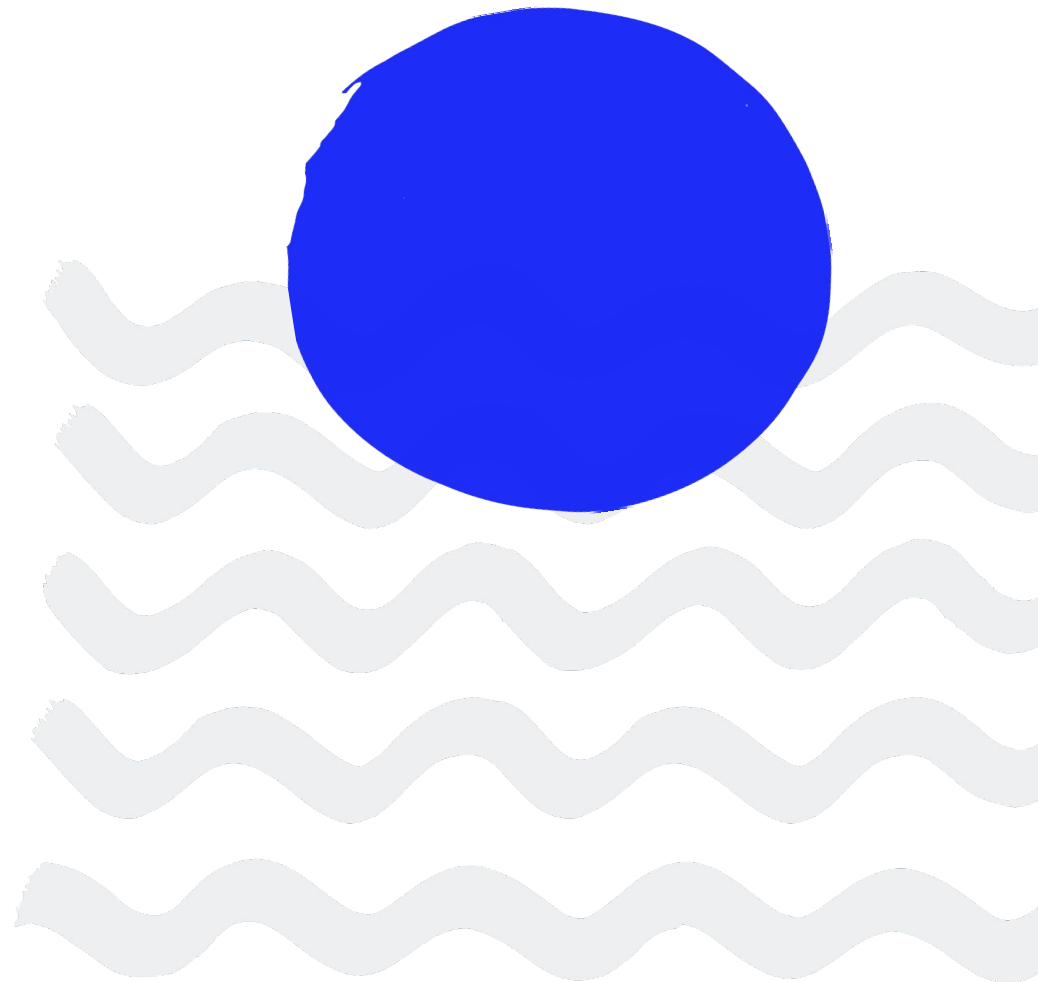

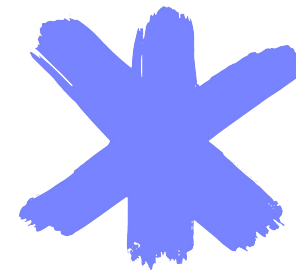


# Telling your impact story

Prepared for  
North Harbour Hockey Association





**Manaaki whenua,  
Manaaki tangata,  
Haere whakamua.**

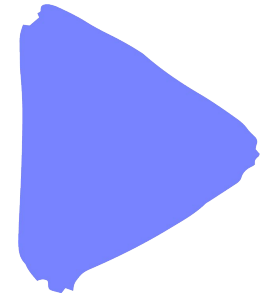
Care for the land,  
care for the people,  
go forward.

Whakatauki, Māori Proverb



# Contents

Project context .....	4
Purpose.....	5
Approach .....	7
Impact narrative .....	9
Impact model .....	10



# Project context

North Harbour Hockey Association (NHHA) engaged with Ākina in July 2023 to help you understand and articulate the impact you are having in the community.

As NHHA looks to build its organisational resilience, you have recognised the need to improve your capability and readiness to respond to the changing needs of the local community, as well as mitigate and adapt to the climate crisis.

Having developed your Sustainability Roadmap, this project will develop an impact model and narrative that maps out the positive changes NHHA is creating through this & your wider mahi, who for, and how.

This will support you to create a compelling impact story, and to make decisions that increase your impact and support your resilience into the changing future.

This impact model is also the basis of NHHA's impact narrative – a narrative that provides both consistency and clarity for all stakeholders.

It has been a pleasure  
Ngā mihi – Hannah

# North Harbour Hockey Association – Purpose and activities

This page sets the context for North Harbour Hockey Association; the ‘why, who, and what’ which as a mature organisation is established and is already clear.

## Purpose

- Vision: World class experiences in our community through hockey now and in the future
- Purpose: We promote and deliver opportunities for the benefit of our hockey community
- Values: Passion, enjoyment, pride and integrity (the “Harbour Way”); A sense of community, family, friendship and belonging (our “Hockey Whānau”); Excellence and leadership in everything we do

## What

- A welcoming, inclusive community hub that reflects, connects and protects the local community
- Guardianship of Te Taiao for future generations

## Who

- Founders, Life members, Legends
- Members and their whānau
- The local community, particularly those who are currently underrepresented in the hockey community
- Future generations
- Staff, Board, coaches, officials, volunteers
- Funders, sponsors, partners
- Mana whenua
- Planet

## How

- World-class hockey experiences
- Improving the accessibility of our services for our changing community
- Building our ability to respond to the holistic needs of our people & planet
- Intentional climate action
- Educating & inspiring through climate leadership

# North Harbour Hockey Association – Purpose and activities

Simplified version that puts purpose at the centre

## Community & Planet

We acknowledge our whakapapa while looking to the future. Our strength comes from our community:

- Founders, Life members, Legends
- Members & their whānau
- The local community, particularly those who are currently underrepresented in our membership base
- Future generations
- Staff, Board, coaches, officials, volunteers
- Funders, sponsors, partners
- Mana whenua
- Te taiao



## Place-making

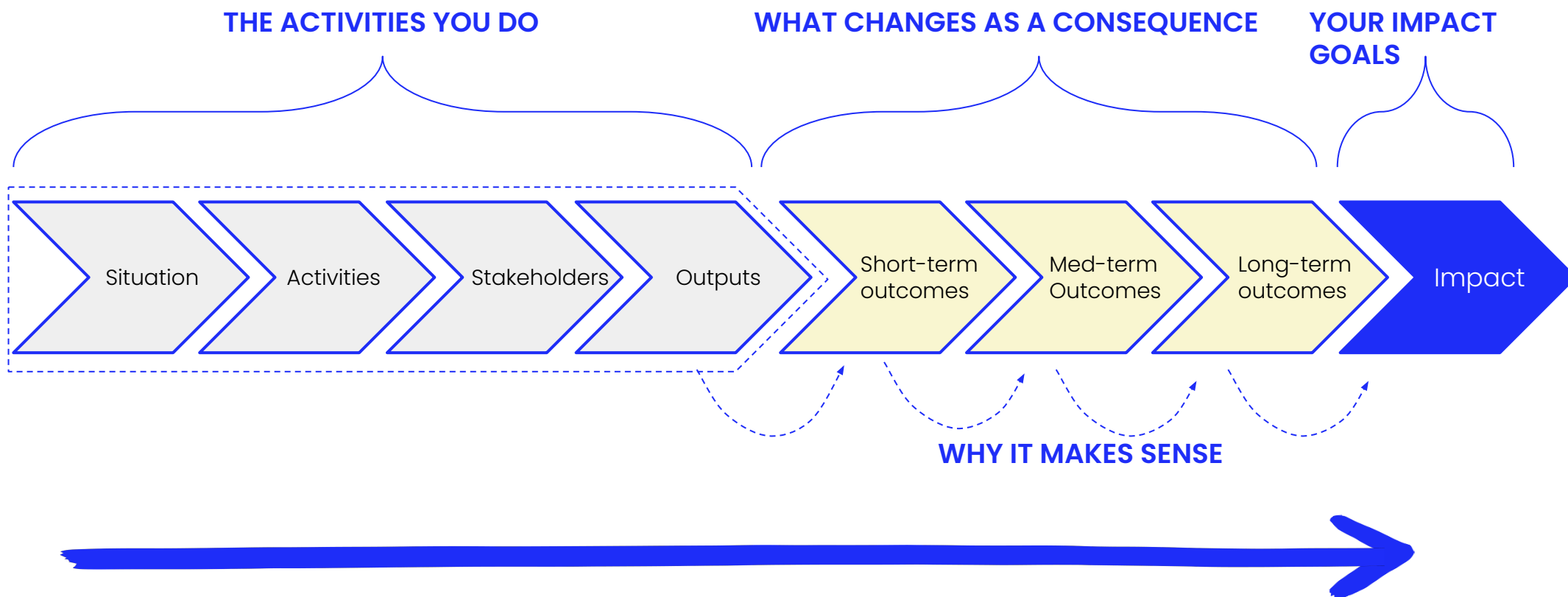
- World-class hockey experiences;
- Foster connection, belonging & pride;
- Increase social cohesion & equities

## Kaitiakitanga & Future-resilience

- Building capability to respond to changing needs of people & planet;
- Bold climate action;
- Unifying community through climate leadership & solidarity

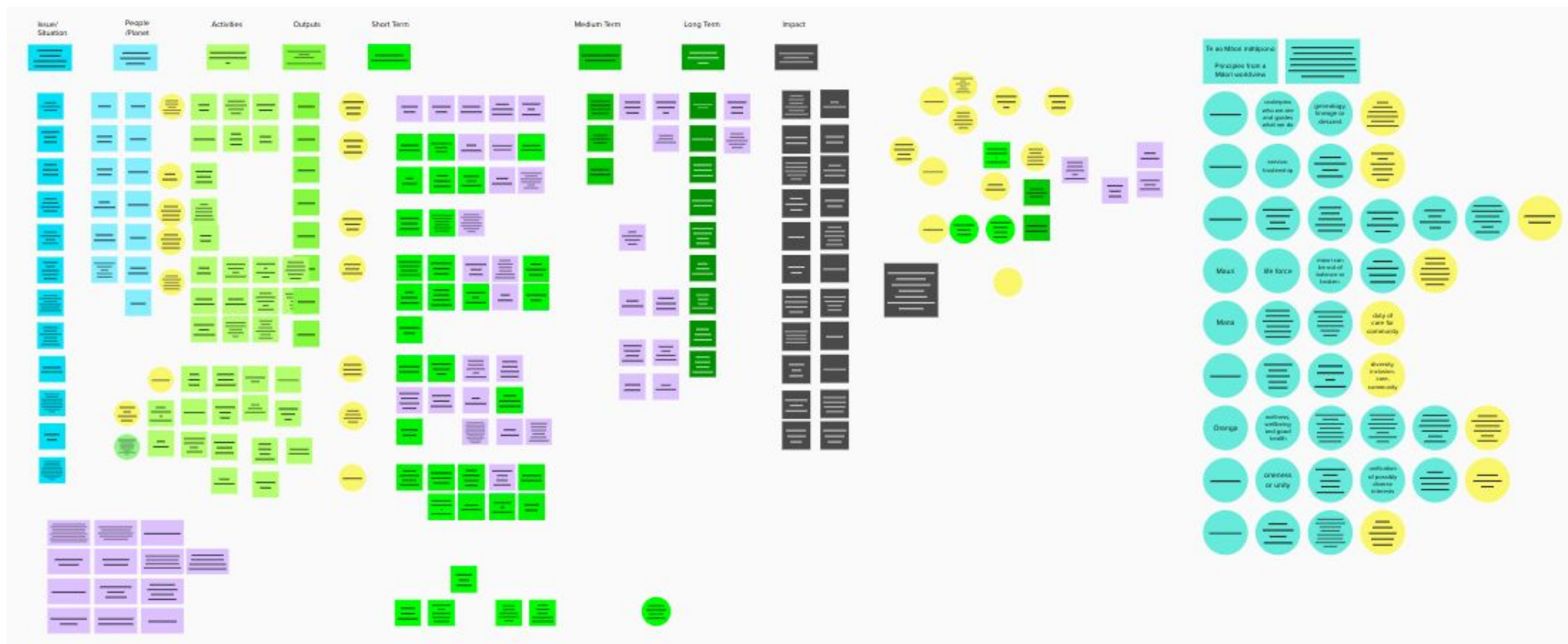
# We use a framework called a logic model or Theory of Change to build your impact model

These are the components of an impact model, which forms the basis for an impact strategy and impact measurement.



# The process

We gathered insights about your activities and the change that happens through a document review, internal workshop and desk research



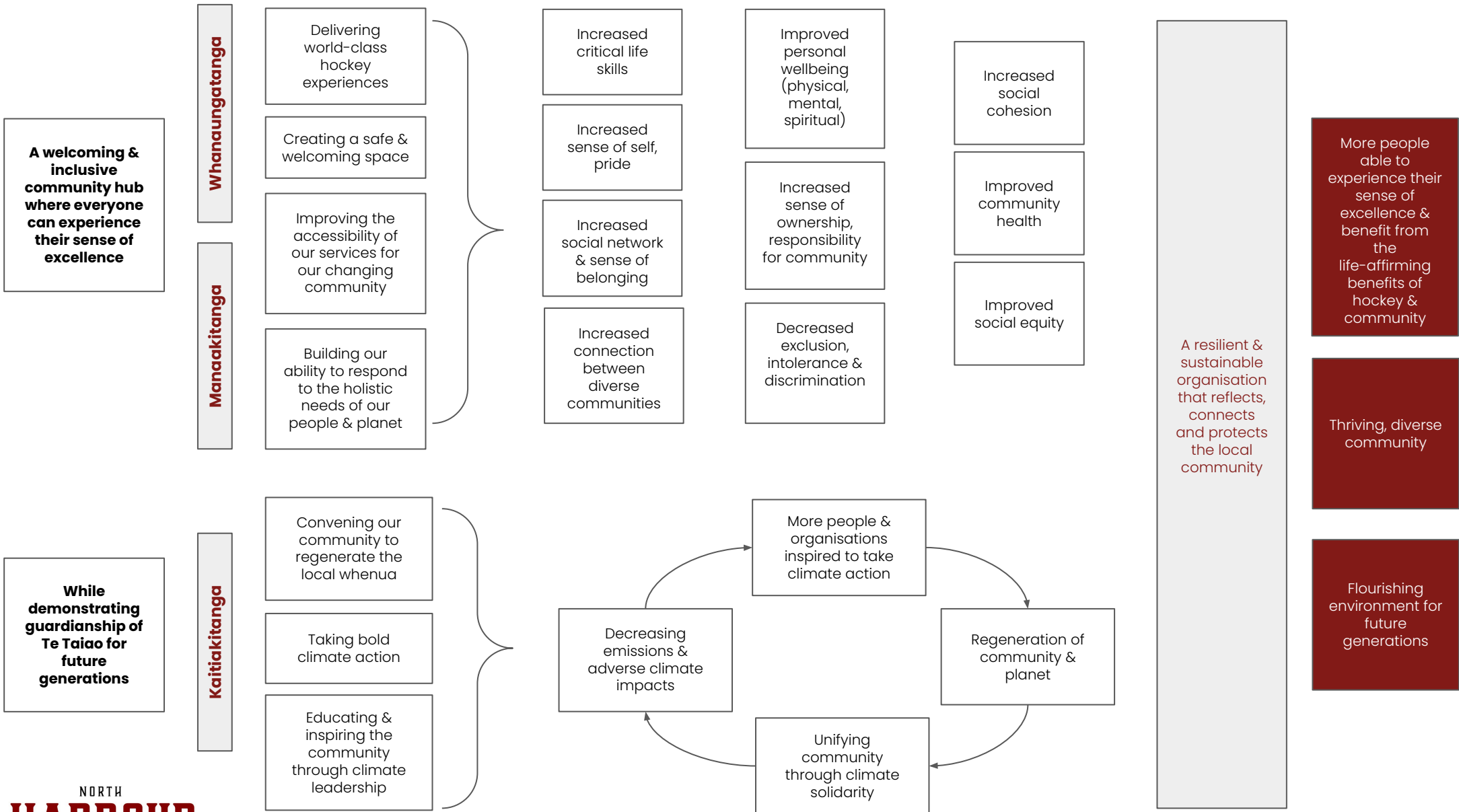
[Link to Mural board HERE](#)



# North Harbour Hockey Association's Impact Narrative

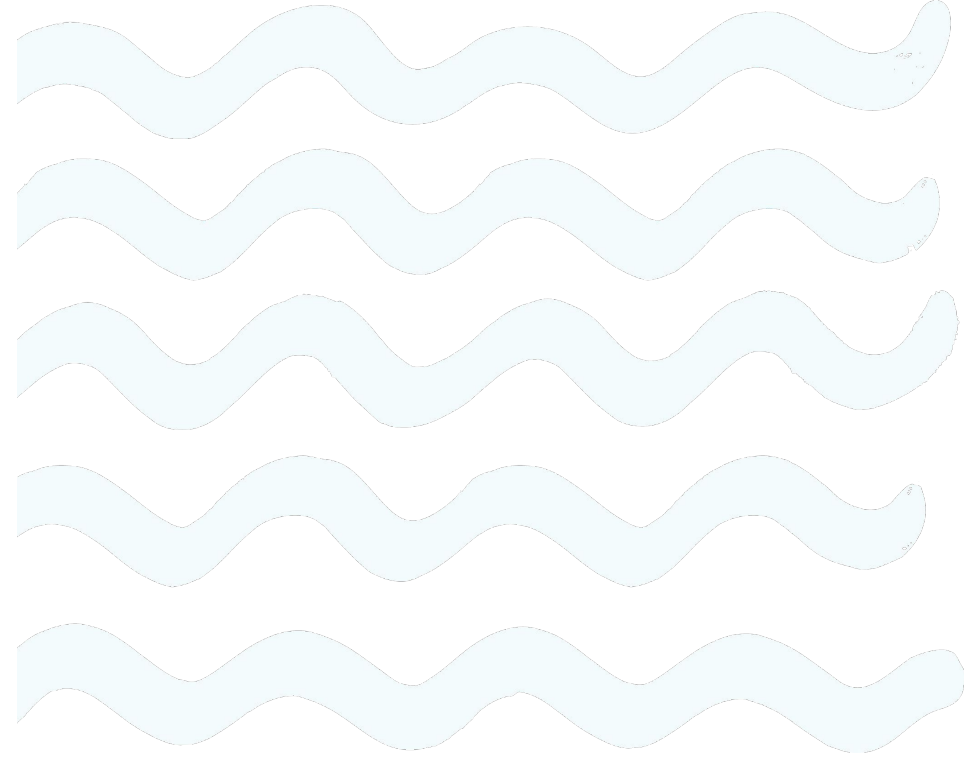
Your impact narrative brings your impact model together into a clear and concise impact story.

Because	We believe	So we	Which leads to	And results in
<p>Of the increasingly complex needs of the community we serve</p> <p>And the effects of climate change increasing social inequities and our ability to deliver our services</p>	<p>Hockey can be a unifying tool to create a diverse &amp; thriving community where everyone can reach their sense of excellence</p> <p>And that we have a responsibility to demonstrate guardianship of Te Taiao and its resources</p>	<p>Deliver world-class hockey experiences</p> <p>While improving our ability to respond to the holistic needs of our changing community</p> <p>And use our convening power to take bold climate action to mitigate against adverse climate impacts</p>	<p>More of our community enabled to experience the life-affirming benefits of hockey</p> <p>A thriving community hub promoting social cohesion</p> <p>A more resilient and sustainable organisation with the maturity to adapt to future challenges</p>	<p>A thriving, inclusive &amp; diverse community where everyone can experience their sense of excellence</p> <p>And a flourishing environment for future generations</p>



# Next steps

- Incorporate feedback
- 'Living' model
- Embedding authentic impact
- Impact measurement?



# Ngā mihi nui

Thank you for working with Ākina.  
Keep in touch!



**BE BOLD.**

Challenge yourself.  
Challenge others.