

Social responsibility

We actively support the charity I Have a Dream (IHAD). Originally founded in the United States, IHAD is fundamentally about breaking inter-generational poverty and creating better futures for less-advantaged kids. Brought into New Zealand by tech entrepreneur Scott Gilmour, the IHAD programme launched here in 2003 with 53 eight-year-old children at Mt Roskill's Wesley Primary School and has since expanded to focus its efforts in Northland communities.

IHAD relies on private donors and sponsorships that support its Navigators, who guide specific classes of kids for 15 years, from primary school until they leave high school and transition into employment or further education. This long-term commitment and vision – to provide young people with ongoing, wrap-around support that enables them to realise their full potential – lies at the heart of the organisation, which currently partners with four Whangārei schools (three primary and one secondary) and over 800 pupils as part of its Ngātahi Education Initiative.

If you'd like to know more about our IHAD sponsorship, contact us at hello@context.nz



Kaupapa Māori at Context

Kaupapa Māori is an important part of Context's emerging cultural capability. Over recent years, our practice has engaged in a range of culturally connected projects as part of our participation in both private and community-based sectors.

At the beginning of 2022, we advanced our cultural engagement strategy, hiring Leighton Watene to lead Tiaro, our Kaupapa Māori programme.

This commitment supports our desire for Context to consistently participate in genuine cultural engagement as part of everyday practice.

When fully implemented, Tiaro will focus on, and advance, our cultural values in four key areas:

- Our day-to-day operations through participation in a te reo literacy programme, He Papa Tikanga.
- Our external communications through emphasis on advancing te reo in our content and ensuring a proportion of that content engages in cultural narratives.
- Our design thinking through the integration of Tiaro, our Kaupapa Māori programme, into our design process.

- Our service delivery through building capability around the transfer of knowledge between stakeholders and designers, and in processes and protocol. Our service delivery will be further enhanced through our online client portal offering a platform to support cultural engagement

Our Kaupapa Māori process is an integrated part of our standard client engagement and design process (see diagram below).

