



ASB Community Trust

Te Kaitiaki Putea o Tamaki o Tai Tokerau

supported by **ASB**

TRUSTLINE



THE 20 YEAR CHALLENGE

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ASB Community Trust was established in 1988 following the sale of its shares in ASB Bank Ltd. The Trust is grateful to ASB for its ongoing support.

Kia ora and warm Pacific greetings. Welcome to TrustLine for November 2008.

Financially, it's been a tough year for the Trust. The income we rely on for community grants comes from our investments – and we all know how the markets have performed lately.

However, just as we have a long-term plan to make an impact with the grants we make, we have a plan to keep the Trust's putea safe for future generations too. You can read more about our strategy over on page three.

As we look forward to that future, the Trust also ends celebrations that marks 20 years since the ASB Bank Community Trust was created and became the owner of ASB. Much has changed since then – including the name of the Trust and ownership of the bank – but the Trust's goals remain the same: enhancing equity and enriching society.

We've celebrated the 20th anniversary by launching the Maori and Pasifika Education Initiative, a commemorative dinner and by launching a history book – *Te Kaitiaki o te Putea* – at Cornwall Park.

We were grateful that both Ngati Whatua and the Cornwall Park Trust Board agreed to the launch at Maungakiekie, because it brings the story of the Trust full circle.

Cornwall Park was gifted by John Logan Campbell, the philanthropist who helped found the Auckland Savings Bank. That bank grew into ASB and, when the Trust finally sold its shares in the bank, it provided the putea which today funds our grants programme.



ASB Community Trust CEO Jennifer Gill

It's also full circle for Ngati Whatua, the iwi which made the historic donation of land that has since become the Auckland CBD. Maungakiekie (One Tree Hill), is to be part of Ngati Whatua's Treaty of Waitangi land settlement negotiated with the Crown.

These events show how our shared history has helped shape our region and how our region, with all its diversity, still has so much in common. As we plan for 2009, our trustees and staff look forward to the challenge of working for social change from the community up, rather than from the top down.

New staff join the Trust's team

THREE NEW staff members have joined the Trust since the last edition of TrustLine.

Grants Advisor Peter Stowers is now responsible for assessing Pacific applications and the South Auckland Community Wellbeing Sector applications. He joined the Trust from the Department of Internal Affairs (DIA), where he was Community Development and Funding Advisor for the Pacific Provider Development Fund.

Grants Advisor Kimberly Rees is now responsible for assessing community facility and capital project applications.

Formerly the Project Leader for Community Resources at Waitakere City Council, Kimberly has considerable experience in empowering not-for-profit groups and funding for improved community outcomes. With a background in policy analysis, social

research and sociology, she has a passion for helping build social cohesion and believes community facilities should be multi-use venues for people to come together and interact, build communities and participate in society.

Administration Assistant Melanie Brayshaw joined the Trust after working for Relationship Services. Originally from Warwickshire, in England, she has been in New Zealand since 2005.

Before leaving the UK, Melanie was resident stage manager at Warwick's Playbox Youth Theatre and she also stage managed a touring theatre company called Generator. In New Zealand she began studying for a Bachelor of Design degree at Unitec, before starting work for Relationship Services as an administrator and receptionist.

Building awareness among new Kiwis

More cultures are represented in Auckland than anywhere else in the country – but that diversity has not always been reflected in our grants.

We know that many groups doing great work for the community are unaware of the support the Trust can offer, including those helping the refugee and migrant community.

So last year Grants Advisor Shalini Pillai took on the task of building relationships with new New Zealanders and we undertook research to find out how to help overcome the hurdles facing new arrivals.

“My job has been to engage with new community members, promoting the trust and making them aware that funding is available,” says Shalini.

Because ASBCT funds a wide range of groups, it is not always obvious what closing dates apply to grants for refugee and migrant support groups. Some might be setting up sporting groups, others providing social services or encouraging ethnic groups



More cultures are represented in Auckland than anywhere else in the country.

to express their culture through the arts.

“These projects often straddle the sectors, so it can be difficult to know which one an application comes under,” she says, “so it’s really important for groups to contact us – we’re happy to provide advice.”

When it comes to assessing applications, we look closely at how effective the programme is – does it have proven outcomes and community benefits? If it does, it’s likely to be a high priority for funding.

“We also look at how well groups work collaboratively on issues,” Shalini says.

ASBCT has itself been working collaboratively in this area. The Trust joined Auckland City Council and Creative New Zealand in researching Asian Aucklanders and the Arts, a study of attitudes, attendance and partici-

pation. We also joined the Tindall Foundation in producing a scoping report into support for refugees and migrants, which will help ensure our funding focuses on programmes which improve social outcomes.

“This research highlighted issues migrants and refugees face in Auckland and informed us on what the gaps are,” Shalini says.

“We know that new New Zealanders can experience unique issues. This report really highlighted these issues and highlighted the strategies that are already in place.”

The findings are online at www.ASBCommunityTrust.org.nz/Trust-research.html

■ Our Grants Advisors will be at the Auckland International Cultural Festival, on Sunday, March 28, to talk about ways the Trust can help.

World sharemarket a rollercoaster ride

World investment markets have been on a rollercoaster ride in recent months and the volatility has affected ASB Community Trust, along with all other investors.

The Trust uses its investments to fund its annual grants budget, so we have been working on strategies to protect assets and ensure grants can continue into the future.

Current market volatility makes it hard to estimate the impact falling returns will have, but it is likely that next year’s grants budget will be much tighter than the one we set for 2008. However, with the economy facing a downturn, we are committed to continue making grants because we know community groups will need our support more than ever.

In making our decisions, we will be even more rigorous in our assessments – prioritising

applications that fit our strategies and policies, supporting vulnerable organisations and those most urgently in need of funding.

The Trust has a long-term strategy to protect its investments and has a diversified portfolio across the globe. Our investment objectives are to maintain the real value of the Trust’s capital, to ensure a stable level of grants over time and maintain equity

“The current downturn has been rapid, but we have the best financial advice, we have not sold our assets and we are conservatively positioned for a market recovery.”

between present and future generations. You can read more about our investment policy and objectives on our website: www.asbcommunitytrust.org.nz/about-us-policy.html

We are prepared to weather the current storm, as we have in the past. The most recent example is the period between 2000 and 2002, when there was a prolonged downturn after the tech bubble burst. The Trust’s portfolio value fell, but when the markets turned the corner, investment returns shot away to new heights.

The current downturn has been much more rapid, but we have the best financial advice, we have not sold our assets and we are conservatively positioned for a market recovery. We will use our website to keep you informed.

■ www.ASBCommunityTrust.org.nz

Sharp surprise for clean-up crew

Students from Mangere Central School got a sharp surprise when they joined in a recent Sir Peter Blake Trust beach clean-up day.

The 81 students were joined by Westpac staff on a beach at the end of Renton Rd, near Auckland Airport. They were amazed at how much glass was scattered on the shore.

Sir Peter Blake Trust General Manager Vicki Watson says students used a sweep method to comb the beach for marine debris, dragging up more than 7000 fragments of glass — as well as three tyres, a car axle and plenty of plastic rubbish.

“The idea was for the students to experience the situation of marine debris first hand and gain an appreciation for the marine environment and the impact of human behaviour,” Ms Watson says. “It was really inspiring

to see how the children were so motivated to make a difference.”

The event was part of the Sir Peter Blake Trust’s ‘Care for our Coast’ programme, which encourages schools to adopt a beach, regularly remove rubbish and monitor the impact of their efforts. Supported by an ASB Community Trust grant, the programme is an environmental education tool that aims to create a more sustainable future.

It has three steps: a teachers’ resource; taking action with a coastal clean-up and a Red Socks Day, celebrating the memory of Sir Peter Blake and the students’ hard work in and out of the classroom.

For more information on how to get involved, contact Emily Rubin by email: Emilyr@sirpeterblaketrust.org

■ www.sirpeterblaketrust.org



Mangere Central School students clean up.

Sweet deal signed for Chelsea Park

A new park on Waitemata Harbour is a great example of how business, community groups, councils and Government departments can work together for the community’s benefit.

Speaking at the recent official handover of 36.7ha of land at Chelsea Sugar’s refinery, Conservation Minister Steve Chadwick said the parties showed foresight, community spirit and commitment to protecting the natural and historical environment.

“It gives other organisations an example of what can be achieved through shared vision and the willingness to step away from a preferred position in order to create a greater benefit for the wider community.”

Ms Chadwick also thanked the Chelsea Park Trust, which raised the \$20 million required for the purchase.

Chelsea Park Trust chairman Sir David Tompkins said their efforts would have been fruitless but for the contribution from ASB Community Trust. Other contributors were North Shore City Council, Auckland Regional Council, the Departments of Conservation and Internal Affairs.

ASB Community Trust Deputy Chair Brian Lythe also spoke at the opening ceremony, /Page 4



Participants in the Chelsea Park deal gather to celebrate.

congratulating all parties for securing the future of the land.

“This area is an important part of the ‘lungs’ of our region,” he said. “And, in these days of petrol prices going up, it’s going to get harder to travel to our beautiful regional parks. I think we’ll all be taking a new look at the accessibility of our urban parks, which is what we’ve got here.”

Mr Lythe also paid tribute to ASB Community Trust’s past chair, Judith Bassett, for having the foresight to back the venture.

“Judith was responsible, from the Trust’s point of view, for beginning what we are celebrating here today. The Trust commit-

ted early and stayed the distance. We know there is often leverage power in the Trust’s ability to fund a project and I think that happened in this case,” he said.

The park has lakes, wetlands, regenerated forest, coastal fringe and historic buildings. It forms part of the largest area of native bush left in urban Auckland and is home to 31 indigenous bird species.

North Shore City Council will be responsible for the park’s upkeep. Mayor Andrew Williams said he placed the achievement of the park “in the same league as that of our forefathers who created Cornwall Park and the Auckland Domain”.

Strategic support for lifesavers

A recent grant to Surf Lifesaving Northern Region marks the first time the Trust has given strategic support to surf lifesaving at a regional level.

The grant will help 15 affiliated surf clubs in Auckland and Northland.

The joint application is part of our new strategy for funding rescue services — strategic support at a regional level.

Surf Life Saving Northern Region Chief Executive Steve Johns says the support shown by the ASB Community Trust is testament to the integral community service surf lifeguards provide every summer.

“Last summer northern region lifeguards saved more than 900 lives. The support of the ASB Community Trust means we can provide our lifesaving clubs with essential rescue equipment and continue on our mission to prevent death and injury on our beaches.”

ASB Community Trust also made a grant to WaterSafe Auckland, helping its campaign to reduce drowning rates among the Maori, Pasifika and new migrant communities.

WaterSafe Auckland points out that 39% of the region’s residents were not born in New Zealand, so nearly half of Auckland’s population do not necessarily have the experience or skills required to be safe in our unique aquatic environment.

Maori and Pasifika continue to be over-represented in the drowning statistics and a number of schools with high Pasifika and Maori rolls face increasing barriers to learn to swim and water safety education.

“This grant will enable our organisation to address these issues around drowning prevention, water safety education and increasing aquatic participation through the school sector by way of the Integrated Aquatic Programme”, says Sandy Harrop, CEO of WaterSafe Auckland.

“This partnership initiative ensures the



Future lifesavers train for duty.

core skills of learn to swim and water safety knowledge are in place, including funding for access to pools.

“The programme meets the needs of the students by teaching them, in a safe pool environment, the skills required for what the students ‘do’ in the aquatic area, whether it be playing in the local water hole or creek, gathering kaimoana, body boarding at the beach or participating in waka ama.

“The grant also funds resources and community linked initiatives,” Sandy says.

“This is vital if we are going to achieve increased and safer use of the diverse and exciting aquatic environments that identify our region.”

ASB Community Trust has recently set a new strategic direction for grants in the Recreation and Sport sector.

We encouraging organisations to check

Photo: Surf Life Saving Northern Region

our website for further details.

“Our aim is to support organisations that focus on community participation and engagement in recreation,” says Trust CEO Jennifer Gill. “These grants will help increase participation by younger and older people.”

“We can provide our lifesaving clubs with essential rescue equipment and continue on our mission to prevent death and injury on our beaches.”

— Steve Johns

Bay of Islands walking track will be open for summer

THE BAY of Islands Walkway Trust plans to have the third stage of the Okiato to Russell off-road walking track open for summer.

Walkers will be able to hike from Pipiroa Bay, in Okiato, to the DOC Hirst Reserve, in Orongo Bay.

Walkway Trust Chairperson Roger Dane says the difficult descent from Te Wahapu Road to Orongo Bay is already complete, together with stretches of foreshore boardwalk.

“The final stage is a 225m section of beach boardwalk and a small bridge to the Hirst Reserve, opposite the Orongo Bay Home-stead,” he says.

The Walkway Trust was formed by the Rotary Club of the Bay of Islands.

Rotary continues to be the major donor, with support from the Far North District Council, Enterprise Russell, Fullers Ferries, ASB Community Trust and local businesses.

“The project is the result of community donations and hard labour during weekly working bees and special community task forces,” he says.

The vision is to create a ‘round-the-bay’ route, via ferries and tracks, that will appeal to the growing number of visitors.

“The tourism potential of a ‘round-the-bay’ route will then be realised,” Mr Dane says.

Celebrating 20 years' service



Trust Chair Kevin Prime responds to the wero challenge.

The Trust celebrated its 20th anniversary this year, beginning with the launch of the Maori & Pasifika Education Initiative and ending with the publication of a commemorative history book.

A third highlight was a celebratory dinner at Manukau's TelstraClear Event Centre. Joined by 800 representatives of some of the many groups supported over the years, the Trust turned the event into a celebration of what our community has achieved in the past two decades.

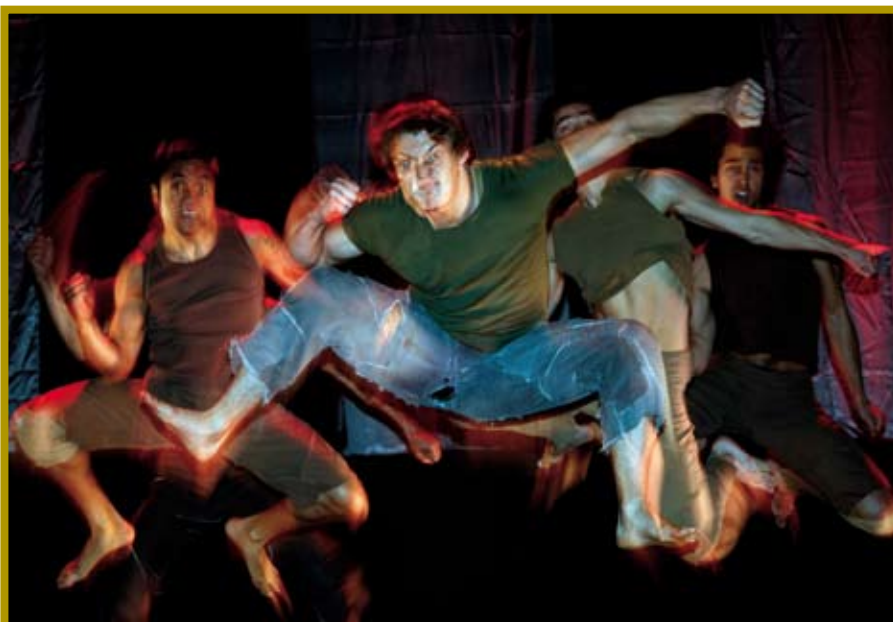
Guests were welcomed by music performed by Auckland Philharmonia Orchestra players, then a traditional challenge went out from Te Whare Tu Taua o Aotearoa, a West Auckland school of ancient Maori weaponry.

After the powhiri, guests were entertained by the Manukau Youth Orchestra, performers from Massive Company and North Shore Music Theatre. As a finale, Black Grace dancers dominated the stage with their fusion of Pacific and contemporary dance.

All the performers, and the venue itself, have benefitted from ASB Community Trust grants over the years and all were pleased and proud to be helping celebrate the occasion.

It was also an opportunity for the Trust to publicly thank long-serving Trustee Pat Snedden for his eight years of service. Pat, in turn, asked the audience to reflect on the importance of their work.

Continued, page 7



Black Grace dancers in full flight.



Chair Kevin Prime and Trustee Candis Craven present a gift, on behalf of the Trust, to former Trustee Pat Snedden.



North Shore Music Theatre's flat-out performance.



Conductor Joseph Allen leads the Manukau Youth Orchestra.

From page 6

He reminded guests of how Auckland was founded on philanthropy.

It began with the gift of land by Ngati Whatua that allowed Europeans to settle there and the generosity of founding fathers such as John Logan Campbell who set up

institutions and gifted land that still benefit residents today.

“This is a time to reflect on the nature of our narrative,” he said. “To reflect on what brings us to the kind of work that we do, that you are so devoted to and the communities that you help and support today.”

Telling Trust's tale

THE 20th anniversary celebrations culminated at the end of October with the launch of a book tracing the history of the Trust's fortunes and the impact of its grants.

Te Kaitiaki o te Putea: The History of the ASB Community Trust 1998-2008, charts for the first time Auckland's philanthropic beginnings and how philanthropy has made a difference in our community.

Author Jade Reidy says Auckland has a reputation for focusing on acquiring money, as a city of quick gains and ruinous losses.

“Less well understood is the story of how Auckland gave its money away – to create some of the city's major institutions.

“The history of the ASB Community Trust is inextricably tied to our colonial history. It's the story of land, religion and beer, of broken kinship ties and barren marriages which

imposed misfortune upon many personal fortunes,” she says.

The book tells the full story – explaining how major investment funds operate and beginning a discussion about how philanthropy must change if it's to go on being effective.

“Internationally, philanthropy is moving towards evidence-based grant making, real risk taking and models of sustainability,” says ASB Community Trust CEO Jennifer Gill. “A number of visionary and entrepreneurial family foundations are appearing and they're addressing issues of social change from the community up, rather than from the top down.”

■ To enquire about obtaining a copy of the book, please ring the Trust on (09) 360-0291, 0800 272-878 or send an email to: info@ASBCommunityTrust.org.nz



Author Jade Reidy (third from left) with founding trustees Gary Judd, Dame Catherine Tizard and Judith Bassett at the book launch.

Free software for charities

Continuing a series of articles focused on community support, we look at resources helping groups keep pace with the digital age.

New Zealand charities can now get free software, from companies such as Microsoft, through the TechSoup programme.

Voluntary and community groups can make significant savings on software costs by registering for the programme at www.techsoup.net.nz

The software itself is donated free, but there is an administration fee of 4% of the retail value of the product. This amounts to \$13+GST per copy of Windows Vista (Business version), \$27+GST for Office Professional Plus 2007 and \$89+GST for Windows Small Business Server 2003 Premium Edition.

There are minimum product and ordering frequency requirements, so eligible organisations with charitable status are advised to register now and then think about what their software requirements may be over the coming year.

More than 300 New Zealand charities have already registered and Microsoft estimates it donated \$200,000 worth of software in the first six weeks after Techsoup was launched.

Previously, some organisations have received software direct from Microsoft New Zealand's Software Donation Programme. However, Microsoft has agreed to end its own donation programme, passing it over to TechSoup New Zealand.

Another doner, called Bytes of Learning, has also joined the programme. Specialising in developing learning tools for use on Windows, Macintosh and Dana computers in schools, homes, offices and training environments, the company also provides teaching resources and teacher training services.

Orders arrive about two weeks from the date of payment confirmation. Payment is made on-line, using a credit card, Paypal or by cheque.

■ www.techsoup.net.nz

Applicants now preparing business plans

Thirty seven groups are working on full proposals for Maori and Pasifika Education Initiative (MPEI) funding.

MPEI is a new development aiming to significantly improve educational achievement among Maori and Pasifika communities.

Money was allocated for the initiative last year and in March 2008 a call for expressions of interest drew 300 responses. The Trust has been working to find the ones most likely to make a difference.

Project Manager Moi Becroft says 31 groups are developing business plans and six clusters of projects have been brought together to explore potential for collaboration.

“These are groups we’ve brought together to explore whether they can link up, either geographically or around a theme. We saw

synergies around these groups. It’s a real community development way of working,” she says.

The Trust will make a funding announcement in May.

“The process of finding these projects has been very organic,” says Moi. “The Trust went to the community and, rather than telling the community what to do, we went out to the people for the answers.”

This co-operative model began with the Trust inviting key people from the Maori and Pasifika community and from the education sector to join reference groups and provide advice on a way forward.

They came up with the idea of asking the community for solutions, so we held fono and hui around the region.

Some from those reference groups have now joined Trustees on the selection panels, which will make recommendations to the Board on which projects to support.

The Trust launched the MPEI because all the statistics show the current system is failing our Maori and Pacific Island youth.

“They’re not getting the academic achievement we’d all like to see and our Trustees were keen to put something together that would help,” says Moi.

Moi says MPEI has been a new way of working for the Trust.

“It’s a new way of grant-making. It’s a lot more responsive to the community. Bringing groups together to work collectively is such a good community development opportunity.”

■ www.Initiative.org.nz

Applying for a grant? Here’s a list of what we fund

Our mission: to enhance the lives of everyone in our region by wisely allocating, equitably sharing and responsibly managing the resources that we hold in trust for present and future generations.

Environment

We support projects and organisations that protect and enhance the environment in which we live.

Heritage

We support projects and organisations that preserve and promote the physical and cultural heritage of our region.

Recreation and Sport

We support organisations that focus on community participation and engagement in recreation. Targeted support will be provided for those organisations that aim to increase participation by younger and older people.

Learning

We support projects that improve educational outcomes for people in our region by adding value to the sector, with a focus on innovative projects and lifelong learning.

Health

We support and strengthen community organisations that improve health outcomes for the people of our region, by focusing on health promotion and preventative projects.

Community Wellbeing

We support organisations that respond to the needs identified by our communities. Our focus is on innovative programmes that address the underlying causes of social problems.

Community Facilities and Marae

We support capital building projects where there is a strong community involvement, or where the project has regional significance. In recognition of the special role marae play in our community, the Trust will support marae development projects.

Community Led Initiatives

We work in partnership with key stakeholders to identify projects that will assist social development and economic growth through developing community led initiatives.

Rescue Services

We acknowledge the important and necessary role of rescue services in our region. We

Who can apply?

Incorporated societies and charitable trusts which have been operating for at least 12 months.

How to apply

Download an application form and funding guideline from our website, www.ASBCommunityTrust.org.nz or phone 0800 272 878.

will provide strategic support at a regional level.

Arts and Culture

The Trust supports creative projects and organisations that aim to foster access, engagement and experience in the arts.

Major Capital Projects

This is funding for significant regional projects – facilities where applicants seek \$1 million or more.

Closing dates

Sector	Round 1	Round 2
Arts & Culture	April 1	September 1
Community Facilities	May 1	October 1
Community Led Initiatives	March 1	August 1
Community Wellbeing	February 1	July 1
Environment	June 1	December 1
Heritage	April 1	September 1
Health	February 1	July 1
Learning	June 1	November 1
Major capital projects	September 1	
Marae	February 1	July 1
Recreation & Sport	May 1	October 1
Rescue services	May 1	October 1