

## Introduction

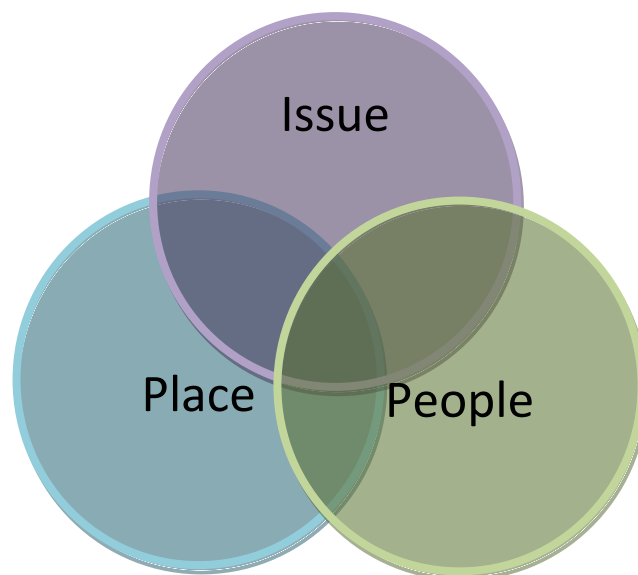
Auckland is a great place to live and work, but it is not great all the time and it is not great for everyone. Philanthropic generosity has a powerful role to play in creating positive social change in Auckland.

### ***What is MacroAuckland?***

Generosity in Auckland comes in many different forms, including generous individuals, families, statutory trusts, voluntary trusts, businesses, community organisations, foundations and other grant-making bodies. MacroAuckland explores Auckland's social issues and opportunities from each of these angles. It brings together information, research and data from more than 200 diverse sources and assembles an underlying knowledge base of much of the available information which can be obtained for the different spatial areas of Auckland. The aim is to provide generous Aucklanders with a thought-provoking, eye-opening and accessible look at the place they call home.

Through understanding where the needs and opportunities are, it is possible to give in an informed way so that your giving will have the greatest impact. This report supports an evidence-based approach to giving, taking risks and thinking creatively. Through highlighting opportunities and needs it encourages generous Aucklanders to make their giving count. In our experience, generous Aucklanders support causes related to:

- Place (geographical area)
- People (demographic groups)
- The issues they care about, or
- A combination of these.



## ***Finding the information you're looking for***

Over 200 sources were consulted in the development of this study. This report provides comprehensive detail for each of the issue reports, detailed references, appendices, tables, maps and project profiles. Depending on how much detail is important to a reader they may 'drill down' to various levels:

- [Summary report](#)
- [Extended web-site only version](#)
- [Summary tables of various census, survey and other data for spatial areas](#) (see list)

For further information please [contact Auckland Communities Foundation](#).

For ease and clarity, the report is divided into the following [issues](#):



Although these issues may have different patterns across the different geographic and demographic communities in the region, they are, of course, interrelated. Auckland operates as a system with many links and dynamic parts. It is unlikely that change in any one issue, demographic group or geographic area will occur in isolation. For example, an improvement in access may affect the environment, economic well-being, and employment and education opportunities, or it may affect specific geographic communities or other communities of age, ethnicity or ability. Where possible, these links have been made throughout the report.



In addition to these nine issue areas, some background information on Auckland is given to set the scene. After the issues are covered this report looks at what Aucklanders feel about the region more generally, and how they are already engaged in a variety of community activities and actions to engage with the issues facing them. Philanthropic activity should extend and complement existing activities, so this report also provides information on government responsibilities in relation to Auckland.

## ***Auckland's paradoxes***

MacroAuckland highlights some of Auckland's paradoxes. For example:

- Increasing numbers of Aucklanders are attending cultural events of other ethnic groups, yet only half of Aucklanders consider our increasing diversity a good thing.
- Boarding houses for 'rough sleepers' have available beds, yet homeless Aucklanders are sleeping on the street.
- Pacific Island students are remaining in school for longer than average, yet their tertiary enrolment rates are still low.
- Young people are more likely to take risks around water, yet almost half of those who drown in Auckland are over 45 years old.
- Children's health outcomes differ dramatically across Auckland, yet perceptions of health by parents across all three of Auckland's district health boards are virtually the same.
- The majority of Aucklanders say they take action to save energy all or most of the time, yet Auckland's energy consumption is increasing rapidly.
- Auckland's overall crime rate is decreasing, yet Aucklanders are feeling less safe.
- There are stereotypes about unemployed Aucklanders choosing to be beneficiaries, yet when a new supermarket opened in South Auckland in 2010 offering 150 new jobs, more than 2,500 people lined up to apply.

These paradoxes signify that, despite vast amounts of work by government agencies and communities, more still needs to be done to understand and address Auckland's challenges.