

Final Results Report Otinga Kōrero
Due at: 30 November 2024

Report for:
Ethnic Communities Development Fund

Grant:
ECDF-2024-255668 Total Awarded \$30,000.00
Grant Term: 1/12/2023 - 1/12/2024

Asturlab Cultural Centre

Report ID: 74049

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Status Report Assessed

Assigned to: s9(2)(a)

Due On: 30/11/2024

Received On: 8/7/2025

Assessed On: 29/8/2025

▼ Time Extension

Request Report Time Extension

BENEFITS / OUTCOMES ACHIEVED

What happened?

We delivered the "4 for 40 Stop the Silence" campaign, a nationwide initiative focused on raising awareness about the Gaza crisis and promoting social cohesion. Our activities included a 40-day email awareness campaign that achieved a 44% open rate, demonstrating strong engagement among subscribers. We hosted a Social Media Hackathon providing youth with digital empowerment skills, launched a successful billboard campaign drawing attention to the International Court of Justice findings, and established prayer spaces at various community events in Christchurch in direct response to feedback from community members who indicated this was preventing their attendance. We also developed the stopthesilence.nz website as a dedicated platform for our awareness efforts.

Who participated or benefitted?

The campaign primarily engaged Muslim communities across New Zealand, particularly those seeking a nuanced understanding of complex global issues. Our youth benefited significantly from the Social Media Hackathon, gaining essential digital skills and creative collaboration opportunities. Event organisers gained increased Muslim community participation after we addressed the identified barrier of prayer accessibility. Community members who had previously felt unable to attend public events due to a lack of prayer facilities could now participate fully in events, including music festivals and vigils. The wider New Zealand public engaged with our billboard campaign and educational content, receiving balanced perspectives on challenging topics.

The campaign provided our community with tools for constructive engagement during a particularly challenging period. We enhanced our organizational capacity for digital outreach and public advocacy. By responding to community feedback about prayer facility needs, we created a practical solution that increased Muslim participation in public events, benefiting both our community and event organisers seeking greater inclusivity. Our team developed valuable skills in campaign management, social media strategy, and public messaging that will benefit future initiatives.

What was achieved?

We successfully completed our 40-day email campaign with strong engagement metrics, demonstrating community appetite for thoughtful analysis. The billboard campaign effectively challenged misconceptions and sparked critical discussions. Our prayer space initiative directly addressed a community-identified barrier to participation, enabling increased Muslim attendance at public events. We developed new digital capabilities, launched a dedicated website platform, and gained significant experience in grassroots campaigning and community mobilization.

How many people participated or benefitted directly from the event or programme?

Is there anything else you would like to tell us?

Despite our efforts to promote understanding and social cohesion, figures such as s9(2)(a) continue to publicly spread division and intolerance, often with significant funding and organisational backing. His ability to mobilise support around harmful narratives underscores the urgency of our work.

If we do not actively amplify counter-narratives rooted in compassion, inclusion, and shared values, Aotearoa risks following the path of growing polarisation seen in parts of Europe and the United States.

We firmly believe that the most effective way to counter hate is to spread more love, understanding, and truth. Our team remains committed to doing both by equipping communities with the tools to tell their stories, fostering respectful dialogue, and building bridges between diverse groups across New Zealand.

FINANCIAL INFORMATION

How did you use the grant?

The \$30,000 grant was used to support the successful implementation of the 4for40 campaign, with funds allocated across key operational areas:

Website & Technical Infrastructure: \$202.99 was spent on domain registrations and privacy protection.

Staff & Contractor Costs: \$17,000.00 covered project coordination, campaign management, and specialist content creation.

Billboard Campaign: \$3,500.00 was used for professional billboard placement via MediaWorks.

Social Media Management & Design: \$7,745.43 supported social media services (Dot Media) and graphic design contractors (Upwork).

Event Costs (Hackathon): \$1,500.00 funded venue hire, catering, materials, and event logistics.

Miscellaneous Operational Costs: \$66.32 was used for general materials and supplies.

Total expenditure amounted to \$30,014.74. The slight overspend of \$14.74 was covered internally.

What was the final cost of the project/event? \$0.00

Total amount spent on the project/event as computed in the expenditure report.

Did you use the entire grant? : Yes

REPORTING DOCUMENTATION

Required Document:

1. Expenditure Report - Please provide an expenditure report which shows the actual expenses of the project and the expenditure of the grant funds received with the project budget you originally provided in your grant request

REPORTING DOCUMENTS



ECDF Final Expenditure Report 4 for
40.xlsx



Financial statement (FR)

Added by s9(2)(a) at 5:40 PM on 26 August 2025



Final_ECDF_Expenditure_Report.csv



Financial statement (FR)

Added by s9(2)(a) at 9:54 AM on 8 July 2025

Is there anything else we need to know about the financial statement in relation to the budget?

CONFIRMATION

I confirm this report is true and correct for this grant: Yes

▼ INTERNAL PROCESSING

▼ INFORMATION CHECK

Does primary contact need to be notified due to incomplete report?

▼ ASSESSMENT WORKBOOK

Income & expenditure report against budget received; grant & grant expenditure reported: Yes

Income from other grants and funding sources are disclosed/reported: Yes

Grant has been used to support approved request: Yes

Grant has been used for approved costs or purposes ie not used for excluded costs: Yes

Have all conditions been met? Met

Additional Comments?

Comment on any time extensions:

Comment on unused portion of grant:

▼ Expand if you need to provide an invoice for the refund

To generate the invoice in gcms:
- add refund in gcms (if not already added),
- view refund card and click **Edit**
- fill in all fields and click **Save and Close**.

A generate invoice option will appear.

Note:

You can only generate 1 invoice. log support ticket if you need to correct invoice details and generate a second invoice.

Further Actions Required?

Have you identified any problems with this report that require further action? No

▼ PUBLICITY OPPORTUNITY

Will celebrating this group's story inspire community, Hāpu or iwi?

Brief explanation:

▼ OVERDUE REPORT ESCALATION

date last contact:

Are reporting issues unresolved and to be escalated to manager?

Manager comment

:

▼ MONITORING ACTIVITIES

monitoring activities

▼ INTERNAL INFORMATION

▼ CUSTOMER VERSIONS

CUSTOMER VERSIONS



Report_080425.pdf



pdf snapshot of customer view (LC-OKFRR)

Added at 8:02 AM on 5 August 2025

Report Submitted - GCMS will create a pdf of the customer view of the report when report enters report received workflow stage
log supprt ticket if pdf missing

INTERNAL REPORT DOCUMENTS



RE Grant results report (ECDF-2024-255668)
(1).msg



Customer Communications

Added by s9(2)(a) at 5:42 PM on 26 August 2025



Grant results report (ECDF-2024-
255668).msg



Customer Communications

Added by s9(2)(a) at 12:49 PM on 8 August 2025



FW_ Request to submit results report and complete expenditure report by 20
December 2024 ECDF-2024-255668 .msg



Customer Communications

Added by s9(2)(a) at 4:19 PM on 12 December 2024

Out of scope

Released under the Official Information Act 1982

Released under the Official Information Act 1982

4 for 40 Stop the Silence

1 Dec 2023 - 31 Mar 2024

INCOME

Funding request details

Add request details here

	Budgeted amount <i>Amount requested</i>	Actual amount
ECDF	30,000.00	30,000.00

OTHER INCOME

List all expected and confirmed project income

	Budgeted amount <i>Budgeted amount</i>	Actual amount
Seed Fund - FIANZ	5,000.00	5,000.00
Admin support (Asturlab)	5,000.00	4,500.00
Community donations (from billboard campaign)	0.00	2,478.00
TOTAL INCOME	40,000.00	41,978.00

EXPENDITURE

List all expected and confirmed project expenses

	Budgeted amount	Actual amount	Amount paid by grant
Weekend Wānanga (in Christchurch) - youth networking	5,000.00	382.06	382.06
Project Coordination and relationship building (200hrs @\$35/hr)	7,000.00	7,000.00	7,000.00
Volunteer Reimbursements and koha	2,000.00	2,000.00	0.00
Training and development - upskilling in social media skills	2,500.00	3,000.00	3,000.00
Meetings and community engagement sessions	2,500.00	2,500.00	2,500.00
Content development - creating social media posts (5/wk x 6 wks) on Facebook, instagram and X	2,000.00	2,000.00	2,671.17
Photographer - support content creation, capture engagements etc.	1,000.00	1,000.00	0.00
Videographer - to develop short videos and reels for social media	1,000.00	1,000.00	\$ 1,000.00
Boosting posts (\$200-\$400/wk over 6 weeks)	2,000.00	2,000.00	\$ 2,000.00
Comments Moderation (2 people x 1hr/day x 50 days x \$25/hr)	2,500.00	2,500.00	2,500.00
Surveying participants (developing, delivery and analysis)	1,000.00	1,000.00	1,000.00
		2,500.00	2,500.00
Email writing (daily emails for campaign subscribers \$50/email x 50 emails)	2,500.00		
Establishing Website (design, development, domain, hosting etc)	3,000.00	3,000.00	3,365.99
Campaign Monitor and social media platform setup	1,000.00	1,000.00	0.00
Initial Content development (welcome pack, FAQ, website)	1,500.00	1,500.00	0.00
Conceptual design and framing including logo and initial content	1,000.00	1,000.00	0.00
Volunteer induction, coordination and support	2,500.00	2,500.00	1,000.00
Billboard Campaign	0.00	3,500.00	1,022.00
TOTAL Budgetted EXPENDITURE	40,000.00	39,382.06	29,941.22
Operational Surplus/Deficit	0.00	\$2,596	\$59

From: s9(2)(a)
To: s9(2)(a)
Cc: s9(2)(a)
Subject: RE: Grant results report (ECDF-2024-255668)
Date: 26 August 2025 06:29:44
Attachments: [image002.png](#)
[image003.jpg](#)
[ECDF Final Expenditure Report 4 for 40.xlsx](#)

Kia ora s9(2)(a)

Thank you for your feedback on our results report for the "4 for 40 Stop the Silence" campaign. I apologise for the belated response as I am overseas currently. Please find our responses below to the questions you raised and an attached updated expenditure report as requested:

1. Expenditure Report

Completed as requested using your template. Excel sheet attached showing initial vs actual budget with all income sources.

2. Website Development Funding Clarification

To clarify the distinction between the two funding sources for website development:

FIANZ Funding (\$5,000): Covered initial 4for40.nz website development and campaign setup including Campaign Monitor (email distribution), social media platform setup, initial content development, and conceptual design. This work was done with a local Christchurch-based PR company.

ECDF Grant Allocation: We engaged a second company (run by a Muslim founder) to establish stopthesilence.nz, which focused specifically on raising awareness about the humanitarian crisis and need for peace and justice in Gaza. This company also provided social media support, boosting posts, workshops and engagement analysis.

The stopthesilence.nz website operated as a targeted initiative within the broader "4 for 40" programme framework.

3. Billboard Expenditure

We acknowledge that billboard advertising was not explicitly itemized in our original budget submission so have added it to the excel sheet. However, this activity aligned with our overall project objectives of raising awareness and community engagement.

The billboard campaign emerged as an opportunity to amplify our message and successfully generated community discussion. Significant community donations meant only 3% of ECDF funding was used for this purpose.

4. Prayer Spaces Budget Discrepancy

We apologize for any confusion in our narrative report. To clarify: **no ECDF grant funds were directly spent on establishing prayer spaces at community events.** This activity was part of our campaign manager's community engagement and relationships role (covered within their allocated hours), not a separate expense. This activity reflected our commitment to community engagement and participation in community activities at a time the community had concerns around public participation and visibility during a sensitive period.

5. Participation and Beneficiary Numbers

Based on our campaign metrics, the following participation numbers can be confirmed:

- **Email campaign:** Around 100 individuals engaged in our 40-day awareness campaign
- **Workshops and weekend wananga:** 30-40 people attended in-house workshops and weekend wananga focused on campaign messaging, social media engagement and skills development
- **Billboard volunteers:** 20 people involved in campaign support
- **Billboard reach:** Estimated 100,000-200,000 unique views
- **Social media engagement:** Data held by dot media (contracted company)
- **Community events:** Multiple events benefited from increased Muslim participation through prayer space facilitation

Note: The weekend wananga was successfully delivered as a 1-day event in a free venue, run by our campaign manager and volunteers, resulting in significantly lower costs than originally budgeted.

Conclusion

We are committed to transparency and accountability in our grant reporting. We appreciate your patience as we provide these clarifications and acknowledge the importance of proper communication regarding budget variations in future projects.

Should you require any additional information or documentation, please do not hesitate to contact us.

Nga mihi,

Noho ora mai,

s9(2)(a)



From: s9(2)(a)

Sent: Tuesday, 5 August 2025 3:02 am

To: 9(2)(a)

Cc: s9(2)(a)

Subject: Grant results report (ECDF-2024-255668)

Kia ora,

Thanks for submitting the results report for the \$30,000 grant (ECDF-2024-255668) awarded to your organisation in December 2023.

Please note we have the following concerns and need you to address it urgently before we can

close the grant.

1. For Expenditure Reports we want to see your initial budget against your actual budget side by side, and all your sources of income stated in there. I have attached the budget that you provided to us with your funding application, your final budget and our ECDF template – is it possible for you to align actual with initial budget on the template, include all income sources; report all expenses side by side and indicate where the grant was spent, please?
2. In your application you mentioned you received \$5,000 from FIANZ which went towards website development. In your results report, you stated our grant also went towards website development – please confirm?
3. Spend on billboard – looks like this is an expenditure that was not in your initial budget. One of the conditions of the grant is you must spend it on approved costs as per your budget. If you choose to spend it on costs that are not stated in your budget, then you need to check in with the ECDF team. Please confirm if you contacted one of us on this.
4. Budget is not matching your report narrative. Your report says the grant was spent on establishment of prayer spaces at various community events in Christchurch, but I don't see any costs itemised for that in your budget? Please explain.
5. Please confirm how many people participated or benefitted from the campaign?

I look forward to receiving additional information from you.

If easier, I can always call and explain.

Let me know.

Thanks

s9(2)(a)

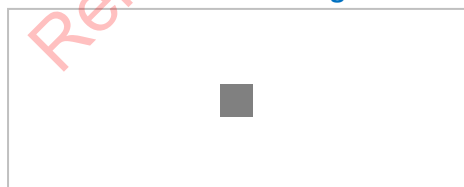
Community Funding Advisor

System Capability and Programmes

Te Tari Mātāwaka | Ministry for Ethnic Communities

215 Lambton Quay, Wellington

www.ethniccommunities.govt.nz



From: s9(2)(a)
To: s9(2)(a)
Subject: RE: Notification: OIA2526-0072 – release of final document
Date: 16 September 2025 15:22:53
Attachments: [image001.png](#)
[image002.png](#)

Thanks s9(2)(a) yes s9(2)(a) will get an opportunity to see the summary and highlight any concerns s9(2)(a) may have on that. Aimee said at the end of the day it is upto us to decide what we want to do. So if s9(2)(a) has further issues on the summary then Aimee and team will try to address that, but they still think atleast something should be provided rather than nothing.

Great you are meeting with Fleur tomorrow and thanks for adding to your list.

Cheers

s9(2)(a)

From: s9(2)(a)
Sent: Tuesday, September 16, 2025 3:19 PM
To: s9(2)(a)
Subject: RE: Notification: OIA2526-0072 – release of final document

Thanks for providing an update and potential way forward for me to share with Fleur.

I read s9(2)(a) concerns. With the summary you are suggesting – would it be checked with s9(2)(a) is comfortable with it as a solution? This is new for me too, so I am trying to understand it fully and be prepared for any potential questions I might get about it. Would it be sent to the requester noting it is a summary?

I am meeting with Fleur tomorrow – so I have added this to my list.

From: s9(2)(a)
Sent: Tuesday, September 16, 2025 2:25 PM
To: s9(2)(a)
Subject: FW: Notification: OIA2526-0072 – release of final document

Hi s9(2)(a)

I have had a chat with Gina and Aimee regarding below. Aimee said since s9(2)(a) is hesitant to provide the report to OIA requestor (see s9(2)(a) email below) we could do a summary instead. I think that would be good because then it will cut out the additional bits.

What are your thoughts and do you think you could talk to Fleur and get her feedback on this proposed way forward?

Plan is once you and Fleur agree, I could work with s9(2)(a) on that summary and then it will come to you and Fleur again for review/final sign off.

Please note they said there is no time pressure, but it would be good to address this soon.

Let me know.

Thanks

s9(2)(a)

Out of scope

Released under the Official Information Act 1982

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Memo: DOIA 2425-0072 – Anonymous

Requester	Anonymous (via FYI website)		
Subject	Information on Ethnic Communities Development Fund grant to Asturlab Cultural Centre.		
Due to Minister's Office	N/A	Due to requester	20 August 2025

Out of scope

Released under the Official Information Act 1982

Out of scope

Decision

Out of scope

9. Document seven is being withheld for the time being under section 9(2)(ba)(i) of the Act to protect information, which is subject to an obligation of confidence, where the making available of the information would be likely to prejudice the supply of similar information, or information from the same source, and it is in the public interest that such information should continue to be supplied.
10. Following the Ministry receiving the final report (document seven), we have sought clarification and further information from the applicant. The Ministry is currently waiting for this information to be provided and as such, we are withholding document seven for the time being, until this information is available. This will ensure a fulsome and accurate document response can be provided.

Out of scope

Public interest considerations

Out of scope

14. The final report (document seven) is being withheld in full for the time being, under section 9(2)(ba)(i) of the Act as the information is subject to an obligation of confidence, where the making available of the report in its current form would be likely to prejudice the supply of similar information. As we have sought clarification and further information from the applicant, and are yet to receive the requested information we are withholding document seven for the time being, until this information has been provided. This approach ensures we can provide a fulsome and accurate document.

Out of scope

Consultation

Out of scope

19. The applicant has also requested that the final report (document seven) is withheld in full until they have provided the requested information to the Ministry. This has been incorporated into the response and document seven is being withheld for the time being. Out of scope

9(2)(a)

21 August 2025

INFORMATION SCHEDULE:

Out of scope

7	08/04/25	Otinga Kōrero Final Results Report	No	Withheld in full under s9(2)(ba)(i). To be released to the requester once the requested information has been provided to the ECDF team.	N	N/A
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