

Welcoming Communities

Te waharoa ki ngā hapori

Standard for New Zealand

December 2017





Welcoming Communities New Zealand works closely with your community with support from Immigration New Zealand, the Department of Internal Affairs, (including the Office of Ethnic Communities) and the New Zealand Human Rights Commission.



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About Welcoming Communities

Welcoming Communities brings together local government councils (councils) and communities to make the places we love more welcoming for everyone.

Kiwis are seen as friendly, hospitable and welcoming – qualities highlighted in Welcoming Communities / Te Waharoa ki ngā Hapori. Talk to any visitor and the first things they are likely to comment on are New Zealand's beautiful scenery and friendly locals.

New Zealand has traditionally thought of itself as being a welcoming place for newcomers to settle, without major discrimination concerns or overt racism. However, in recent years global anxiety over increasing levels of migration has risen, with negative narratives about migrants and refugees becoming prominent in the media and in social discourse. New Zealand has not been immune to these messages.

Newcomers settle in communities – so it is the local councils, working with their communities that are best placed to lead and implement Welcoming Communities.

Previous settlement initiatives have focused solely on supporting newcomers, whereas Welcoming Communities actively seeks to mobilise and involve local residents in welcoming activities. This new approach creates bridges between the receiving community and newcomers.

It recognises that welcoming activities lead to a shared understanding and appreciation of each other – and with that come positive social, economic and cultural benefits for the participating regions and New Zealand as a whole.

Nine councils in five regions are working with their communities to pilot Welcoming Communities. They are putting out the welcome mat to newcomers: recent migrants, former refugees and international students. While the focus is on newcomers from overseas, we know newcomers from other parts of New Zealand will also benefit.

Communities that make newcomers feel welcome are likely to enjoy better social connections and stronger economic growth. In a welcoming environment, everyone is able to fully participate in the economic, civic and social life of the community. Building links between locals and newcomers makes everyone feel included and 'at home'.



**local government councils in five regions
are working with their communities to
pilot Welcoming Communities.**



Welcoming Communities – Te Waharoa ki ngā Hapori

Koinei te kōkiritanga tuatahitanga o te hōtaka nei, Te Waharoa ki ngā Hapori, e whakakotahi ai i ngā kaunihera me ngā kaiārahi ā-hapori, e noho ai ō tātou tāone hei wāhi whakamanuhiri ki te katoa. He kōkiritanga tuatahitanga iti tēnei, ā, ka whai mai te tukanga arotake hei ngā tau e rua e tū mai nei. E whāia ana kia kōkiritia ki Aotearoa whānui hei te 2019/20.

E rima ngā kaunihera ā-rohe e mahi tahi ana ki ō rātou hapori ki te kōkiri i Te Waharoa ki ngā Hapori. He hōtaka hou tēnei kia rere atu ai te reo pōhiri ki te hunga tauhou ki Aotearoa: ngā kaiheke, te hunga whakaruru o mua me ngā tauira nō whenua kē. Kei te tautoko te Ratonga Manene i ngā kaunihera me ngā kaiārahi ā-hapori ki te whakahaere i ētahi āhuatanga e whakamanuhiri ai te katoa.

Ki te manaakitia ngā tauhou e te hapori, ka reka ake ngā painga ki te taha whakahoahoa, te whakakotahitanga me te taha ki te ohanga anō hoki, ā, ka horapa ngā painga ki te rohe, ki te motu whānui anō hoki. Mā tēnei tūāhuatanga, e taea ai e te katoa te mahi tahi ki ngā peka ohanga, mahi hapori, mahi papori anō hoki a te hapori. Mā te whakaū i ngā hononga i waenganui i te iwi kāinga me ngā tauhou, ka whakamanuhiritia te katoa, ka tau te noho.

Kei te āhua o ngā pūkenga whakamanuhiri o te hapori te āhua o te taunga o te wairua o te tauhou. Ko ngā tāngata e mōhio mārika ana ki te āhua o tō rātou hapori ko ngā kaunihera me ngā kaiārahi ā-hapori.

E taea ana e rātou te whakamōhio ki ō rātou hapori ngā painga ka kawea mai e te hunga tauhou ki te tāone me te rohe, ā, ka toro atu ngā ringa ki te iwi kāinga mō ngā mahi pōhiri. E mōhio ana te hōtaka nei, mā roto i ngā mahi pōhiri ka māranga ake, ka tupu te tōnuitanga.

Ko tā Te Waharoa ki ngā Hapori, he whakatau i ngā tauhou, e mōhio ai rātou ka manaakitia tō rātou ahurea me tō rātou tuakiritanga, ā, he nui ngā pekanga hei toronga mā rātou i te hapori. Mā te tau o te wairua, ka tere tau te noho a ngā tauhou, ā, ka wātea rātou ki te takoha ki ō rātou oranga, me te oranga o tō rātou hapori.

E mōhio ana te hōtaka Te Waharoa ki ngā Hapori he wāhi matua tō te tangata whenua ki te whakawhanaketanga me te whakatinanatanga o Te Waharoa ki ngā Hapori ki Aotearoa. Ko ‘te reo tuatahi’ te iwi Māori.

E rua ngā mātāpono Māori e whai wāhi atu ana ki ngā mātāpono o Te Waharoa ki ngā Hapori. Ko te Whanaungatanga, te hirahira o ngā hononga, me te Manaakitanga, te whakamanuhiri me te manaaki i te tangata.

Ka whai whakaaro hoki mātou ki te hītori o Aotearoa me te hunga nō iwi kē, waihoki te Treaty of Waitangi/Te Tiriti o Waitangi hei tuinga whakapūmau mā Aotearoa. Ka whakautengia te tangata whenua hei kaiārahi ā-hapori, ā, ka pōhiritia rātou hei reo matua i ngā mahi i Te Waharoa ki ngā Hapori.

Who is involved?

The programme is an initiative of Immigration New Zealand, working in collaboration with the Office of Ethnic Communities, the Department of Internal Affairs and the Human Rights Commission. Elements of the programme, including this standard, have been designed together with these agencies and the councils participating in the pilot.

The councils and communities taking part in the pilot programme are:

- › Tauranga/Western Bay of Plenty (Tauranga City Council and Western Bay of Plenty District Council)
- › Southland (Gore District Council, Invercargill City Council and Southland District Council – coordinated through Venture Southland)
- › Whanganui (Whanganui District Council)
- › Palmerston North (Palmerston North City Council)
- › Canterbury (represented by the Ashburton and Selwyn District Councils).

Welcoming Communities is part of an international 'welcoming' movement that shares best practice. Similar initiatives operate in Australia (Welcoming Cities), Canada (Cities of Migration), Europe (Intercultural Cities) and the United States of America (Welcoming America).



How is Welcoming Communities supported?

The Welcoming Communities programme is being implemented as a small-scale pilot with a parallel evaluation process. Depending on the evaluation results, the programme may be rolled out further across New Zealand from 2019/20.

The support provided by Immigration New Zealand includes the following three components:



Knowledge sharing

Supporting local councils and communities to learn from each other, share best practice and facilitate access to international and national resources and case studies.



Standard + Welcoming Plans + Accreditation

Establishing the Welcoming Communities Standard for local government to benchmark their policies, services, programmes and activities for welcoming newcomers.

Supporting councils to develop Welcoming Plans. Welcoming Plans set out what each community will do to make their region even more welcoming. The Welcoming Plans transform good ideas into actions and make Welcoming Communities an on-the-ground reality.

Supporting councils and communities to implement their individual Welcoming Plans and to work towards accreditation against the standard.



Celebrating success

Showcasing success in Welcoming Plan activities and shining a light on the programme outcomes. Developing a national award focused on welcoming initiatives.

About the benefits of Welcoming Communities

New Zealand's population is diverse, reflecting previous and on-going migration. In the 2013 Statistics New Zealand national census, 25.2 per cent of all New Zealanders had been born overseas, and this proportion is projected to increase.

New Zealand's economy depends on attracting migrants to fill skill gaps in the workforce. However, the global shortage of skilled workers means these migrants can easily move to work in other regions or countries. Welcoming Communities provides a way for key players in regions to support newcomers to feel they belong from when they first arrive.

Communities that intentionally connect and actively include people from all cultural backgrounds in social, civil and economic life set themselves apart. The Welcoming Communities programme provides a vehicle for effectively planning for, and managing community growth and diversity.

One way to build strong connections with newcomers is to involve members of the broader community in welcoming them. This is where our reputation for being an open and friendly nation comes into play. It is also the perfect opportunity to draw on any community's biggest asset – its people. Involving locals in welcoming newcomers into a community gives a wider group of people a sense of ownership in the subsequent settlement and integration process and outcomes. Welcoming Communities is about every member of a community having the opportunity to shape and participate in welcoming activities.



Welcoming Communities – a local response within a national framework

New Zealand is a culturally diverse nation. For some decades, New Zealand's economic wellbeing has relied on an in-flow of migrants, from the Pacific as well as the rest of the world, to fill skill shortages.

New Zealand has responded to international war and crisis situations by receiving an annual quota of refugees for resettlement here through the United Nations High Commissioner for Refugees (UNHCR). More recently, international students have also added to our diversity. When combined, these responses add up to tens of thousands of newcomers entering New Zealand each year.

In response to these people flows and the diversity they bring, it is important our nation welcomes newcomers and that any challenges they face in living and working here are identified and addressed. All newcomers arrive here with a strong desire to contribute to their own future and to New Zealand's. Supporting this desire and their full participation in society is work that needs to occur at both national and local levels.

At the national level

There are several existing national frameworks which set out the strategic outcomes and the activities and essential services provided to support migrants and their communities at the national level. They involve a cross-agency approach and include the:

- › New Zealand Migrant Settlement and Integration Strategy (led by Immigration New Zealand)
- › New Zealand Refugee Resettlement Strategy (led by Immigration New Zealand)
- › Migrant Exploitation Strategy (led by the Ministry of Business, Innovation and Employment)
- › International Student Wellbeing Strategy (led by the Ministry of Education).

Government agencies, such as the Ministries of Education and Health and the New Zealand Police, undertake significant national programmes of work to ensure newcomers are able to access services and support.

Additionally, Immigration New Zealand has a leadership role to ensure newcomers are provided with timely and accurate information about living and working in New Zealand.

At the local level

Local councils are best placed to understand the complexity and diversity of their communities and to implement solutions that reflect the local context.

The Welcoming Communities programme acts as a call to action for councils to lead collaborative efforts to ensure their local communities are welcoming, and this standard sets out a benchmark for what success would look like.

However, it is not intended that local councils would duplicate the support and services for newcomers that are already available nationally and are the responsibility of central government. Rather, we envisage that local councils would enhance this existing system by ensuring their newcomers are referred to the right services and pointed in the direction of existing information sources.

In addition, there is considerable scope for councils to apply a welcoming lens when designing and implementing their own policies, services, programmes and activities, and when consulting with their communities.



About the Welcoming Communities Standard

Purpose

The standard is a key component of the Welcoming Communities programme. A council that has decided to adopt the programme can opt to become accredited as a 'Welcoming Community' by meeting the standard. The standard provides councils and communities with a benchmark for what a successful welcoming community looks like and guides the activities they undertake through their Welcoming Plans.

Immigration New Zealand has collaborated with government agencies, the councils piloting the programme, and their communities to co-design the standard. Feedback from a public consultation on the draft standard informed final changes to the standard.

The standard enables local councils, in conjunction with their communities, to:

- › benchmark their policies, services, programmes and activities, especially those relating to cultural diversity and settlement
- › identify where and how further efforts could be directed through their Welcoming Plan initiatives. Councils will assess themselves against the standard and then develop Welcoming Plans. The plans will set out how new and existing local policies, services, programmes and activities will be developed or enhanced to support a welcoming and inclusive environment
- › assess progress on the Welcoming Plans over time
- › work toward meeting the standard outcomes and, once accredited, promote themselves as a 'Welcoming Community'.

Many local councils and communities are already involved in welcoming activities and may already be some way towards meeting a number of the standard outcomes. Rather than duplicate effort, the standard seeks to validate and build on existing efforts to welcome and embrace cultural diversity and inclusion.

Scope

The elements of the standard cover aspects of welcoming which could reasonably be planned for and delivered at a city, regional or community level, and which are within the purview of local government, working with partners. It deliberately does not touch on programmes and policies that are set nationally, such as funding levels for providing English language tuition.

Eight elements of the Welcoming Communities Standard

The outcomes-based standard is organised around eight elements critical to building a 'Welcoming Community':



1. Inclusive Leadership

Local government, tangata whenua and other community leaders work together to create, advocate for and continue to foster a welcoming and inclusive community. They lead a shared plan to increase connections between newcomers and existing residents.



2. Welcoming Communications

People of all cultures and backgrounds feel included, listened to and well informed through a range of ways that take into account their different communication needs.



3. Equitable Access

Opportunities to access services and activities and to participate in the community are available to all, including newcomers.



4. Connected and Inclusive Communities

People feel safe in their identity and that they are connected with and belong in the community. There are high levels of trust and understanding between members of the receiving community and newcomers.



5. Economic Development, Business and Employment

Communities maximise and harness the economic development opportunities that newcomers can offer. Councils work with business associations to promote the contribution that newcomer business owners and skilled migrants make to the region's economy.



6. Civic Engagement and Participation

Newcomers feel welcome to fully participate in the community. Newcomers are active in all forms of civic participation.



7. Welcoming Public Spaces

Newcomers and receiving communities feel welcome in and comfortable using public spaces.



8. Culture and Identity

There is a shared sense of pride in being part of a culturally rich and vibrant community. People feel their culture is respected and valued by other members of the community. There are opportunities to learn about each other's cultures.

Outcomes

An overarching outcome statement sits under each element heading. This overarching statement describes what success looks like if, for example, a connected and inclusive community is in place.

It is up to each community to consider what Welcoming Plan activities are needed to meet the standard's outcomes. The activities may be led in various ways:

- › council only
- › council in collaboration with community stakeholders, or
- › community stakeholders – could have local or central government support.

In designing the standard, we have deliberately taken an 'outcomes' focus by describing what success looks like under each element. This approach enables councils, working with their communities and with support from Immigration New Zealand, to determine how the outcomes will be achieved in their regions. Each region will identify the policies, services, programmes and activities it considers are necessary to achieve the standard outcomes.

Accreditation

Councils can opt to become accredited as a 'Welcoming Community' by meeting the standard through a phased accreditation process.

The formal accreditation as a 'Welcoming Community' is yet to be developed. Accreditation will formally recognise that the community achieves the outcomes set out in the standard.



Principles for Welcoming Communities

Welcoming Communities, including the standard, is based on the following core principles:

1. We acknowledge Aotearoa New Zealand's history and the Treaty of Waitangi/Tiriti o Waitangi as New Zealand's founding document upon which peoples of all cultures and communities come together as a nation.
2. We acknowledge the important role of tangata whenua as respected leaders and key collaborators in the development and delivery of Welcoming Communities activities in Aotearoa New Zealand. Two key Māori cultural values underpin the programme. They are Whanaungatanga, the importance of relationships, and Manaakitanga, the value of extending hospitality and caring for other people.
3. Good settlement outcomes require engagement between newcomers and the communities in which they settle. Bringing together voices, views and input from newcomers and the broader receiving community is fundamental to the success of Welcoming Communities.
4. People of all socio-economic, ethnic, religious and cultural backgrounds have unique talents, experiences, knowledge and skills that contribute to helping communities flourish. Welcoming Communities respects the cultural and social capital of members of the receiving communities and of newcomers.
5. We encourage members of the receiving communities to understand why their community needs newcomers and how welcoming initiatives support the social, cultural and economic wellbeing of the community and New Zealand.
6. Welcoming Communities promotes, showcases and builds on the extensive and ongoing cultural diversity, inclusion and settlement work of the local government and community sectors.
7. Understanding our own culture and world view is an important step towards building a cohesive community.
8. Welcoming Communities incorporates the experience and input of newcomers and works with them to help them feel a part of communities in New Zealand and establish a sense of belonging.
9. Welcoming Communities provides members of receiving communities with an opportunity to step into and experience the cultural and social diversity that is increasingly a feature of New Zealand society.

The Welcoming Communities Standard for New Zealand



1. Inclusive Leadership

Overarching outcome statement – what success looks like

Local government, tangata whenua and other community leaders work together to create, advocate for and continue to foster a welcoming and inclusive community. They lead a shared plan to increase connections between newcomers and existing residents.

Outcomes – what ‘Inclusive Leadership’ looks like on the ground

- 1.1 As the indigenous peoples of Aotearoa New Zealand, Māori – represented by tangata whenua, mana whenua, iwi and hapū and/or other hapori Māori – have a prominent role in Welcoming Plan activities.
- 1.2 Leaders – both designated and unofficial – reflect the diversity in the local community, as does the council workforce.
- 1.3 Leaders model the principles of inclusiveness, openness, tolerance, respect and acceptance of all cultures in the community.
- 1.4 There are clear roles, responsibilities and ownership within council and in the wider community for the Welcoming Communities programme.
- 1.5 Council internal and external policies, services, programmes and activities recognise and address cultural diversity.
- 1.6 A range of leadership opportunities in the council and the wider community are available to and taken up by newcomers.



2. Welcoming Communications

Overarching outcome statement – what success looks like

People of all cultures and backgrounds feel included, listened to and well informed through a range of ways that take into account their different communication needs.

Outcomes – what ‘Welcoming Communications’ looks like on the ground

- 2.1 The community is well informed about the local benefits of immigration and the Welcoming Communities programme, including success stories.
- 2.2 The council is well informed about newcomers to their region and pro-actively seeks data about newcomers from relevant sources.
- 2.3 The council’s engagement with all residents is two-way, culturally appropriate and fit for purpose.
- 2.4 Council communication materials and messages are inclusive and reflect the diversity of the local community. Council encourages other agencies, businesses and organisations to follow this model.



3. Equitable Access

Overarching outcome statement – what success looks like

Opportunities to access services and activities and to participate in the community are available to all, including newcomers.

Outcomes – what ‘Equitable Access’ looks like on the ground

- 3.1 Council partners with local businesses, organisations and sectors to identify and address barriers for newcomers to accessing services and participating in the community.
- 3.2 Council and other organisations in the community research, design and deliver services that take account of the different circumstances (for example rural/urban) and cultural backgrounds of all service users, including newcomers.
- 3.3 All community members are well informed about the services available in the community. Newcomers are made aware of, and are using these services.



4. Connected and Inclusive Communities

Overarching outcome statement – what success looks like

People feel safe in their identity and that they are connected with and belong in the community. There are high levels of trust and understanding between members of the receiving community and newcomers.

Outcomes – what ‘Connected and Inclusive Communities’ looks like on the ground

- 4.1 Coordinated, comprehensive and appropriate initial welcoming support services are available from council, other agencies and community organisations.
- 4.2 The receiving community is well equipped and supported to welcome and interact with newcomers.
- 4.3 Members of the receiving community and newcomers build relationships and are at ease with connecting and learning about and from each other.
- 4.4 Different cultures are celebrated and people are supported to express their cultural beliefs and customs, including language and religious practices.



5. Economic Development, Business and Employment

Overarching outcome statement – what success looks like

Communities maximise and harness the economic development opportunities that newcomers can offer. Councils work with business associations to promote the contribution that newcomer business owners and skilled migrants make to the region’s economy.

Outcomes – what ‘Economic Development, Business and Employment’ looks like on the ground

- 5.1 Newcomers, including international students, are supported to access local employment information, services and networks.
- 5.2 Newcomers, including international students, are supported with the local knowledge and skills to ensure they can operate successfully in the New Zealand work environment, either as a business owner or an employee.
- 5.3 The receiving community recognises the value of diversity in the workplace, of newcomers’ contribution to the region’s growth and of the resulting wider economic benefits.
- 5.4 Local employers and workforces develop their intercultural competency.
- 5.5 Mutually beneficial connections and initiatives are set up with migrant business people by local business community and professional networks.



6. Civic Engagement and Participation

Overarching outcome statement – what success looks like

Newcomers feel welcome to fully participate in the community. Newcomers are active in all forms of civic participation.

Outcomes – what ‘Civic Engagement and Participation’ looks like on the ground

- | | |
|---|--|
| 6.1 The council’s elected members and staff effectively communicate with newcomers to promote their engagement in local government processes. | enabled to get involved in local government and civil society. |
| 6.2 Newcomers are encouraged and | 6.3 Newcomers’ efforts and achievements in civic participation and community life are acknowledged and celebrated. |



7. Welcoming Public Spaces

Overarching outcome statement – what success looks like

Newcomers and receiving communities feel welcome in and comfortable using public spaces.

Outcomes – what ‘Welcoming Public Spaces’ looks like on the ground

- | | |
|---|---|
| 7.1 The design and operation of public spaces and facilities are culturally appropriate and reflect the diversity of the community. | and members of the receiving community. |
| 7.2 Welcoming public spaces provide opportunities to build trust and relationships between newcomers | 7.3 Public spaces and buildings create a sense of community ownership and inclusion for all, including newcomers. |



8. Culture and Identity

Overarching outcome statement – what success looks like

There is a shared sense of pride in being part of a culturally rich and vibrant community. People feel their culture is respected and valued by other members of the community. There are opportunities to learn about each other’s cultures.

Outcomes – what ‘Culture and Identity’ looks like on the ground

- | | |
|---|---|
| 8.1 Receiving communities and newcomers share and celebrate their cultures with each other, facilitated by the council and others in the community. | 8.2 Newcomers and the receiving community understand what values they each hold dear. |
|---|---|

Glossary of terms

Term	Definition
Newcomers	Refers to recent migrants (up to 5 years in New Zealand), former refugees and international students. However, we expect the programme to have positive benefits for existing residents as well as for New Zealanders who may have recently moved to a region.
Community	Refers to everyone living and working in a community. It encompasses: the local government council, Māori organisations, the business sector (for example, individual businesses, the economic development agency, the chamber of commerce and business and industry sector organisations) cultural and sporting sectors, community and religious organisations, settlement service providers, non-government organisations, families and individuals.
Receiving communities	Refers to the existing population living within a community, some of whom are New Zealand-born and some of whom are not.
Council or councils	Refers to the local government elected representatives and staff. These may be city, district or regional councils.
Mana whenua	Historical and traditional land owners, including iwi (tribes) and hapū (sub-tribes).
Tangata whenua	The indigenous Māori people of Aotearoa New Zealand, including iwi (tribes), hapū (subtribes) and other hāpori Māori (Māori communities).
Civil society	Civil society is that part of society that consists of organisations and institutions that help and look after people, their health, and their rights. It does not include the government or the family. Civil society in action includes activities like serving on the local school board of trustees or volunteering in the community.



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Local government councils and their residents:



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Welcoming Communities Te Waharoa ki ngā Hapori Standard for New Zealand

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