

YES!



WOW!



ANNUAL REPORT 2025

HELLO!



Massey Matters



Massey Matters
PO Box 84122
Westgate 0657



www.masseymatters.org.nz

Massey Hub



09 833 6650 or 022 658 0178



hub@masseymatters.org.nz



Massey Community Hub

Mānutewhau Hub



09 833 6650 or 027 722 1144



hub@manutewhau.org.nz



Mānutewhau Community Hub

CONNECT with us



Genna Beaufoy
Manager



Lauren Norman
Manager- Mānutewhau Hub



Lizzie Sayegh
Manager- Massey Community Hub



Tua Teio
Youth & Family Coordinator



Helen M
Kai Coordinator



Debbie McDonald
Accounts



Ema Latu
Hub Assistant- Mānutewhau



Luga Liupau
Hub Assistant- Massey

Presenting the Massey Matters Annual Report for 2024-2025.

Our ultimate mission is to provide a welcoming, inclusive space that empowers individuals and whānau through connection, learning, wellbeing, and leadership. We honour our cultural roots, celebrate our differences, and work together to create a thriving, sustainable future for all. This year, we've really hit our stride. Our crew of local superheroes has grown to over 30,000 residents, all with unique backgrounds and voices, speaking more than 20 different languages.

This past year, our mission has included building a better future, but we couldn't do it alone. We've been guided by community feedback, making sure our programs, activities, and events are what you actually want and need. We're proud to be adding real value to the community, and it's awesome to know that our engagement is making a difference.

We've been building our Justice League by teaming up with local businesses, schools, and other key players. Our local area is thriving, and it's the result of us working together to make our community even stronger. The Massey and Manutewhau community hubs have been our fortress of solitude, and we're loving every moment of connecting with you all.





2024–2025 was a year where Massey Matters truly hit its stride, dedicated to our mission: To provide a welcoming, inclusive space that empowers individuals and whānau through connection, learning, well-being, and leadership. This remains our guiding principle, and this year we saw our crew of local superheroes grow to meet the demand across our community.

This year, our team was guided by community feedback and our core values. We are immensely proud that our commitment to community engagement, rooted with Aroha (compassion), committed to celebrating Diversity, and focused on Toitūtanga (Sustainability), is creating the thriving, sustainable future outlined in our vision across both the Massey and Mānutewhau Hubs.

The scale of our reach is clear: our two hubs saw a combined total of 7,616.5 booked hours and welcomed over 51,053 participants through the doors. This success is a direct result of the incredible work by our Hub Managers, who have done an incredible job ensuring new and fresh ideas are brought into the hubs while also building on existing relationships and making new connections with key partners. A key focus this year has been connecting with other organisations to address the critical need for more kai (food) support in our communities, while also maintaining a strong priority on our youth and diving deeper into their needs.

This commitment, coupled with the incredible dedication of our staff and volunteers, has led to successes like the Kai Marama / Seed to Bucket Project, the expansion of our Youth & Family services, and the ongoing support provided through initiatives like the Community Kitchen. We extend our sincere thanks to all our community partners and organizations for their invaluable collaboration throughout the year.

I am deeply appreciative of the tireless effort shown by the entire Massey Matters team. It is only with your support that we are able to maintain the fortress of solitude that is our Hub network and continue connecting with everyone. We look forward to continuing this vital mahi in the year ahead, guided by our community.

Genna Beaufoy | Massey Matters Manager | November 2025

Manager's Report



Tēnā tātou katoa,

As we gather for this year's AGM, we pause to reflect — not just on outcomes, but on the people, partnerships, and perseverance that have carried us through.

Massey Matters isn't just a name. It's a living promise that our whānau, our whenua, and our shared stories truly matter.

This year, we've delivered over 120 programmes and events, welcoming more than 50,000 participants across our hubs and outreach spaces. Behind every number is a face, a story, a moment of connection — a tamaiti laughing with new friends, a parent finding support, a volunteer offering time and aroha.

We've had our ups and downs — staffing changes, funding challenges, even the occasional weather forecast that kept us on our toes. But through it all, we've stayed grounded in our values: whanaungatanga, manaakitanga, and the belief that community-led change is not only possible — it's powerful.

To our board members: thank you for your steady guidance, strategic insight, and unwavering commitment to the kaupapa. Your leadership has helped us navigate complexity with clarity and compassion.

To our stakeholders and shareholders: thank you for your trust and investment in this vision.

To our staff: your creativity, resilience, and aroha are the heartbeat of Massey Matters.

To our volunteers and participating whānau: your courage to show up, contribute, and uplift one another is what makes this mahi meaningful.

To our families — those who support us behind the scenes, who hold space for our mahi and celebrate our wins — thank you for being our anchor.

To our wider community: your stories, your presence, and your willingness to walk alongside us breathe life into every programme and service.

Together, we've built more than initiatives. We've built belonging. We've built hope.

"Nāu te rourou, nāku te rourou, ka ora ai te iwi."
With your food basket and mine, the people will thrive.

Naomi BJ Jerome | Governance Board Chair | November 2025

Board Chair's Report



Financial Overview

The fiscal year ending 30 June 2025 marked a period of significant growth in activity and investment for Massey Matters Incorporated, which resulted in a shift from surplus to a modest deficit. The organisation successfully grew its Total Revenue by \$88,775, primarily driven by a substantial increase in Government service delivery grants/contracts. This financial support, along with increased income from Hub room hire, reflects an expansion of core service delivery and community engagement. Despite the strong revenue growth, the year saw a larger increase in Total Expenses of \$142,046. This increase was largely strategic and necessary to support the expanded service delivery output.

Overall, the organisation incurred a Deficit of \$6,790 for the year. While the deficit represents a drawdown on prior year's retained funds, it is set against a backdrop of significant investment in human resources and operational capacity to meet the demands of expanded service contracts and output.

Several initiatives are in place to address this deficit, including the development and improvement of financial processes, reviewing service contracts to reduce costs, and exploring new sources of income. On that understanding, I believe that we are in a sound financial position, and well-positioned to deliver sustainable services into the future

Rory Chacko
Governance Board Treasurer
November 2025



Statement of Financial Performance

Massey Matters Incorporated
For the year ended 30 June 2025

'How was it funded?' and 'What did it cost?'

	NOTES	2025	2024
Revenue			
Donations, koha, bequests and other general fundraising activities	1	1,750	3,451
Government service delivery grants/contracts	1	449,927	368,947
Non-government service delivery grants	1	27,747	29,500
Interest, dividends and other investment revenue	1	7	10
Other revenue	1	84,166	72,913
Total Revenue		563,596	474,821
Expenses			
Employee remuneration and other related expenses	2	381,822	292,979
Volunteer related expenses	2	2,831	781
Other expenses related to service delivery	2	84,066	52,672
Other expenses	2	101,666	81,908
Total Expenses		570,386	428,340
Surplus/(Deficit) for the Year		(6,790)	46,481

Audited financial statements are available from the Charities Commission website.
Our Charities number is CC54937

West Youth SAYS

YOUTH

Rangatahi

YOUTH & FAMILY MATTERS

Our Youth Programs are grounded in a simple but powerful belief: young people deserve the space and support to shape their own futures. These initiatives are *youth-led* and *youth-driven* meaning our rangatahi are not just participants, they are the decision-makers, the creators, and the leaders of everything we do.

We don't just talk we *listen*. We respond to the ideas, needs, and aspirations of our youth, creating real opportunities for them to lead, grow, and thrive. From everyday programs to one-off events and community projects, everything is designed with and for youth because only they know what truly speaks to them.

As the *Aunty of the Hub*, I'm here to offer *Awhi* support, care, and accountability ensuring this space remains grounded, safe, and full of opportunity. This kaupapa isn't just about today it's about building a future where our youth take the lead, and we walk beside them with open hearts.

Mauri Moe- The space where ideas are born

Mauri Oho - Where ideas are brought to hui (collective conversation)

Mauri Ora- From hui to *dui* (doing) bringing those ideas to life

This is *their* space. *Their* movement. *Their* future.

With love and purpose,

Aunty Tua

Youth and Family Co-ordinator



FAMILY

Whanau

There's a bit of something for everyone! Come check out what's happening in your neighbourhood register the kids, join the fun, and make some new friends along the way. We're all about building *safer, stronger communities, and that starts with connection.

Got time or passion to share?

We're always keen to welcome new volunteers into our youth programs. Whether you're a parent, older sibling, or just want to give back we'd love to hear from you!

✦ New ideas are in motion... and action is on the way! Our exciting new *Boost* program is coming to schools soon designed to *Level Up* youth potential with creativity, leadership, and confidence-building experiences.

Let's build up our next generation together. ✨



MASSEY

COMMUNITY

HUB



What a privilege it is to be part of our ever-growing, diverse, and vibrant Massey Community Hub. Once again, the Hub has shown itself to be a place built BY LOCALS, FOR LOCALS – where people connect, learn, share, and celebrate together.

As I reflect on my third year as Hub Manager, I remain inspired by the creativity and generosity of our community. We've strengthened ties with long-term hirers while welcoming new groups and initiatives that reflect Massey's unique spirit.

Highlights of 2025 include:

- LIFE Community Kitchen – continuing free weekly dinners, a cornerstone for families and whānau.
- Te Reo classes and free haircuts – growing steadily in popularity, showing demand for uplifting, practical services.
- Holiday Programmes – packed with sports, baking, circus, kapa haka, music, and Trash to Fashion days, with tamariki leading the way in shaping creative, sustainable activities.
- Community Safety Plan – upgrades, staff training, and collaboration with Auckland Council's Michael Alofa keeping the Hub safe and welcoming.
- Food for Fashion Pop-ups – launched with Massey Matters and The Salvation Army Westgate, swapping canned food for clothing. This sustainable initiative has quickly gained momentum and replaced our former foyer trade with a more manageable, positive model.
- Crescendo Youth Music Workshops – a five-week programme that built skills, confidence, and community, with rangatahi now preparing to perform at future events, including December's Performing Arts in the Park.

Looking ahead, we're excited to grow music and performing arts opportunities, support sustainable living through Seed to Bucket, Pātaka Kai, cooking classes, and free sanitary supplies, and strengthen partnerships with local schools to keep Triangle Park and the Hub safe and welcoming after hours.

None of this would be possible without our amazing volunteers, whose energy and generosity keep the Hub thriving. I'm also grateful for our strong Massey Matters team of wahine toa – a group of incredible souls committed to seeing our community flourish.

With gratitude,
Lizzie – Massey Hub Manager

Lizzie (is always busy) - Massey Hub Manager

Massey Community Hub
385 Don Buck Road, Massey
hub@masseymatters.org.nz

GET
IN
TOUCH



MĀNUTEWHAU

COMMUNITY HUB

I began my role as Mānutewhau Hub Manager in July 2025, after first connecting with Massey Matters earlier in the year at Neighbours Day. That event was my introduction to the organisation's core values of diversity, leadership, aroha, integrity, and sustainability, and it inspired me to get involved as a volunteer before stepping into this role.

Neighbours Day was a wonderful community event, attracting over 100 attendees. It was free for the public and included a BBQ, Easter crafts, games, and competitions. The event was made possible with support from EcoMatters and Awhi Shed, and it really demonstrated what community collaboration can achieve. We're now looking forward to hosting more of these fun, family-friendly events over summer.

Another key highlight this year was the Mānutewhau Awa Clean in April, which we delivered in partnership with EcoMatters. Volunteers helped remove a large amount of rubbish from our local stream and bush areas, followed by shared kai and reflections back at the hub. It was a powerful reminder of how collective action can make a real difference in caring for our environment. We've also launched a new initiative, "Dig it, Grow it, Eat it," in partnership with West Harbour School. With support from EcoMatters and our kai coordinator, Helen, students are learning to grow their own vegetables using new greenhouses and tools. The aim is to share the produce with whānau and expand the programme to more schools next year.

It's been a busy and rewarding first few months in this role. Our hireable spaces are close to full capacity, and I continue to explore what else we can fit in — creating more opportunities, activities, and activations for all ages in our community. We're very grateful for the ongoing support of the Henderson-Massey Local Board and our regular hirers, whose contributions help make it possible to deliver these programmes and maintain such a vibrant, active community hub.

Lauren the Unicorn - Manutewhau Hub Manager



GET
IN
TOUCH

Mānutewhau Community Hub
74B Oreil Avenue, West Harbour
hub@manutewhau.org.nz

THE KAI SPACE



The Spatula Squad



It has been an amazing first year and a pleasure to share my passion for kai with the Massey community, developing new collaborations, clients, volunteers and projects to promote healthy kai & kai marama.

The Kai Project Cooking Classes have continued, launching “The Spatula Squad” at Manutewhau Hub with student from West Harbour School. This in turn led the schools EnviroTeam to support our new initiative The Seed to Bucket Project, producing seedlings for the buckets and their own kai marama. This project is an initiative designed to offer a fresh, home grown kai experience to members of our community to promote wellbeing under the framework of Mana Motuhake o te Kai. Whānau in Massey are empowered through a regenerative, circular home gardening system that fosters self-determination (mana motuhake), supports hauora, and strengthens ancestral and community ties to kai. This framework was developed with support from Sport Waitakere, who in turn, included our mahi in their annual report to Health NZ. Currently there are bucket gardens with cohorts from Te Whanau o Waipareira Trust, Salvation Army Kianga Ora Project, A Supported Life and Healthy Families, Healthy Babies. We do not expect to change the world with a bucket of spinach, but it is a step toward changing our mindsets to return to the whenua and kai marama.

Mana Motuhake - Theory of Change:

IF WE support whānau to grow kai at home
BY providing buckets of seedlings & learning support
THEN more whānau experience success & connection
RESULTING IN less dependency on store bought kai & enhanced mana motuhake.

I could not have achieved so much this year without the support and encouragement of HMLB, Eco Matters, Fair Food, Massey Kai Village, LoveFoodHateWaste, Sport Waitakere & the always incredible Massey Matters wahine toa crew
Helen (AKA hells-cooks a-lot) Kai Co-ordinator



**MINISTRY OF SOCIAL
DEVELOPMENT**
TE MANATŪ WHAKAHIATO ORA

**NEIGHBOURS
AOTEAROA**

SHARING. GROWING. CELEBRATING.



EcoMatters

**LOVE
FOOD**
hate waste
NEW ZEALAND



**Cyclone Gabrielle
APPEAL TRUST**



**CREATIVE
HENDERSON-MASSEY**

**Henderson-Massey
Local Board**
Auckland Council



THANK YOU

**TO OUR TEAM, VOLUNTEERS, GOVERNANCE BOARD,
FUNDING SUPPORTERS, COLLABORATORS AND FRIENDS**

**Auckland
Council**

Te Kaunihera o Tāmaki Makaurau



Lottery Grants Board

Te Puna Tahua

LOTTO FUNDS FOR YOUR COMMUNITY



**FOUNDATION
NORTH**

Te Kaitiaki Pūtea o
Tāmaki o Tai Tokerau



THE TRUSTS
Community
FOUNDATION