



# Strategies to Establish SPUs within Community-based Organisations

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# BACKGROUND

- Community based organisations play a pivotal role in shaping policies and strategies that contribute to equity and equality for communities and groups across NZ
- A good community strategy is one that relies on both community knowledge and research based knowledge (Steward & Conway, 2000)
- Unfortunately, community organisations are rarely consulted during the policy making process

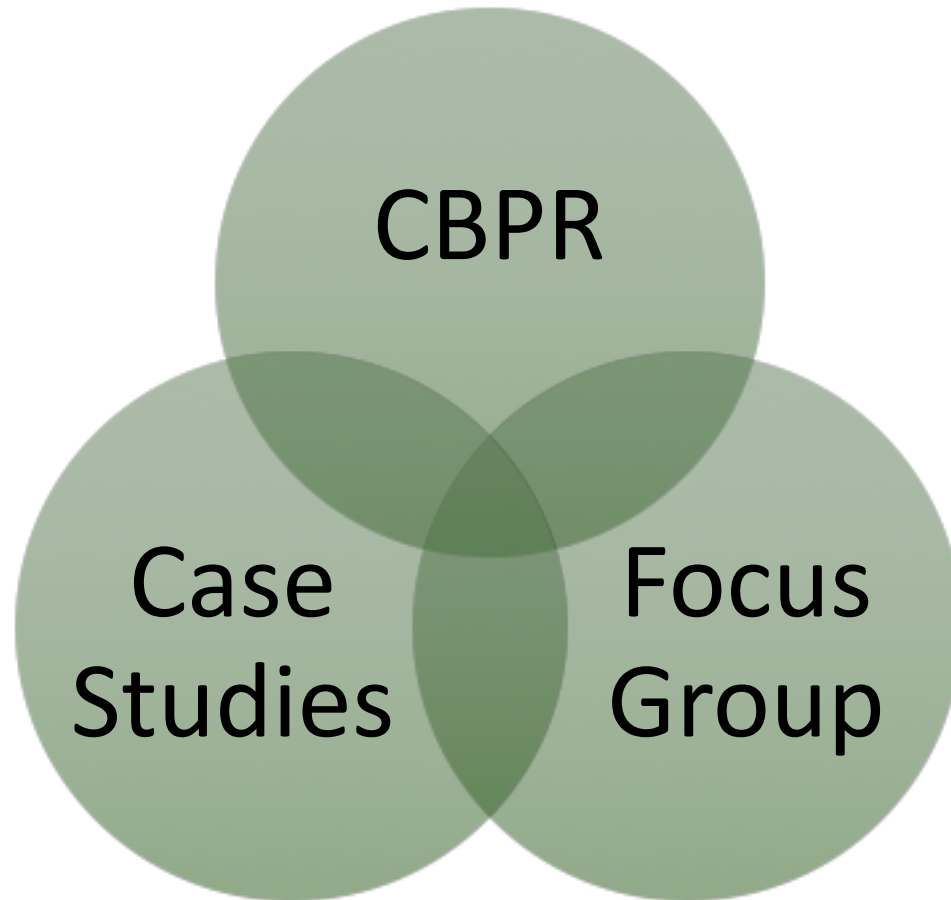


# Community Waitakere Initiatives

- Community Waitakere wishes to establish a Social Policy Unit (SPU) to provide some capacity to speak to the needs of the community
- This study aims to explore the strategies to establish the SPU at Community Waitakere in particular and for community based organisations in general.



# Methods





# Case Studies



**New Zealand Council of  
Christian Social Services**

██████████ ECONOMIC  
██████ AND  
██████████ SOCIAL  
██████████ RESEARCH  
██████████ AOTEAROA



# Case studies

- SPU's structure and activities
- Funding and sustaining strategies
- Impacts so far



# Focus Group

- 11 ppl who are social practitioners and community workers in Auckland
- Potential benefits of having the SPU; key activities
- Structure and organisation of the SPU
- Funding and strategies for sustainability



# CBPR

- Topic was initiated by Community Waitakere
- Researcher collaborated with CW manager in designing the study and developing research questions
- CW manager conducted interviews in case studies
- Co-facilitated the focus group discussion



# RESULTS



# Significance of the SPU

- Provide solid research-based evidence for their policy recommendations that is independent of political viewpoint
- A place to hold local and grassroots knowledge
- Help translate policies and inform the community



# Activities

## Advocacy

- Local and regional policies
- Submission
- Network

## Communication

- Policy translation and analysis
- Analyze the implications of national policies at community level

## Research

- Small scaled research focusing on local perspective



# Structure





# Funding

- Diversify funding source: donation, foundation, government funding\*
- Contribution from organizations in the reference group



# Discussion

- Collaboration structure (like coalition) is an effective way for non-profits to organize advocacy activities (Bass et al., 2007; Elliott & Haigh, 2012; Fyall & McGuire, 2015)
- Building relationship and connection with policy makers are the most important thing to facilitate change from within (Fyall & McGuire, 2015; Schmid et al., 2018)
- A combination of both insider and outsider strategies was also emphasised as the most effective way to do advocacy (Fyall & McGuire, 2015; Schmid et al., 2008)
- Collaborate to do research to save cost



# References

Bass, G. E., Arons, D. F., Guinane, K., & Carter, M. F. (2007). *Seen but not heard: Strengthening nonprofit advocacy*. Washington, DC: The Aspen Institute.

Elliott, S., & Haigh, D. (2012). Advocacy in the New Zealand not for profit sector: "Nothing stands by itself". Auckland, New Zealand: Unitec. Retrieved from <http://www.communityresearch.org.nz/wp-content/uploads/formidable/Advocacy-final-report.pdf>.

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Schmid, H., Bar, M., and Nirel. R. (2008). Advocacy activities in non-profit human service organizations. Implications for policy. *Nonprofit and Voluntary Sector Quarterly*, 7(4), 581-602.



# THANK YOU!