

## Community partnerships

# Supporting children in Tamaki through Kiwi Can

## Case Study: Lion and Graeme Dingle Foundation

Five years ago, Lion came together with the Graeme Dingle Foundation (GDF) to support children in Auckland's Tamaki region because they believed in GDF's vision "to make New Zealand the best place in the world for our children to grow up in."

With New Zealand having some of the worst youth statistics in the OECD, Lion could see that GDF's programmes had the potential to create lasting change in young people's lives.

"Developing healthy, motivated and resilient young people positively influences the choices they make, which benefits local communities and New Zealand as a whole", says Jenny Stiles, CEO of the Graeme Dingle Foundation.

As Kat McDonald, Sustainability Manager for Lion explains, investing in grassroots intervention - community by community - is proven to create lasting positive change.

**"Lion have a strong presence in the Tamaki community, with our largest New Zealand brewery, The Pride, located there. We also know that the region has low household prosperity which is likely to impact youth development."**

## What affects youth development

Higher incomes are linked to more participation in education and better outcomes for children. 26% of children in the Tamaki region live in households with an income of \$40k or less.

Renting families are more likely to shift, which means children fall behind when they change schools often. 53% of households do not own their own residence.

Staying in school increases a young person's prospects. The region has a lower rate of children staying in school until they're 17.

## About Kiwi Can

To create positive outcomes for young people attending school in the Tamaki area, Lion decided to partner with GDF through their Kiwi Can program. Kiwi Can has been proven to help kids stay in school and has a protective effect on children who are transient. The programme enables children to learn how to be resilient, have positive relationships, respect and integrity. Lion sponsors four schools across the region, and with this, every child receives a Kiwi Can lesson every week of the school year, through trained Kiwi Can leaders based in the

school. The Tamaki partnership began in 2014 and continues on today. Long-term, the vision is to support young people through Graeme Dingle Foundation programmes from age 5 right through to 18, so they have support through their entire school journey.

Kat McDonald says, "Already we have primary schools supported through Kiwi Can and a presence into the main feeder school – Tamaki High School, which means we are reaching children as they transition into their secondary education."

## A supportive relationship

This partnership has been special from the start, with benefits for both sides. Beyond standard sponsorship and donations, Lion has invited the GDF leadership team to participate in their in-house leadership training.

**"We have provided experts within our team to present at their events and this year we brought some of our team to Lion's Annual Sales Conference in Christchurch to share the incredible work that we do."**

Ruapotaka School started the programme in term two 2019, and are enjoying the interactive and impactful classes that the Kiwi Can programme is providing.

Kaulave said: "We had to make a big circle out of newspaper and 2 pieces of tape. It had to hold up a ball so it doesn't touch the floor. Our team won! We won because we worked together and helped each other. Kiwi Can was fun, I like it, I like the activities."

One teacher said: "I like the fact that Kiwi Can has simple but important messages that are delivered in a fun and interesting way."



Through volunteering, Lion people have also provided GDF with special training support, from social media assistance to H&S upskilling, as well providing volunteers to support them at community projects and events.

**"Thank you Lion for teaching our tamariki that what they have inside is greater than any obstacle."** – Graeme Dingle Foundation

We constantly look for ways to enhance the reach and effectiveness of GDF's programmes.

In future, we would like to find more ways to build momentum for programmes like Kiwi Can through collaborations with other organisations. We invite interested SBC members to get in touch with us.



## Reach and impact

- 800: number of students (on average) supported in Tamaki each year
- 5000: Year on year the total number of students impacted.
- 4: number of schools supported
- 48% of the teachers surveyed believed the programme had a positive impact on student attendance at school.
- 80% of Kiwi Can schools report positive improvement in student behaviour.
- 85% of Kiwi Can schools report positive impact on students' engagement in learning.



## What have you learnt from the partnership?

- It's important that all areas of the business are invested in the partnership, from the CEO down
- When you take a 'one team' approach, it unlocks more creative thinking and opportunity to collaborate which leads to a deeper impact from the relationship
- If you have trust and respect, you have more permission to experiment and try new ways to bring the partnership to life

- Regular communication and face-to-face meetings ensure momentum around initiatives
- Reciprocal sharing of experience and resource supports a deeper understanding of each parties needs and priorities. For example, attending each other's conferences and training events provides insight into how each organisation operates.

## What lessons are there for businesses wanting to do something similar?

- Collaboration works best when there is a shared understanding of values and common goals in terms of long-term impact.
- Engaging people internally through storytelling builds awareness and participation in the partnership. This can be through sharing at conferences, having people volunteer – basically it's about giving people a real-life experience of what the partnership is about
- Drive impact through evidenced-based research – Lion fund research to learn about the effectiveness of GDF's programmes. This helps GDF adjust and refine their programmes where necessary to have maximum impact
- Leverage the partnership beyond just a financial contribution. There are many skillsets, capabilities and resources that corporates have access to which a Not-For-Profit does not. Look for opportunities to add value by sharing resources or capabilities across the partnership.



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**About Lion NZ: [www.lionco.com](http://www.lionco.com)**

Lion NZ is New Zealand's leading alcohol and beverage company with brands including Speight's, Steinlager, Panhead, Wither Hills, Havana Coffee Works and Hopt Soda. The company employs around 1,200 people across its head office and manufacturing and retail sites. Lion has both the Gender and Rainbow Tick and has won many awards for closing the gender pay gap and embedding flexible working into the business. It is a founding member of responsible drinking charity Cheers!, runs its own alcohol education platform called Alcohol&Me and provides funding to support Health Promotion Agency's moderation programmes. Lion is also a signatory to the Climate Leaders Coalition and members of both the Sustainable Business Network and Sustainable Business Council.

**About Graeme Dingle Foundation: [www.dinglefoundation.org.nz](http://www.dinglefoundation.org.nz)**

The Foundation's Vision is that Aotearoa is the best place in the world to be young. It brings this to life by providing NZ's children and young people with the tools they need to conquer life's obstacles and succeed.

The Graeme Dingle Foundation offers a range of programmes including Kiwi Can, Stars, Career Navigator, Project K, MYND and Kiwi Tahi. The programmes focus on prevention and bringing about positive change. Since 1995, over 270,000 kids have transformed their lives through the programmes and they now reach over 27,000 tamariki (young people) every year. We work closely with Community Partners who are the heartbeat of the organisation. Through them, we collaborate with hundreds of schools, businesses and community organisations throughout Aotearoa to inspire young people and improve outcomes for thousands of Kiwi kids.

**About the Sustainable Business Council**

SBC is a membership organisation, with a long-term aim to make sustainability mainstream within New Zealand businesses. They do this by inspiring businesses by creating a community of positive change, supporting members to go further and celebrating their leadership and success. SBC is part of the BusinessNZ family and is the New Zealand Global Network partner to the World Business Council for Sustainable Development.

