be 70% of event attendees and account for over 75% of sponsor awareness figures. So they are an important group to stay connected to!

For Hawke’s Bay, the survey showed that movies/DVDs, according to the Fanatics, occupied our attention as the #1 entertainment, with rugby at #3 and League at #5, although it should be noted that this first set of data was collected during the Rugby World Cup era (live music concerts scored #2 and theme parks #4). Within the entertainment sphere, sports such as squash and bowls were perceived as ‘Losing Relevance’ along with opera and ballet. Sports such as snow sports, Twenty20, and football – along with live comedy and electronic games – were perceived as being ‘On their Way Up.’ The report also showed that equestrian and yachting occupied the top two spots as perceived ‘Exclusive’ forms of entertainment.

Nationally, looking only at sports, the top five ‘passions’ in order for 16-24 year olds were rugby, football, League, snow sports and marine fishing. For 25-44 year olds, football dropped to #4, with V8 Supercars in at #5. For the older 45-64 age group, V8s and football dropped off the passion list, to be replaced by the more traditional cricket and netball. In Hawke’s Bay, according to the Fanatics, rugby, League, V8s, cricket and marine fishing occupied the top five sporting passions.

The data from the Gemba research is plentiful, and provides sports administrators and marketers with plenty of work ahead, if they are to change perceptions and grow their sports.





Sporting in Hawke's Bay

Here in the Bay we are fortunate to have an amazing array of sporting opportunities to act as a catalyst to draw people together and to contribute to 'social wellbeing'. Our top five sporting passions, with the exception of V8s, are on our doorstep, although even here a trip to Taupo, Hamilton (for the moment), Hampton Downs or Pukekohe probably does not feel like a chore.

Rugby is at the very heart of our community. We are heartland New Zealand and it is in every facet of our community, from the likes of Wairoa Athletic in the North to Dannevirke in the South, from Rippa Rugby to the mighty Magpies, from Park Island to Elwood Park. It is in our bloodline. And on the back of the All Blacks and the successes of our own provincial heroes it is growing both as a participation and spectator sport. McLean Park has certainly become the place to be for a growing band of Hawke's Bay teenagers, both boys and girls, to watch the game, hang out with their mates and generally have fun!

Netball remains the Bay's biggest sport. With development of the 18 court facility at the Hawke's Bay Regional Sports Park, there is opportunity to grow further. In fact, sports facilities in Hawke's Bay have been a major driver in growing sports participation, and therefore contributing to the broader aspects of social wellbeing – not just as a driver for physical activity and health, and keeping kids occupied (although these are cornerstones of social wellbeing), but as destinations to connect people together.

While only half complete, the HB Regional Sports Park is now achieving over 150,000 'visits' a year. And with junior football now joining netball, cross fit, touch, senior football and athletics at the Park, this will grow significantly over the next 12 months. Add to this the potential new hockey development and the RSP will be the major outdoor sporting destination for Hawke's Bay. Added to this, the magnificent Pettigrew Green Arena, with 260,000 visits per annum, McLean Park and Park Island, together with an array of other sporting infrastructure, and it can be seen that we are blessed with great facilities.

One only has to be at Park Island on a Saturday morning and experience the horrors of trying to get a car park, to know that sport is big in Hawke's Bay. In fact, if you want to experience a microcosm of the community, it is worth striking up a few conversations with parents on the sideline at junior football. You will find solicitors, butchers, bakers, bankers ... although probably not the candlestick maker! Sport does that. It cuts across society like nothing else.

Facilities like the mountain bike parks at Eskdale and Pukeora (CHB), the Hawke's Bay Cycle Trails, Hawke's Bay Equestrian Park, Hawke's Bay Racing Centre, Clive River, A.W Parsons Centre (CHB), Wairoa Community Centre, Sk8Zone, Super Strike, Romanes Drive BMX, Kiwi Adventure, Te Mata Park all add to the sporting and recreational infrastructure. Add in the magnificent Hawk Bay itself, a mecca for yachties, waka ama and recreational fishing alike. We also have one of the largest networks of fitness centres in the country,

important when it is understood that 'Gym Workouts' rated ninth on the list of sporting passions.

Hawke's Bay has the lot, and nothing pulls a community together more effectively through its rich vein of entertainment, physical recreation and fun.

There are often comments that sport gets more than its fair share of the funding pot and that the sector is greedy in its constant demands for better and bigger facilities. However, we have to remember that the growing challenges our community faces are experienced just as much by the sports sector, and still the increased community demand for new facilities continues.

Despite the Pettigrew Green Arena, there is an agreed dearth of indoor facilities and it is universally agreed that the swimming-pool stock in Napier and Hastings is pretty poor and a regional solution needs to be found.

At the community level, where those 32,903 volunteers are working even harder to provide an increased level of service demanded by their clients, some challenges remain. The growing costs of sports participation, hand-in-glove with the over-reliance on charitable gaming funding, remains at the fore. Transport and the need to develop more confident and supportive adult leadership are also flagged as major barriers to keeping people, particularly our kids, active through sport.

The contribution of sport to regional wellbeing is a critical component of our society. But we are always on the lookout for more people with that fanatical passion! 🐝



The state of the arts

BY ~ LIZZIE RUSSELL



French Flair Stage Challenge winners, Hastings Girls' High School, bring the nightlife of Paris to the Hawke's Bay Opera House stage in their dazzling tribute to the life of Nancy Wake.

Photo by Tim Whittaker

An overall arts structure in Hawke's Bay is something most in the arts sector say is missing.

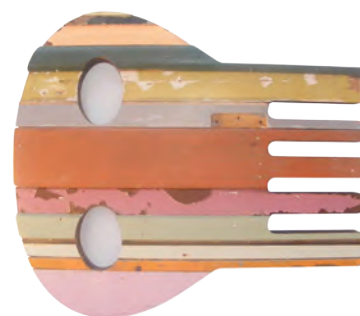
Radio with Pictures, Fane Flaws, video installation (Game On exhibition, HCAG, 2011)



Skull, Fane Flaws, 2011

“If you had to survive off selling your art totally in Hawke's Bay, you'd be f****d.”

FANE FLAWS



IN A REGION FRACTURED BY POLITICAL and city lines, it often seems as if the Hawke's Bay arts sector is split too – funded by different councils and schemes, catering to specific groups, largely uncoordinated, and unaware of what one another is creating.

I set out to discover whether or not this really is the case, and to generally 'take the temperature' of the Hawke's Bay arts scene, talking to some of the key players. What I discovered was a generally positive attitude about what we do and where we're going, but also the need for some significant changes in coming times.

The delta

The HB arts sector is made up of council-funded organisations and institutions, dealer galleries, education providers, Māori arts initiatives, community groups, volunteer-run events and creative collectives, as well as individual artists trying to make a living.

Maree Mills, director at the Hastings City Art Gallery for the last four years, provides an evocative image to ponder. She sees the regional arts scene as an echo of the wider landscape, a delta which both feeds the province, and is nourished by its inhabitants. It's made up of countless disparate waterways which connect and disconnect from each other, pull in different directions, but ultimately flow along a similar route.

And feed the province it does. Mills comments that in the last four years, visitor numbers at the gallery have grown year upon year, and while there is a core audience present at exhibition openings and public programmes, there are larger numbers of interested people attending specific events, and these visitors come

from broad and varied backgrounds.

In a time of potential large-scale changes at Creative New Zealand and Te Waka Toi in terms of funding and project delivery, it's clear that we're in for an uncertain few years. She cites her delta metaphor as a way to explore better ways to work together, especially in a time of economic difficulty.

An overall arts structure in Hawke's Bay is something most in the arts sector say is missing, and while there is room for everyone in Mills' delta, the time has come for more unification.

EIT School of Visual Arts and Design head, Dr Suzette Major agrees. "Hawke's Bay is genuinely at a turning point in the arts," she says. She believes the recent-ish injection of new blood into the sector – Roger King at Creative Hawke's Bay, Malcolm Calder at Creative Hastings, Maree Mills and Douglas Lloyd Jenkins, the establishment of Film Hawke's Bay – is complementing the more established community, and falling together nicely, but it's time now to re-focus.

Dr Major sits on the board of Creative Hawke's Bay, which is in itself at a turning point. Currently she and fellow board members see their role as getting the conversation going. "We're doing this on a small scale with Pecha Kucha, and on a much larger scale by looking towards a broad regional 'State of the Arts' hui." Coming together and switching from an individual point of view to a more holistic one won't be easy, she says, "...the very different agendas and egos will have to be left at the door, and it will be hard not to remain protective over one's own or a group's patch." But the benefits will outweigh the compromises she believes, and make us a stronger arts sector overall.

From a community arts point of view, Barbara Daniel from Keirunga – The Creative Hub, agrees a central, over-arching organisation is needed. Whether that will be a new incarnation of Creative Hawke's Bay remains to be seen, but there does, she remarks, need to be somewhere we can all look to find out what's on, what's coming up, and to get information on funding streams and other assistance available.

Daniel agrees with the delta analogy, and sees her organisation slotting in comfortably with others in the region. Keirunga artists often exhibit at the Creative Hastings-run Community Arts Centre Gallery and involve themselves in various other exhibitions. And as the membership numbers continue to grow and awareness flourishes, Keirunga now has a much more visible role in Havelock North and the wider Hawke's Bay community.

Lack of unity

A lack of unity seems to be what's restricting the performing arts in this region from reaching its potential too.

Lionel Priest from Theatre Hawke's Bay notes that, "In order to survive, structural change will be inevitable." An amalgamation of two earlier groups, the Hastings Musical Comedy Company and the Hastings Group theatre, Theatre HB is a smaller example of how compromising and pulling together works. The goal of any volunteer-driven theatre group like this is always to remain self-sufficient, and Theatre HB is managing this, though a bigger consortium will be necessary down the line. The performing arts scene here is healthy overall, Priest says, but that's brought about in part by the lift in expectations and productions because of the competition between groups. While this is working for



A marriage between the business sector and the arts is a missing link.

» now, it's not sustainable long-term in a region of our size.

Malcolm Calder took up the position of manager at Creative Hastings last year, and came with a background in performing arts in Australia and the Waikato. The Opera House is an absolute jewel, he says. What it is missing is a theatre company to use it. What would it take for that to happen? A charismatic leader, says Calder, a community with more disposable income, and a business environment more amenable to sponsorship.

This has long been a challenge faced by the arts. While HCAG, HBMAG, Creative Hastings, Creative Napier, Keirunga and several other groups are supported partially or in full by councils, a marriage between the business sector and the arts is a missing link in the equation. The problem is, Calder says, that it's very difficult for the arts to provide quantitative measures and assurances for sponsors.

Growing artists

Another challenge faced by the theatre groups and the wider arts sector is the task of keeping new, young participants coming through. Priest comments that while young people who stay in Hawke's Bay and move from school theatre into community groups continue to benefit their companies, they do so almost completely as performers, rather than as administrators or organisers.

Aging population generalisations aside, the lack of younger participants at exhibition openings, HB Live Poets evenings, the writers' festival, and in theatre audiences is quite noticeable. This contrasts starkly with the activity of our two tertiary art education providers, EIT's School of

Design students at EIT.



Visual Art and Design and Te Wānanga o Aotearoa's Toimairangi. While Hawke's Bay might not be producing loads of fresh, young consumers of arts and culture, these two institutions are certainly turning out the practitioners.

Sandy Adsett, head of Toimairangi, says that students are encouraged to identify themselves though their art as Māori. Anyone visiting the onsite gallery in Hastings can see the quality coming through. Last year's exhibition *Wrestling With Spirits* at Hastings City Art Gallery, curated by Adsett and featuring Māori artists (many of them Toimairangi graduates) who have exhibited at Canada's iconic Spirit Wrestler Gallery was a hit. Through the relationship Toimairangi has with Spirit Wrestler – a leading

contemporary fine art gallery which represents master Inuit, Northwest Coast and Māori artists – students and graduates are encouraged to explore wider notions of cultural identity and other contemporary indigenous art cultures.

Not all of the students are young, says Adsett. Established artists are among Toimairangi's annual degree intake, returning to formal education to gain the qualifications that match an already successful career.

Dr Suzette Major says a change in societal attitudes is at the root of a gradual shift towards more interest in an arts education. EIT's art school has had full rolls in 2011 and 2012, and prospective students are applying in May for the following year. One third of their students come from outside Hawke's Bay, and the programme at EIT is becoming one of the most desirable in the country. This is bound to increase further with the newly redeveloped degree programme, which would be New Zealand's first completely project-based degree course.

Major sees the creative industries as our way out of the recession. "Film, fashion, all areas of design – these industries have the capability of leading us to economic recovery." And if this ends up being the case, she's sure her graduates will be a part of it. She and her staff work to make sure their students are "strong, worthy and confident in their technical skills, but most importantly, that they are able to think creatively and work collaboratively." Maree Mills adds to this that the notion of specialising in paint or printmaking or any other branch of the visual arts is fading. The trend towards the multi-disciplinary means that painters become '2D artists',



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EIT's art school has had full rolls.



new technologies must be adopted, and artists are more often doing 'bread and butter work' using different media.

Looking outward and forward

One of our best-known artists is a true multi-disciplinarian. Fane Flaws moved to Hawke's Bay in 2002 to focus full-time on making art, after a varied career in music, design, film and publishing. What does he make of the development of the arts scene here? "It's pretty positive really. I've been well-supported, I have lots of buyers here." While the arts enjoy significant support from the locals, you have to remain outward-looking if you're going to make a living from your art, he says, a sentiment echoed by most of the others I spoke to. "If you had to survive off selling your art totally in Hawke's Bay, you'd be f****d."

Local art commentator Roy Dunningham observes that "While there are lots of talented artists working here in the Bay, there's just not the population base to support that through sales." And not only are the sales vital to an artist making it financially, they're also needed to keep artists' confidence alive.

He also notes that the public art galleries

have an extremely important role in that they don't just show local artists' work, but that they also present work from outside Hawke's Bay, which challenges both the audiences and the artists to continue to look outwards, and keep perspective.

Flaws sees a general gradual improvement in the art coming out of Hawke's Bay. The annual regional exhibition (formerly the Creative HB Invitational, recently re-branded as EAST) continues to show high quality and varied work. There are still improvements needed in our public art however. "It's the same old faces," remarks Flaws. "I'd like to see more of Para Matchitt's work, and more work from emerging artists."

This is an opinion shared by Sandy Adsett, who comments that investment needs to be made in emerging artists. Even if the work isn't top-notch yet, it still needs to be supported, or else how will our emerging artists move forward? "Sometimes, the big picture is made up of a whole lot of smaller pictures, and investment is needed in these smaller pictures."

HB MAG's Douglas Lloyd Jenkins echoes Fane Flaws' remarks about our lacking public art, and states that major contemporary sculpture is something we're missing. Challenging examples of public art inject energy into a place, and it's a certain energy that Lloyd Jenkins feels we're lacking. When HB MAG re-opens next year, he says, it will hopefully provide this vigour. A dynamic and varied opening programme, as well as more focus on music, theatre and film, will hopefully lead to more locals feeling a sense of ownership for the institution.

For such an event-driven region, he adds,

"A festival rises usually from one person having a drive."


DOUGLAS LLOYD JENKINS

what we are really lacking is a combined arts festival. Is this something that could come out of the redevelopment of Creative Hawke's Bay, or an equivalent organisation? Lloyd Jenkins doubts it, observing, "A festival rises usually from one person having a drive."

Creative Hastings' Malcolm Calder agrees that a festival of arts would be great for Hawke's Bay, adding that there are already numerous successful events being staged regularly, "but it's in a piecemeal, fragmented fashion." From a funding point of view, this seems like the type of undertaking that would be impossible while finances are channelled in so many different directions. Roy Dunningham notes that a broad, regional event would be ideal for giving the arts here a heightened national profile, but says he's pessimistic about this and most other efforts to combine resources happening while the councils are still so divided.

Still, it's a challenge for Hawke's Bay's resident art mavens – practitioners and consumers alike – to consider.

And it sits alongside the various other challenges facing the arts in our region – unification within the arts sector, corporate support, more youth participation. We're heading in the right direction, but to keep pushing forward for the benefit of the wider regional community, change will be needed in the coordination and leadership of the arts sector.

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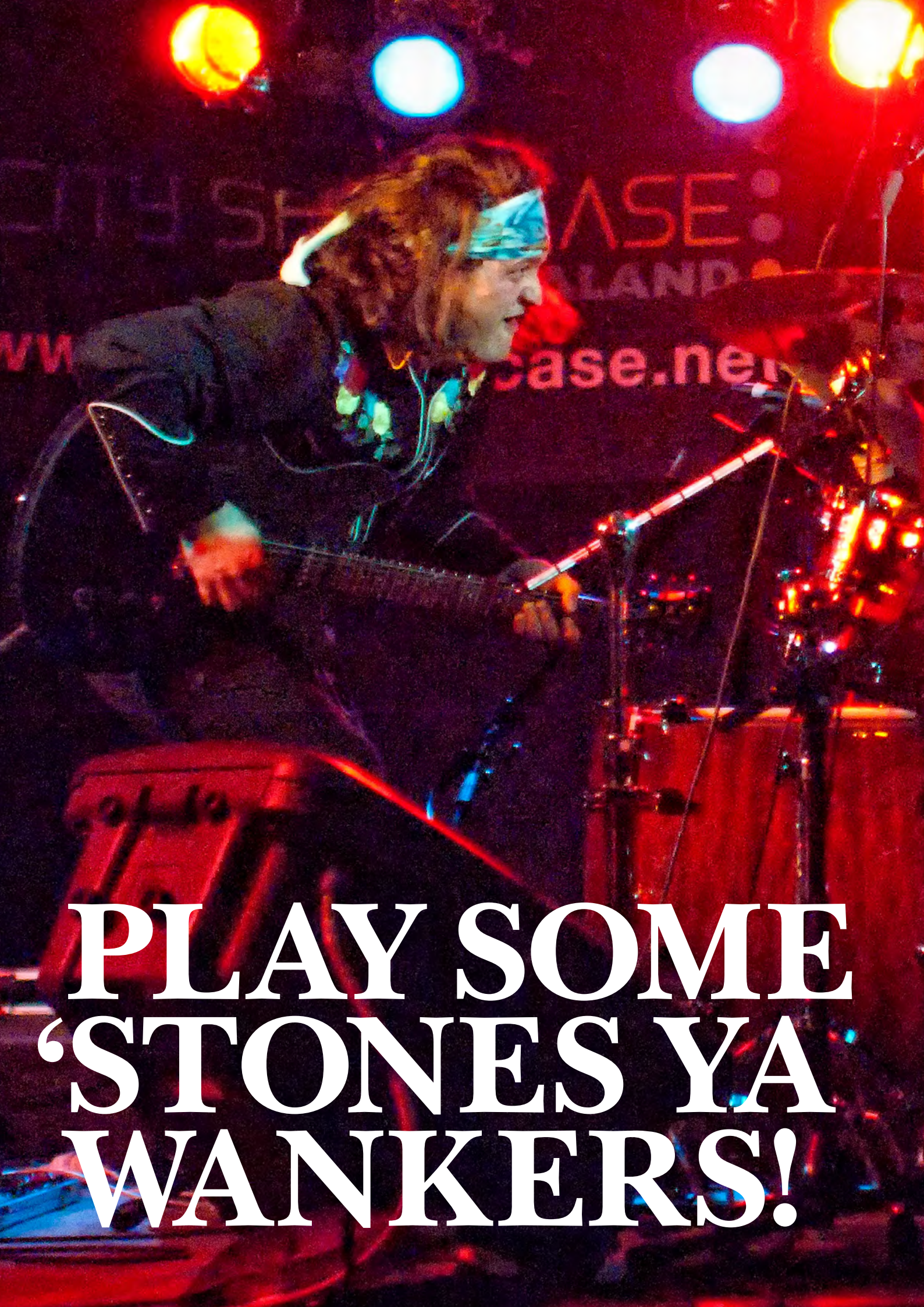
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**PLAY SOME
'STONES YA
WANKERS!**

A photograph of a musician with long dark hair, wearing a dark jacket and a blue earring, playing a KORG synthesizer on a stage. The scene is lit with vibrant red and blue stage lights, creating a dramatic atmosphere. The musician is focused on their performance, with their hands on the keys. The background shows a dark stage with some equipment and a window with a grid pattern.

Aaron Tokona and Nick Gaffaney from
CAIRO KNIFE FIGHT
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What do you do on a Friday night? Along with sport, a poll recently released by Sport Hawke's Bay reports that live music is near the top of local entertainment choices. And for good reason. BY ~ ANDREW MCKENZIE

Photos by Lindsay Gibb

Neil Matcheson and Matt Baker,
Power



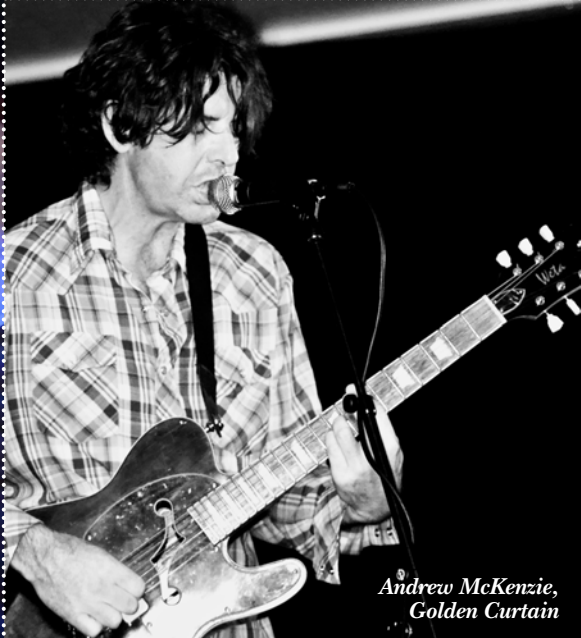
Cara Ferguson,
Ninja Monkey



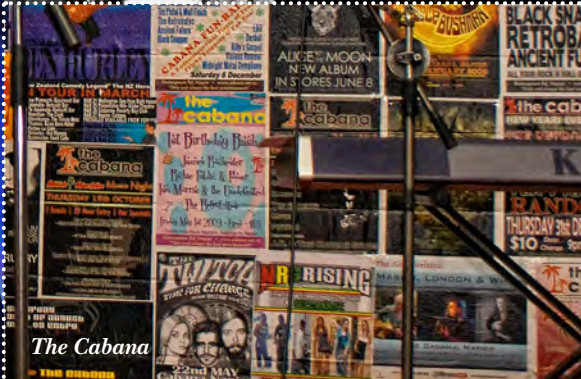
Andrew Gladstone,
Golden Curtain



Johnny Valler, Verdant Blue



Andrew McKenzie,
Golden Curtain



The Cabana

In the early '60s, six to eight hundred people would cram into a club like the old Top Hat in Napier every Friday night.

IF YOU ARE KEEN ON A NIGHT OUT TO see and hear some live music, you might go to a bar with a covers band, Crab Farm Winery or Groove Kitchen for some laid back tunes, or Black Barn or Pettigrew Arena to see a bigger show. You might go to the Opera House to see a production, or even occasionally the Mission for a really big show like Rod Stewart.

The real local music scene, though, is found inside the newly soundproofed walls of the Cabana in Napier. One of the oldest venues in New Zealand, it was brought back to life after a chat between local musician Matt Baker, the Hotel Cabana book author Lee Pritchard and Auckland import Ian Morris of Th' Dudes. It's not a bar, but a venue with a bar.

You might not have heard of the bands playing on a given night, but then, how would you have? Not from TV or radio. Original music is effectively underground. The musicians at a winery or pub that play every week get paid a fee for playing for however many hours. Rod Stewart gets paid an agreed amount by a promoter who then takes the ticket money. Bands playing at the Cabana charge five to ten bucks at the door for the night, and that won't pay the rent. So for them, the work of getting a set's worth of original songs together is a lot of extra work for your listening pleasure.

Fifty years ago, in the early '60s, six to eight hundred people would cram into a club like the old Top Hat in Napier every Friday night to hear a band like Johnny and the Contacts kick out the latest hits. Boys met girls etc; they had a good night. There was six o'clock closing of pubs, and clubs like this sold no alcohol (except for private functions like a fireman's ball or a young farmers' ball). Teenagers could go along. It was 'the dance'. Ties were compulsory for men. It would cost you about six shillings to get in. On a Sunday, the same band might play at a Sunday school function at Mclean Park to 1,000 people. Radio 2ZC occasionally played hits recorded by local bands before anyone heard the original. Live music was big.

John Lindsay of Johnny and The Contacts recalls, "It was the crest of a wave, you're never going to see that now. New Zealand was starved of music. We cheated and copied the new styles from overseas, ha ha, we were mainstream, but there were underground bands like Troubled Mind that played to smaller crowds. I rated them very highly."

The demographic in the Bay has changed since then, with many school

leavers making the move to university out of town, since we lost Massey to Palmy. There's television, which didn't really become commonplace in New Zealand until the '70s; video games; and the internet more recently, which brings everything to the home, including music. People work longer hours. If you've got kids, getting out can be difficult. If you are kids, getting out can be difficult. Live music is just one of many choices.

Urban culture and TV idols

When you look at Wellington or Auckland, the live music scene is an important part of those cities' cultures, particularly bands that play their own music. You can go and see them live, they exist in the culture there. The big city urbanites count their ownership of this cultural activity as a part of their very urbanity. There's lots of students, including those from HB. They'll be going to see bands we haven't even heard of here. The B-net student radio network plays lots of local music.

The pop 'idol' TV phenomenon has suggested a different view of what a music career is amongst TV viewers that probably don't go to see live bands. It's almost like, if you're not on TV, you can't really count. But then, the last that was heard of Ben Lummis, he was playing the RSA in Lower Hutt.

For its part too, commercial radio might lead you to think there's a pretty narrow range of music to choose from. It becomes conservative by its very nature. The corporatisation of radio has led to around 80% of stations in the US playing the same content. HB is no different.

Record stores are closing everywhere, but, less depressingly, you can now discover new music online, and this is where local bands can access a greater audience. Recording your own music has become easier and cheaper, and with sites like bandcamp.com you can release an album online, as a free download, or at whatever price you set. A B-net station might then download it and playlist a song. The hard part is still getting people to listen in the first place. There's so much music on the net.

In the '60s, most bands in New Zealand played covers. Ian Morris recalled slogging up and down the country with Dave Dobbyn and Th' Dudes in the '70s and '80s, "Forcing our way into the mainstream." Now you can see Dave Dobbyn on a winery tour and comfortably know all the songs.

He made it into the mainstream, but

back in the day, as a press clipping on the mural in the men's at the Cabana quotes, the more likely reaction was, "Play some 'Stones you wankers!'"

What's Hawke's Bay music?

The music being played in HB is varied and diverse, but if you had to pick a sound that can be identified as 'Hawke's Bay', it could possibly be that of Jakob and HDU, with their organic, sweeping landscapes of sound. Tristan Dingemans of Mountaineater (ex HDU) explains: "It's definitely inspired by the landscape. There's elements of the sound in both Mountaineater and Kahu that are attempting a painterly rendition of landscape with delay and distortion."

Hawke's Bay musicians often leave for the bigger cities. Connan Hosford of Te Awanga, now Connan Moccasin, moved to Europe, and has just written and recorded a song with Charlotte Gainsbourg in France (*Charlotte Gainsbourg, Out Of Touch, live session 2012*, YouTube). And his *Forever Dolphin Love* album (locally titled *Please Turn Me Into the Snail*) received great reviews in the northern hemisphere. He will be supporting Radiohead when they come to NZ and Australia later this year.

Tristan Dingemans formed HDU, then Mountaineater in Dunedin. Lee Prebble runs Wellington's busy Surgery Studio. There are many great HB musicians who have gone on to success in other cities. Jakob have stayed though, managing to sell more records overseas than at home, receiving rave reviews internationally, and recently being asked by American band Tool to join their tour in Australia.

Musicians have moved here as well. Bruno Lawrence, Fane Flaws and Blerta ended up communing in Waimarama; Ian Morris (Tex Pistol) and Andrew Gladstone of Garageland decided on a change from the traffic jams of Auckland. Sound tech Ron Kessles has been mixing live sound for Muse, Radiohead and shortly John Fogerty, and now shares that knowledge as an instructor for a MAINZ audio engineering course at EIT.

The Napier City Showcase, now an annual event (just held) offers one band the chance to win a live slot at Rhythm&Vines. Based on the London event of the same name, the idea is to have a weekend showcasing bands with an industry interest, plus a competition of sorts for up and comers. It's a great opportunity for everyone to see lots of bands throughout the two days of



Consider going along one night for local live music ... don't just save up for Rod Stewart!

» performances. Hopefully, established local bands will get involved, lifting the bar for younger bands.

In the five years the Cabana has been open, the internet has become the main source for music, record companies have much smaller budgets for promotion, and their role is reduced to a gatekeeper of sorts; but bands still play live. Bands on tour are able to consider Napier in their schedules again. Even though it's now harder than ever to make money selling music, it's nevertheless better than ever for playing original music. Gone are the days of 'Play something we know!'

Right now, musicians of all ages can turn up mid-week on an open mic night; a musicians night; a femmes night, and play for the very first time. Maybe a cover, maybe their own music, and get some real experience as musicians. Or at the weekend see New Zealand and overseas bands play to a full house and learn from them. We can't take this for granted.

As Cabana manager Roy Brown says, 'Use it or lose it folks.' Touring bands won't come back if there's a poor turnout. David Kilgour of the Clean recently said they won't be booking Napier because last time they only got

forty people, and they can't afford that. We should be going to that gig.

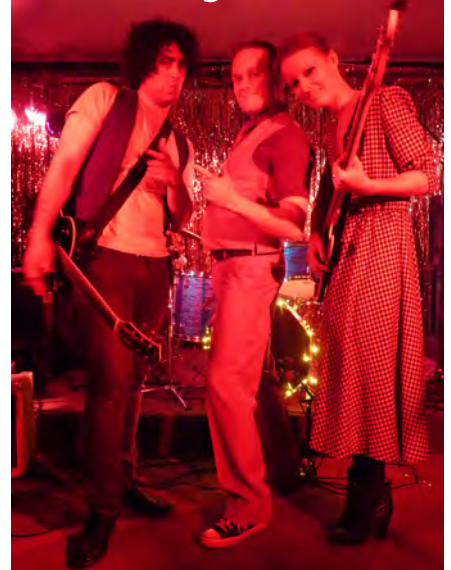
Ahuriri is the developing area in Napier, and the CBD can be like the set of a ghost town on a Friday or Saturday night. The one place with original music is just up the road. Some people find it by mistake.

It would help if someone started a local mini mag with what's on every weekend, but that's a tough business. Councils would do well to help fund the margin on something like that, with the accompanying online version. Facebook is free right? Remember, even those that don't go out much would become more aware that there is stuff going on, that there is a mildly vibrant music culture out there, and maybe consider checking it out themselves, once in a while.

Tourists are always looking for what's on, and they're not all into beer barns. In fact, they might even ask, "What's Hawke's Bay music like, and where can I find it?"

Consider going along one night for local live music if you haven't already. Don't just save up for Rod Stewart. If you want to live in a vibrant culture, enjoy that culture and support local activity like this occasionally. 🐝

Introducing: Twin Moon



Asked about the chances of entering the City Showcase competition for the prize of playing at Rhythm & Vines, there is a sharp intake of breath from Brad Gamble. "Oooh, if you don't do it on your own merit, something's wrong there."

The creator of Napier band Twin Moon is talking about progress recording the upcoming EP *Welcome to Hellfire Beach*, and as the conversation continues, over the Hawke's Bay scene in general.

"There's a great breeding ground of musicians in Hawke's Bay," he says. Having played drums, bass and guitar in different bands, Brad is a perfect example. He now writes all the parts for Twin Moon, and is joined by Sarah Bell on bass and Steve Cottingham on drums. Their gigs have been highlights at the Cabana in the last few months. The band all work, with jobs ranging from deli clerk, to Air New Zealand pilot, to the fashion industry.

Their EP is being completed at Pandora's Box studio, run by Bjorn Christianson, Brad's bandmate from another Napier act, Billy's Gospel. "The plan is an independent release, and maybe approaching a label or two." With one gig in Wellington under their belt already, and more to come, Twin Moon are on the road to building a real audience.

Andrew McKenzie is a Hawke's Bay musician. He returned to the Bay three years ago after forming Wellington band Grand Prix who released three albums under the Auckland label Arch Hill Recordings. He now plays in Napier bands Golden Curtain and The Fez.

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Audio subscription services have been available in the UK and the US for a number of years, while New Zealanders were kept out of that loop and limited to paying per song for legitimate downloads from on-line music sites.

Earlier this year European RDIO service, US-based MOC, JBNOW and Anubis from Australia, Spotify and a couple of others went live after signing off royalties and rights issues with music licensing organisation PPNZ and the Recording Industry Association (RIANZ).

Local subscribers can now create personalised playlists from over 15 million songs, then stream these over the internet in high quality to PCs, notebooks, tablet computers, home networks, smartphones or hi-fi systems.

Spotify, launched in May, offers its vast catalogue of oldies, goldies, jazz, blues, pop, soul, country, rap or classical for free, with advertising. Or without advertising, it's \$7.50 a month or \$13 for a full service including downloads.

Music on demand

You just key in artist name, song or album title to pick and choose, and you can change your playlist as often as you like.

An app for Android phones allows Spotify users to save up to 3,000 songs which can then be replayed through headphones, the car stereo or other system.

In many ways these services complement streaming digital radio which enables listeners to 'tune in' to tens of thousands of stations around the world by selecting a country, style, city and service.

Subscriber-based content has been a real boom to Jason Lake, the Onekawa-based distributor of Sonos networked digital sound systems, which can distribute, play and easily control multiple streams of music, radio or podcasts to different rooms in a house or business.

Lake's company Krome Technologies picked up distributorship for Sonos seven years ago, but it only gained strong traction in the past year. Many older people were uncomfortable downloading or format shifting to creating their own digital music libraries and perceptions were clouded by the lower-quality compressed audio on most portable devices.

As they've become more comfortable with mobile technology and aware of the higher quality Sonos is able to deliver, acceptance has now reached a tipping point and demand for the units has taken off around the country.

"This is about freedom of music; you are no longer confined to listening to what you own within the walls of your home. I

can walk in and use my phone to choose whatever I want to listen to from around the world within seconds," says Lake, who relocated his company from Auckland a couple of years ago to be closer to his wife's family.

Fingertip control

Sonos is geared for hard-wired home data networks and has its own proprietary wireless network, which can support up to 32 zones, delivering radio or music streams that can be separately controlled by a laptop or mobile device.

An entry level unit with speakers and inbuilt amplifier sells for \$629; a bridge for your internet router to give wireless capability costs a little extra. A new unit is required for each additional zone.

Lake reckons his office uses subscription music or radio about 40 hours a month, clocking up around 10GB or 2.4GB a week. With most broadband accounts now having 40GB caps or higher, he reckons that's not such a big deal anymore.

Some see streaming as the writing on the wall for CDs with major global production companies, including Sony, shutting down production plants or planning to scale back their output.

CD retail stores have certainly had to compete on price or diversify to counteract the pressure from download and streaming services. The closing of Marbecks in Napier, which tried to bring some life to the old Sounds outlet by adding DVDs, is evidence of the street level struggle.

The closing of Marbecks in Napier is evidence of the street level struggle.

Jason Lake, Krome Technologies



“Why would you go into town to a music store, dig through the shelves to find a CD for \$19-\$29 and then discover you only like three or four tracks which you can download when you want.”

JASON LAKE

“Everything is going to go online,” says Lake. “Why would you go into town to a music store, dig through the shelves to find a CD for \$19-\$29 and then discover you only like three or four tracks which you can download when you want.”

Movies and TV online

Both CDs and DVDs are facing serious challenges as the content once contained in both shiny platters is increasingly liberated online. On-demand TV services from TV1, TV2, TV3, TV4 and now Igloo TV, along with personal video recorders (PVRs) like MySky and TiVo and MyFreeview, are rapidly changing people's viewing habits.

Streaming movies and pay-per-view services are giving viewers more control and choice and the move to Internet-enabled TV sets will ultimately provide the fatal combo that puts DVDs on notice.

Already Quickflix has made pay-per-view available on some Internet TV sets as well as launching an Apple app for iPhone and iPad so subscribers can view blockbuster movies and TV on request through its WatchNow service.

Some DVD distributors are delivering movies to the door at no charge to add value to their services but with broadband caps increasing or disappearing and streaming providing serious competition, physical rental outlets will have to diversify or die.

The challenge is to ensure the internet delivery infrastructure is robust enough to handle what's rapidly coming our way. Attempts to deliver relatively heavy duty internet services to a critical mass of homes will quickly show up any inadequacies in the network.

A standard definition hour and a half movie might use up 1.2GB which in the bad old days of not so long ago, when data caps peaked at 5-10GB, was a real issue. On a 50GB plan you could watch a movie a couple of movies a week and stream all the music you liked and still have capacity to spare.

Quality not quantity

But at a certain point the issue is not one of quantity but quality, and if the user experience is not an enjoyable one, or content starts to break up or falter, that's bad for everyone's business.

A typical broadband connection should be faster the closer you are to the local telephone exchange. Under new generation DSL connections some fortunate folk in Hawke's Bay already get 10Mbit/sec plus and the hype is already gearing us for light speed connections once fibre to the home rolls out.


However, the reality for some parts of the Bay is that aging copper telephone lines, or perhaps 'tromboning' – the fact that some 'local' internet connections pass through Auckland before doubling back to your home connection – hobble speeds down to 2-3Mbit/sec.

Heavy traffic, whether it's streaming, surfing or downloads, can also create congestion if everyone in a street, for example, is active at the same time and the network struggles to share the load.

There's no doubt zero-rated (no cost for data) streaming music and movie services will soon join subsidised devices as part of the loyalty lure from mobile and fixed-line phone companies, TV and internet providers to sign you up on a long-term plan.

While interest builds in the broadband digital lifestyle, the challenge is on network infrastructure and service providers to ensure that cable, delivery technology and pricing models meet expectations, and not just in the CBDs and wealthier suburbs.

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Skype to the rescue for Marj Cox!

Empty Nests and Families Apart

BY ~ KAY BAZZARD

WHILE THE BABY BOOMER COHORT moved through middle age and towards retirement, their offspring, the Generations X and Y were educated, became grown-ups themselves, established their careers, and took on responsibilities.

At some point, most of them will have left these shores, and many will return to make a life in New Zealand. The growing number of those who do not return will be establishing themselves in other parts of the world, leaving their parents to watch from afar.

In this feature we look at three families and the implications of this common experience.

It has happened before, of course, although previously the movement was in the other direction and more complete – the migrations of the 19th and 20th centuries.

The economic boom of the latter half of the 20th century saw middle-class New Zealand grow, along with expectations of a comfortable life and a university education. These educated couples expected the same and better for their own children, who, with an ambitious start quickly find that New Zealand cannot fulfil all their education or career goals, so they leave and do not return.

It is not just the high flyers who are leaving permanently for work opportunities overseas. Nurses, tradesmen and other skilled New Zealand workers are taking themselves to Australia and elsewhere, chasing better wages and a lower cost of living.

The Mayhew family*

Richard Mayhew is a local boy who had a way with words. He went off to the UK to study journalism at the London School of Economics where he met and married Chris, also a journalist, and their young family grew up in the London suburb of Twickenham.

When their two children were about to start their secondary education, the family returned to New Zealand where Richard took a sideways step, acquiring a post-graduate teaching qualification, and finished his career teaching journalism and broadcasting.

Their two children returned to Britain for their university study. Their daughter, Rachel, is a successful fashion designer; son Alex, is also a journalist, working in television news with the BBC in London. He is now married and has a baby boy. They are both fulfilling the proudest expectations of their parents as leaders in their chosen professions. Chris and Richard are very excited about the new baby and are off soon to meet their first grandchild.

Which brings us to grandchildren

It is an awesome thing to be a grandparent. I have long believed there is an evolutionary reason why humans live long after their breeding years: simply, the more caring adults available to raise a young family, the better the survival rate.

Generation X made us wait a long time for our grandchildren and while we wait, the 'grandy' version of the biological clock ticks. People who have launched

their own children into adulthood with a wave and a sigh of relief, are amazed at the strength of emotion they feel when they hold their first grandchild.

As the grandchildren grow we happily babysit, cuddle them and play games, and during school holidays pass on our skills, share our values and life experiences. We love them unconditionally, knowing they are going back to their parents for the hardest work of rearing them.

That is, if they live here. But if they are overseas we are not a regular part of their lives. We reconcile ourselves with thoughts of regular visits and opportunities for travel, or for them to come back here when the littlies are under five. But once the grandkids are into formal education, such opportunities are brief and rare. Happily, but only to a degree, grandparenting instincts can be redirected to other people's grandchildren, helping with reading at the local primary school, supporting the local junior footy team, or, in the case of a second marriage, loving your step-grandchildren.

The Freeman family*

The Freemans have two children. Their son is a professional sailor and lives in Stockholm with his Swedish wife and two little girls. His work is crewing in the America's Cup or skippering a billionaire's super-yacht in the Caribbean. He yearns to return to the Bay to live but it is extremely doubtful that this will ever happen. Their unmarried daughter is a marketing director



It is not just the high flyers who are leaving permanently for work opportunities overseas.

for a world-wide hotel chain based in Sydney, where she owns a townhouse. She gets back sometimes for weekends.

Carole, now 67, lost her husband David two years ago to cancer and is struggling with their rural homestead and property. She has no desire to travel to Sweden, is fearful of change and is isolating herself into a narrow life of house and garden maintenance. Neither she nor her children want her to sell up the family home and move to something smaller as it has such significance for them all.

An engineer, David had loved his work and had paid handsomely for the best education for his children, while Carole kept the home and family life going. He died at 73, still in the saddle, and, at a time of great shock and grief, his wife had the task of winding up the business and laying-off his employees. Their son flew home from Sweden on the day before the funeral and returned to his young family grief-stricken and feeling anxious about how his mother would cope.

Bill and Monica*

After the Second World War, Monica married Bill and they settled in rural Hawke's Bay on the family farm. With hard work they made a very good living, raising four children who received a good education at schools in the Hastings district. They were encouraged to be independent, to get qualifications, get married and make successful lives for themselves. This they duly did.

When the farm was sold in the 1990s, Bill and Monica built a fine house on Napier Hill with views to the ocean and a large landscaped garden. They had several spare bedrooms for accommodating the family on their visits to the Bay, but they were rarely used.

Bill died twelve years ago and Monica

is on her own, aged 89 years. None of their children live in Hawke's Bay; they live in other cities, in other countries. Her two eldest children, now in their 60s are rarely in touch; but the younger two who live in London and Perth keep in regular contact via Skype.

When Bill died Monica was fit and independent and was able to afford to pay for help in the house and garden. She is a proud woman with enormous reserves of courage and independence. Over the last couple of years she has lost condition following a couple of falls. She recovered from the broken bones and has managed incredibly well, her routine has carried her through, and, accidents aside, she has been able to continue to drive.

Her affairs are managed by her solicitor and accountant. She has a lifetime's collection of beautiful and treasured possessions and frets about who should get what upon her death. The thought of disposing of them so she could move into aged care, though a sensible option, is just too much for her to contemplate.

Looking ahead

The three family stories above illustrate the relentless march of age upon the circumstances of later life. These stories will be multiplied as the Boomer population ages. Health and welfare planners must be biting their nails.

It is therefore essential our society debates the bulge in demand for suitable living accommodation for the elderly, their socialisation needs, and the increased numbers of care workers required to look after elderly Boomers before the 'tsunami' is upon us. I will be looking at this in a future edition of *The Best Years of Our Lives*.

Families need to plan ahead for the day when the parent-child roles reverse

“None of their children live in Hawke's Bay; they live in other cities, in other countries.”

and their parents (especially those who are isolated from their families) need support. It also behoves the aging Baby Boomers to take early responsibility for their own living and care provision before it becomes too hard, lonely or unsafe, so that their middle-aged children (or caring neighbours) are not constantly anxious for their welfare.

Closing our eyes to aging is an unacceptable option. 🐝

* Names and details changed




Kay Bazzard
with grandkids

Correction:

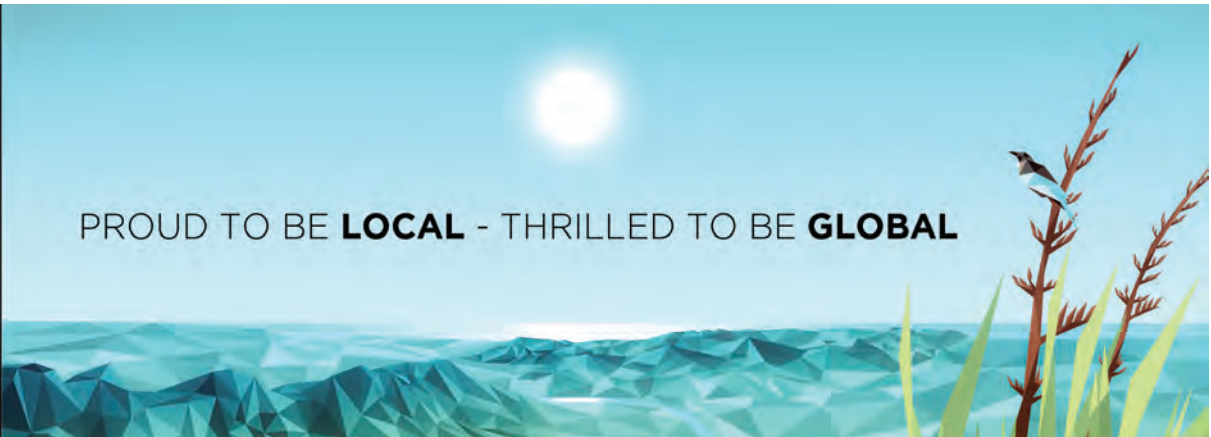
In the last edition of *BayBuzz* I inadvertently referred to St Columba Close. I should have said St Lukes Close. Sorry, a senior moment! KB



MOGUL
SMARTER THINKING ONLINE



PROUD TO BE **LOCAL** - THRILLED TO BE **GLOBAL**



The tail that dogs

BY ~ CLAIRE HAGUE, *EIT Deputy Chief Executive*

BUOYED BY THE FACT THAT I WAS still alive after writing about National Standards in the last issue of *BayBuzz*, I agreed to tackle the class size debate!

In the interim, this issue has been temporarily resolved anyway, as Minister Hekia Parata responded to a public outcry from parents and a very rare joining of forces of unions and professional groupings across the educational sectors. All were concerned, it seemed, about the potential impact of the adjustments to class size that were being proposed as a trade-off for improving teacher 'quality'.

It's well worth looking at what we can all learn from this furore. The National Government has been clear right from the start that they want to tackle the so-called 'tail' of educational achievement that dogs New Zealand (and other countries in the OECD.) Previous governments have attempted to do the same thing, and many of us well remember the 'Closing the Gaps' policy that a former Labour government was forced to drop due to an outcry about its targeting of extra resources at Māori and Pacific children and communities.

Ironically, that policy was trying to target exactly the same challenge that Anne Tolley and now Hekia Parata are trying to get some action on – that Māori and Pacific Island children are disproportionately represented in educational underachievement statistics ... boys more than girls. While progress has been made over the last decade in improving the statistics, there is still a gap between the educational achievement of pakeha students and Māori and Pacific

that stubbornly refuses to go away.

The tertiary sector is also heading at pace into this territory, with clear signals that funding of universities and polytechnics for example will be partially based on clear plans for and evidence of closing of the achievement gap at tertiary level.

Alongside this runs a theme that is worth examining. The education sector can get very snippy when they're told they need to do better at addressing the 'tail'!

One if its representatives who happens to be married to me is a case in point. The minute I try to open a discussion about improving the educational statistics of underachieving students he goes all defensive on me, muttering about how easy it is to point the finger when I'm no longer teaching in the classroom.

Exhibit A

Teachers, no matter how good they are, often take suggestions for improvement as an indictment on their current teaching practice. This is not confined to the education sector of course, but there's something about teaching that makes you vulnerable. You pour your heart and soul into trying to transform the lives of hundreds or thousands of New Zealanders via education throughout your career, and that makes you personally vulnerable when you are told you could do better. A teacher's job is literally never done – hence the fear of failure is never far away.

In spite of this, there are many schools and many principals and teachers

who remain committed to raising the achievement levels of their students. And they have been working on this for much longer than the current education policy has been alive.

I've written about some of these initiatives in this magazine, and they are many and varied. Information technology strategies to engage young people. Trades academies to bridge the vocational education gap. Te Kotahitanga, which focuses on better teaching practice for Māori. Project-based learning for gifted students. Literacy and numeracy improvement projects ... these are just a few of the innovative projects that are currently going on in the various education sectors to address exactly the issues that successive ministers of education have highlighted.

So it's not surprising really that when new policies come along to improve teaching 'quality' – such as performance pay and new qualifications for principals and teachers – their probably sound intent and possible merits are lost in the frustration of a teaching profession who are already trying. And sometimes succeeding in improving that quality and, more importantly, student outcomes as a result. I guess they feel that a constant flow of new initiatives without time to gauge the effects of the current projects is really disheartening.

So is there a possible way through the current impasse? It's rare for early childhood, primary, secondary (and tertiary) sector groups to work together on anything in the public eye, except as





they have in this past month in order to defeat a policy. Wouldn't it be great if the government could harness this latest united front to look at how we can join the dots around strategies that work for children and young people who are not currently achieving in the education system?


I'm sure that various evaluations of some or all of the initiatives I have mentioned are occurring. What I'm less sure of is whether these are used to identify the 'winners' and scale up those that are showing great results after rigorous analysis.

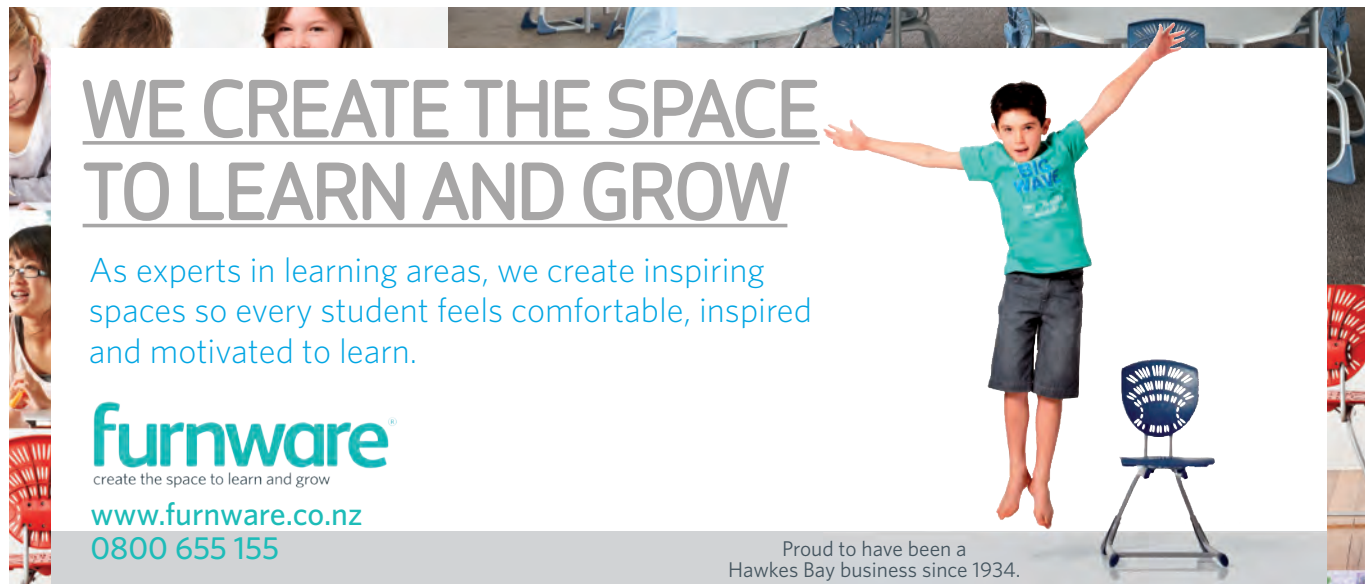
This approach was recommended by the economic think-tank New Zealand Institute in their report *More Ladders*,

Fewer Snakes... which quantified the amount of money that could be saved by scaling up preventative strategies that are currently working, rather than picking up the pieces of educational failure. While this institute focused on the successful use of IT to engage children in learning, there are other initiatives also showing promise. Under Minister Anne Tolley's watch, Te Kotahitanga was extended to more schools across the country based on its well-researched success, and this year more trades academies were established across New Zealand following the first promising openings in 2011.

I know that the education sector is as keen as any policy analyst in the Ministry of Education to see all our children

succeeding. Relationships, trust and goodwill need to be rebuilt between the sector and the government agencies that are involved. This is hard work, given the independent way in which not only every school, but each school sector operates. But it can be done. We've just seen that.

Some real leaders emerged from the class size policy crisis from across the sector. We can only hope that those same leaders will now work as willingly and effectively with parents and the current government to do what all of us should be doing – addressing the educational failure of some of our children and the misery that it creates. That adults should fail to do this is not an option. For us or our kids. Let's just get on with it. 



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Gnashing of teeth

BARBAROUS WAS SULPHUROUS.

She crushed the piece of parchment in her white-knuckled fist.

“So the rumours were true,” she said quietly. “The Steward of Gnash has returned to lick his wounds.”

There was a pattering of sandals in the corridor. Bertus, Napierion’s court jester, was wearing what appeared to be a woven straw plate on his head and a transparent shell in one eye. Sensing her dark mood, he struck up a cheeky pose, one hand on his hip and the other resting against a pouting cheek.

“What about a song?” he chirped. “Or a poem ...”

*There was a queen called Barbarous
who was pretty jolly marvellous,
even to the fatherless.
May she reign all over us
Never leave us harbourless
Hide like a rhinoceros ...*

Barbarous fixed him with a steely gaze. Bertie jumped with fright as his highly polished quartz eyepiece magnified one of her eyes into a huge balloon.

“What do you know of The Steward of Gnash?” she asked.

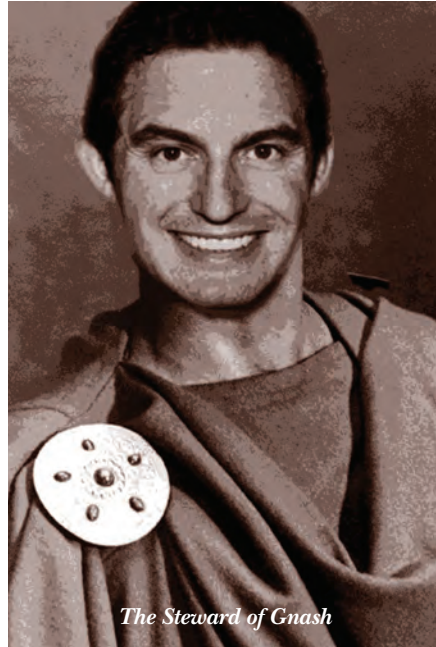
“I understand he’s a top fellow,” replied Bertus nervously.

“Everyone seems to like him. I hear he has a loyal following of disciples who call him the Red Baron of Beneficiaries, the Prince of Paupers, the Lion King of Leaseholders. They say he can perform miracles like healing the lame, curing the sick and even raising the dead.”

“Didn’t have much success with his leader,” snorted Barbarous.

She shut her eyes and gritted her teeth. She hadn’t expected the ambitious young politician to return to Napierion after only a few months. He was supposed to have been away for three years at least. He’d gathered a lot of supporters before being defeated by Torus Party senator, Simon Spikehair. He’d gone to Wellingtonius with a secret plan to help his leader, Davidus the Shearer, create a golden fleece to make himself visible.

Barbarous knew his reappearance was bad news. The Steward was young, with political flair. He had built a loyal constituency among the Labourites, a



The Steward of Gnash

nomadic tribe who ruled during the recent Hellenistic period. Their port worker ancestors had settled on the shores of Napierion, until most were wiped out during the cruel reign of Containus Cranium.

The Steward had added the mysterious acronym G*N*A*S*H to his hoardings, offering several explanations to his followers. He would tell elderly supporters that it meant he was a Good Napierion Who Always Stays Home. Once he told a group of teens that it meant Go North And Spend Heaps, and on another occasion told money lenders at the temple that it meant God was Never A Speculator in Housing.

Barbarous knew that The Steward had returned for her job. Now that the Torus Party had amalgamated the clans of the great northern city of Jaffa there was talk that Hawkus Bay was only three years away from similar treatment. Whoever wore the mayoral chain of Napierion would be in a strong position to challenge for the ultimate prize, the Throne of Heretuscaney.

Two days later, as a cold mid-winter wind swept off the sea, a dark figure strode along Napierion’s west shore. The Steward quietly cursed his ill-fortune. He had been convinced his ancient potion, passed down by his Druid forebears, would make Davidus visible. But a rare species

of Franciscan mould had corrupted his experiments and to his horror, his leader had now vanished entirely.

The Steward had fled unseen with the fleece back to Napierion. He had set up a clandestine organisation called Unexplainable Napier, dedicated to preserving Napierion as an independent state. But The Steward had heard that merger proposals were secretly being drawn up for the rest of the country. Was it his destiny, he wondered, to sit on the Throne of Heretuscaney? There was only one way to find out.

A noise made him turn. The Oracle of Ahuririum, a wrinkled old hag with one eye, sat behind a rock which was covered with small bones.

“I see a man in a red cloak sitting on a golden throne,” she cackled.

“Throne?” gasped The Steward. His mind raced. He looked down at his sack-cloth robe. There was a red wine stain down the front. In certain light the robe would probably look red. Then he thought of Lawrence Yulus, ruler of the Hustings district.

“Does he have graying hair, a toothy grin and a thickening girth?” asked The Steward anxiously.

“Hard to tell,” replied The Oracle, squinting her good eye. “Reception’s not that good here. I think it’s the old infirmary,” she said, nodding toward some ruins on the hilltop above Napierion.

“But he’s quite tall, dark, wears a robe and sandals ... oh and he has a beard.”

The Steward’s heart pounded. That was him, surely. Admittedly Lawrence was quite tall and dark, but he didn’t wear a robe and wouldn’t be seen in sandals. He preferred something with heels, the higher the better.

“And you clearly saw this in those bones?” he said.

“Oh no,” said the Oracle. “I had chicken wings for my lunch. Like some?”

The Steward walked quickly up the shingle beach. He had plans to make. Lost in feverish thought he didn’t notice a dark caped figure following him. The Steward reached the stable he was sheltering in and quickly bolted the heavy door behind him. He was breathing heavily. His wife, clad in a blue shawl, was gently rocking their baby child as it lay on a bed of straw.

“How would I look with a beard?” he asked. 🐝

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