

THE PETER MCKENZIE PROJECT

Reducing the number of children and families living in poverty and hardship, so that Aotearoa New Zealand is a place where all children and whānau flourish.

~ an initiative of the JR McKenzie Trust ~



The Peter McKenzie Project (PMP) is part of the JR McKenzie Trust (JRMT). It was named in honour of Peter McKenzie who established a fund in 1996. Fifteen years later, Peter seeded the idea of spending it down over a 20-year period on a single issue that could make a substantial difference to the lives of New Zealanders.

In 2012, Peter passed away. It is Peter's legacy and vision that has driven PMP.

Making a difference to whānau wellbeing

In 2017, PMP called for ideas that could have a game-changing impact on child poverty and the wellbeing of children and their whānau. The Committee were particularly interested in bold and creative ideas which moved away from ameliorating the effects of poverty, and towards "systems change" or "upstream" solutions that would have a significant and enduring impact on the reduction of poverty. In addition to considering

the idea, the Committee were looking for people with integrity, who were courageous, curious, reflective, and adaptive. The Committee were open to investing in initiatives long term as they recognised it would take time to substantially reduce child poverty and improve whānau wellbeing.

Resourcing courageous changemakers

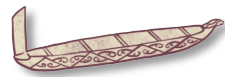
PMP currently resources eight Kaikōkiri – people and organisations who champion, promote, advocate and lead change. Other Kaikōkiri are in the pipeline. These initiatives were identified as offering an audacious vision and strong theory of change. While each initiative has a different focus, they are aligned with the overall vision of PMP. The current ngā kaikōkiri PMP flotilla are:



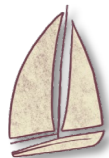
Tokona Te Raki is a Ngāi Tahu-led collaboration established to increase Māori participation, success and progression in education and employment.



Uptempo is a project of The Southern Initiative (with a South and West Auckland focus) in which Pasifika 'aiga (whānau) determine their own economic futures, increasing wellbeing, mana and agency, incomes, high-quality jobs, and reducing stress and burden. The initiative draws on Pacific knowledge, co-design including 'aiga (whānau), partnerships and systemic change. Key partners include The Fono, Oceania Career Academy and First Union.



ActionStation Aotearoa have a mission "to tautoko (support) and whakamana (uplift) everyday New Zealanders to act together in powerful and coordinated ways to create what they cannot achieve on their own: a society, economy and democracy that serves all of us - everyday people and Papatūānuku, the planet we love." A lot of the organisation's outreach, collaborations and campaigning are done on-line.



The Workshop is focused on offering people more accurate and compelling stories that explain family poverty and its solutions in a different and more cohesive way, drawing attention to evidence.



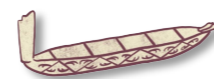
Muaūpoko Tribal Authority (Taitoko/Levin) and **FinCap** (nationwide focus) have collaborated to combine an iwi-led collective approach to poverty reduction in Levin/Taitoko with a national organisation taking the local issues and voices to central government and building the capability of, and connections between social change agents.



Te ohu Whakawhanaunga is a New Zealand Alliance (Auckland) comprised of community, union, faith, and other relevant groups from across civil society. Its purpose is to reduce child poverty by addressing the causes of poverty in families and communities, so the City of Auckland flourishes.



Community Housing Aotearoa (CHA) is the peak body for community organisations providing social housing. Through The Shift initiative, CHA aims to play a catalyst role, leading a collective approach to improve the functioning of the housing system to increase the supply of adequate, affordable housing, especially for low-income families.



Whyora aims to ensure the Taranaki health workforce is responsive to the needs of Māori through developing and increasing the Māori health workforce in Taranaki, thereby both reducing inequalities in health outcomes and enabling more Māori to get into jobs with prospects for progression. Their focus is extending beyond health into the education sector.