

# The Future of Business for Aotearoa



New Zealand Council Of  
Christian Social Services

## Long-term Insights Briefing, June 2022

Contact Name:	Nikki Hurst Rachel Mackay
Organisation Name:	New Zealand Council of Christian Social Services (NZCCSS)
Organisation description:	<p>The New Zealand Council of Christian Social Services (NZCCSS) welcomes the opportunity to provide feedback on the long-term insights briefing for the future of business for Aotearoa.</p> <p>NZCCSS has six foundation members: the Anglican Care Network, Baptist Churches of New Zealand, Catholic Social Services, Presbyterian Support and the Methodist and Salvation Army Churches.</p> <p>Through this membership, NZCCSS represents over 250 organisations providing a range of social support services across Aotearoa. We believe in working to achieve a just and compassionate society for all, through our commitment to our faith and Te Tiriti o Waitangi. Further details on NZCCSS can be found on our website <a href="http://www.nzccss.org.nz">www.nzccss.org.nz</a>.</p>

### Tirohanga Whānui | Overview

We support the focus on supporting purpose-led business in Aotearoa. A focus on wellbeing and social cohesion mirrors the commitment to community and universal wellbeing that our members strive for in their work. We strongly support the purposeful engagement of the business sector into social issues and purpose-led models. We consider many of the NGO and NFP organisations within our membership to already be engaging in purpose-led business, so expanding the definition of business to include these and allow them to share in the future support for this sector would be widely beneficial to many existing organisations.

As social services and the communities they serve are our membership, this is our focus. Our speciality is not in technological services, and as such we have no comment on the blockchain.

## Taunakitanga | Recommendations

Our main points are:

### **Item One – Support for rooting Business Strategy in wellbeing**

We strongly support the foundation of long-term business strategy being based in wellbeing, such as the Living Standards Framework. As outlined in the Consultation document, business with purpose is not a recent phenomenon, neither globally nor domestically. New Zealanders have a keen sense of community responsibility, and Māori business has led the way in demonstrating the efficacy and success of purpose-led business. Social and cultural wellbeing are critical to the overall health of a nation, as outlined in Treasury's Our Living Standards Framework. Ensuring that social and cultural profit is valued as highly as our economic profit is integral to the holistic wealth of our nation and embedding our future business strategy in a pursuit of wellbeing is an excellent first step.

### **Item Two – Increase in support for Purpose Led Business over time**

We anticipate an increase in engagement with purpose-led business over the coming years. Our members frequently engage with clients who are missing social and community support, and the regional effects of lockdowns and industry change. Socially minded businesses can be vehicles for increased social cohesion to alleviate isolation and promote community engagement. Purpose-led business can engage more strongly with local focus and capacity to quickly respond to local factors than government could. We do not anticipate the after-effects of Covid to include a change of mindset away from creating deeper connection within our community and supporting one another. As such, we anticipate continued and increased patronage of purpose-led business, and increased capacity for individuals to engage with purpose-led business frameworks to meet local issues.

### **Item Three – Support for Government investment in Purpose-led models, including NGO and NFP**

Purpose-led business can respond to the needs of a community faster than government and should be supported to do so. We support a range of encouragement principles listed in the consultation document and see merits in each of them for businesses in various stages of development. We would like to suggest an expansion to the concept of "business" as it relates to engagement and funding in this area. Many of our members and others in the NGO/NFP sector are already existing within what could be considered a 'purpose-led' framework, but the current definitions of business exclude them from the support that would be considered under this framework. Expanding the definition would enable many currently existing, functioning businesses, who are already well integrated into their purpose and their community, to develop and innovate in a way that would otherwise be unavailable to them. We accept the important role that business plays in society but given the movement towards support for 'purpose-led' initiatives, the integration of the NGO/NFP sector into this support model makes sense.