

The Belonging Project

Organisations Involved & Contact Details

Organisation: Auckland City Council

Web: <http://www.aucklandcity.govt.nz/council/projects/community/belonging.asp>

Aims & Target Group

The aim of the **belonging** project is to celebrate the diversity of people in Auckland, while giving individuals and organisations the opportunity to:

- Think about and describe what their community means to them and how they belong,
- Get involved and make their mark in their community.

It further aims:

- To increase community engagement through fun exercises and games
- To encourage people in an inclusive manner to think about Auckland city and
- To build social cohesion.

Project Description & Components

Booths are set up at various events around the city such as the Auckland International Cultural Festival at Potters Park, and other festivals and market days. The booths often include the Belonging game which is also being developed for use in schools.

Auckland City also welcomes community members to develop their own projects. A form is available on the Belonging site where interested groups may submit project suggestions. Belonging projects can be about getting to know your neighbours or even organising a large event or activity such as:

- a local history project
- a celebration or performances,
- start a community garden or building project,
- organise an event with someone of a different ethnic or religious group,
- organise with your neighbours to attend an Auckland City Council or local board meeting on issues of interest to your neighbourhood or community,
- document the contributions of groups or individuals to the social fabric of your area,
- organise a monthly brown bag lunch series at your local library, and
- organise a neighbourhood drive for a local food bank.

The project or activity should provide people in the community the opportunity to consider and discuss or show what belonging means to them and how they belong. Or it could be an activity which allows people the opportunity to express their sense of belonging and community. The activity, event or project should take place within the Auckland city area governed by Auckland City Council and the people who live, work and play here.

Process

To engage with community members through fun activities at 'Belonging booths' organised by Auckland City Council. The intention is to get people to interact through games, giving them a chance to think about Auckland city, and through that build a sense of belonging. Games that get people to express aspects of living and belonging to Auckland city. It is expected to help build a sense of identity and cohesion among the community of Auckland.

Auckland City also hopes community members will come up with their own projects. Belonging projects can be about getting to know your neighbours or even organising a large event or activity.

Outcomes

The Belonging project held a series of belonging booths in Auckland City at different community events during the year where people dropped by, viewed the photos, played the belonging game and provided feedback on their own sense of belonging.

Challenges & Obstacles

The main challenge is to hold the belonging booths regularly because it requires serious organising, community support, and funding.

Funding

Auckland City Council.

Images



Acknowledgement: Most of the information for this case study has been drawn from the belonging website at: <http://www.aucklandcity.govt.nz/council/projects/community/belonging.asp>