

# HAURAKI OPPORTUNITY

Tell us what matters most  
Tukua tō reo kia rere!

## Frequently Asked Questions



## **What is it?**

The Hauraki Opportunity is a community-wide measure of wellbeing in the Hauraki Region (this includes the Hauraki, Thames-Coromandel, and Matamata-Piako District Council areas).

## **Who is it for?**

From Mount Moehau to Mount Te Aroha, across the Hauraki Plains, and up to the Wharekawa Coast. If you whakapapa to this whenua, or live, work or play in Thames Coromandel, Hauraki, or Matamata-Piako, this is for you.

## **Who is doing it?**

Lead project partner is Te Tara o Te Whai, Health Localities Group, and project partners include Hauraki District Council, Thames-Coromandel District Council, and Matamata-Piako District Council. The project is co-designed with community and is being delivered by social impact measurement experts Huber Social.

## **Who is funding it?**

The project is funded in full by the Waikato Wellbeing Project, and Trust Waikato.

## **When is it?**

The survey is open from 15<sup>th</sup> October 2024 to 28<sup>th</sup> February 2025. Initial results will be released in May 2025.

## **Why are you doing it?**

The project is focused on the important role that wellbeing knowledge (and data/information) plays in empowering people at all levels to make important decisions wisely, for our present and future wellbeing.

For example, health localities group Te Tara o Te Whai, lead partners of the Hauraki Opportunity, will use this data to support the continued roll-out of health initiatives in the region. This data can help provide Councils with a better understanding of their communities. This data goes down to a sub-district/community level, adding to census data that is only down to district level. This data is invaluable to Groups in the community to support their funding

applications, and can inform Councils policy decision making and development of strategies and when allocating funding.

### **Does this replace the census?**

This does not replace the census.

### **Does this replace any council consultation processes?**

This does not replace anything from council.

### **What are you doing about data sovereignty?**

A governance group has been established to make decisions about how and where the data is stored, who can access it, and under what conditions. The group is formed of local representatives, under principles of indigenous and Māori data sovereignty. If you want more details about processes or the governance group, please contact [haurakigovernance@waikatowellbeingproject.co.nz](mailto:haurakigovernance@waikatowellbeingproject.co.nz)

### **Have you engaged community in this?**

The scope of measurement – what is measured - was co-designed with communities across the region. Additionally, the question set itself has been tested and validated by members of the community.

### **How can I access the survey?**



Or

<https://survey.alchemer.com/collab/7960374/2024-Hauraki-Opportunity-Survey>

### **Where can I get more information?**

You can visit <https://www.waikatowellbeingproject.co.nz/hauraki-opportunity/> for more information.

### **Who can I contact for more information?**

You can contact [haurakiopportunity@waikatowellbeingproject.co.nz](mailto:haurakiopportunity@waikatowellbeingproject.co.nz) for further information.

## Additional Information

### The system must:

- Be developed in such a way that communities and project partners have confidence in it to both to measure their wellbeing and the rigour and integrity of the findings. There must be collective agreement that the process, measurement tools, and analysis will be/was robust and appropriate.
- Empower communities with the system, tools, and knowledge to continue ethical and robust measurement longitudinally, should they choose to.
- Build on what exists and what we already know. Any additional data collected will be carefully selected for its potential to add value to stakeholders, for example, measuring factors that fall outside of the remit of a project partners organisations but that provide a more holistic view for collective and sub-regional planning and strategy.
- The process must, as its priority, make all efforts to be mana enhancing – and specifically not be extractive, repetitive, or do harm to those involved.
- Secure and protect data as sovereign taonga.
- Provide a flexible data set and set of measures that can be analysed, investigated, and have insights drawn from in a variety of ways to meet the needs of the many stakeholders with an interest in the wellbeing of Hauraki.

### Key points of interest:

- Results will be delivered across the collective, and in agreed subgroups. Areas identified as of particular interest are: Older Adults, Youth / Rangatahi, those in areas identified as at greater risk of ocean inundation, SA2 areas level 7 and higher. As well as members of the rainbow community, disability communities, and those with additional mobility or access challenges, including those living in remote areas.
- The project engaged Atawhai Tibble as an advisor on measures of Wellbeing for the collective, and a Te o Māori perspective.
- The project's assurance around how data sovereignty will be secured is being designed by community, in community, led by the project team and experts.