

SuperGrans Strategic Plan draft ideas 2025 – 2029

Vision: Supporting Tairāwhiti whānau who need a helping hand to live well and flourish
Values: Aroha, Hope & Integrity
Our purpose & kaupapa: Enabling whānau with skills and knowledge to take greater control of their own futures

(SGT INTERNAL) Pillar One: SGT Foundation

(Focus area: Strengthening our internal systems, kaimahi, funding, and digital tools to enable long-term sustainability and service delivery).

Short Term (1 – 12months)

Support and retain kaimahi through positive workplace culture, development opportunities and wellbeing support

Secure funding for core operations and key service contracts.

Build visibility by regularly engaging with funders, partners and the community.

Strengthen our brand presence so our services and values are widely recognised.

Establish a volunteer system with clear roles, basic training and induction process.

Embed an annual review process with staff and board to track progress and adapt our strategy.

Medium Term (1–3 years)

Develop a long-term financial strategy focused on building reserves and diversifying funding sources.

Develop a marketing and communication plan tailored to funders, networks and the wider community about who we are.

Improve digital systems to better support staff, track outcomes, and connect with whānau.

Build a structured volunteer programme with regular engagement, development opportunities and feedback channels.

Long term (3–5 years)

Develop internal leadership pathways and succession planning for key roles.

Establish a values-aligned social enterprise to support financial sustainability

Develop a digital learning hub as part of wider service access

Foster a feedback-led, resilient workplace culture with a focus on long-term staff wellbeing

Create leadership and recognition opportunities for long-term volunteers

(WHĀNAU-CENTRED SUPPORT) Pillar Two: Provide wrap around support that meets the evolving need of our community

(Focus area: Support whānau through connected, holistic services that respond to immediate needs and build towards long-term wellbeing).

Short term (1–12 months)

Implement the new kai model and connect whānau to wrap around services

Provide limited emergency kai and essential parcel with a clear pathway to long term support

Communicate with referral agencies regularly about the new model and their role

Promote SGT wraparound services across all communication channels (social, website, networks and events).

Embed regular feedback collection to monitor and improve the new model.

Medium Term (1–3 years)

Strengthen internal services pathways (kai navigator – financial mentoring – life skills – peer support)

Provide regular professional development for kaimahi to meet evolving community needs.

Collect quarterly feedback and data to improve service quality

Identify underserved groups or locations and begin engagement for future delivery.

Long term (3–5 years) (both pillar 2 and 3)

Establish long-term service partnerships in key areas i.e., health, housing, community, education)

Build an adaptive delivery model that allows SuperGrans to pivot as the community need changes.

Strengthen internal review and supervision systems to support staff wellbeing and development long term.

Develop outreach-ready versions of core services i.e., mobile kai navigator, financial mentoring services days up the coast?

(COMMUNITY SUPPORT) Pillar three: Provide lifeskills, education and resources to the community

(Focus area: Equip whānau with tools to thrive beyond hardship).

Short Term (1–12 months)

Continue delivering core life-skills workshops to the community (maara kai, cooking, parenting, healthy homes, sustainability etc)

Embed food, budgeting and practical life skills literacy across services.

Trial flexible delivery options making learning more accessible to communities (evening, weekends, mobile workshops, online, in home)

Begin developing simple digital resources (i.e., how to, videos, pdf guides)

Capture feedback from workshop participants.

Medium term (1–3 years)

Increase workshop collaborations with marae, schools and other community agencies

Expand digital content – build a resource hub with how-to, videos and templates (online)

Partner with local organisations i.e., schools, marae, Polytech to embed life skills into existing community programmes.

Review feedback and evaluation approach to ensure we are capturing outcomes, changes in needs not just attendance (whanau voice)