

# Perceptions Priorities Potential



## Evaluation of Hui E! September 2021

### About the evaluation

The evaluation, carried out by Rachael Trotman at Weave Ltd, saw nearly 50 Hui E! partners and members surveyed and interviewed between July and September 2021. The aim was to capture and better understand how Hui E! is perceived and inform its strategic development.

### Summary of findings

Hui E! is generally respected and trusted as a credible voice for the sector. It is seen as being on the right path and as having strengthened in recent times.

Hui E!'s key roles at present are seen as (in no particular order):

- Voice – be an independent, trusted voice on sector views, issues and needs.
- Lead and represent – strategic leadership and representation of the sector, especially to government.
- Advocate – increase understanding, valuing, resourcing and support for the sector.
- Inform – keep the sector informed, especially on political, strategic and policy issues.
- Grow – help grow the strengths, capabilities, skills and impact of the sector.
- Collaborate – work intersectorally to benefit the sector and achieve shared priorities.

Hui E! is seen to add value currently by:

- Spotlighting sector value, needs and issues (e.g. through the Covid-19 impact survey).
- Raising sector voice (e.g. via the Charities Act review).
- Providing capability support (e.g. grant writing programme).
- Providing trusted sector leadership and representing the sector to government.
- Providing useful information and ideas to the sector.
- Being an ally and collaborating for impact.

Hui E! could add more value by:

- Maintaining and strengthening current roles, which are all demanding and important.
- Raising Hui E!'s profile through high profile activity, a stronger online and social media presence and greater media visibility.
- Building strategic alliances and collaboration on specific, high-impact shared priorities.
- Developing ways to connect with the sector via the regions, as a way to keep connected nationally.
- Using tactical advocacy, targeting quick wins and longer-term gains, including creating capacity to step up as opportunities arise.

Hui E!'s work to decolonise is seen as important, but the organisation needs to tread carefully and be guided by Tangata Whenua. Four potential roles for Hui E! in this space were identified:

- Support work already underway (especially that of Tangata Whenua), listen and learn.
- Role model, lead by example and promote avenues for Tangata Whenua to have a voice and lead in the sector.
- Direct people to good sources of education, mentorship, cultural advice and training around Te Tiriti; profile good practice and promote Māori concepts and practice relating to community and the sector.
- Focus advocacy on supporting kaupapa Māori leadership and solutions.

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## Where to from here?

- Continue to embed Te Tiriti o Waitangi in the organisation and let that guide other roles in relation to decolonising work.
- Develop a manageable, strategic work programme that contains one or two high profile activities a year, to raise the visibility and profile of Hui E!
- Trial joint planning with key partners and use this to be clear to the sector and government on who is doing what. This might lead to a joint sector action plan or work programme that includes tactical advocacy involving quick wins and longer-term gains.
- Trial an online connecting mechanism with the regions.
- Potential areas of focus and collaboration identified for Hui E! were scaling capability development, transforming governance, spotlighting sector needs, evidencing sector value and telling its stories, raising lesser heard voices, and sector responses to Covid-19 and climate change.
- Empowering and supporting the well-being of Hui E's talented staff over time is critical to success.

*"Māori face ever more challenging times within a societal context, ever-increasing in complexity and failing to redress and address needs. The work of Hui E becomes more important by the day to speak for the oppressed."*

*"Don't speak for sectors e.g. community housing, same applies to Māori, support what they're saying, offer them support, never speak on their behalf or undermine their voice."*

*"Hui E does peak body best, through strong leadership, professionalism, it is cohesive and clear and measured. It is not asking for things that are unrealistic, it is asking for things that are achievable in current policy settings. They are pitched right in terms of advocacy."*

*"Government recognition of the essential role of charities is down in large part to Hui E."*

*"Raise the visibility of smaller, grass roots groups that don't have an interface with government, be the voice for that."*

*"Make choices about who you are, don't be all things to all, do a few things well and be clear about role."*

*"Fantastic to see Hui E solidifying and starting to realise its potential. Keep on with current direction, current way of working, strong sense of collaboration, being eyes and ears."*

*"Work towards a Treaty based future, if doing something on the Treaty, take into account the work of groups who have been doing that work for a long time, not to take it over."*

*"Generally very impressed with Hui E over the last year, I've found everyone who I've engaged with very helpful and providing really excellent outcomes for the sector."*

*"We work strategically to tautoko each other. Hui E is an ally, friend, support, strong relationship with them, can go with each other into places and spaces."*

*"Hui E has shown amazing progress, huge upswing in their servicing, reputation, brand, engagement, everything."*