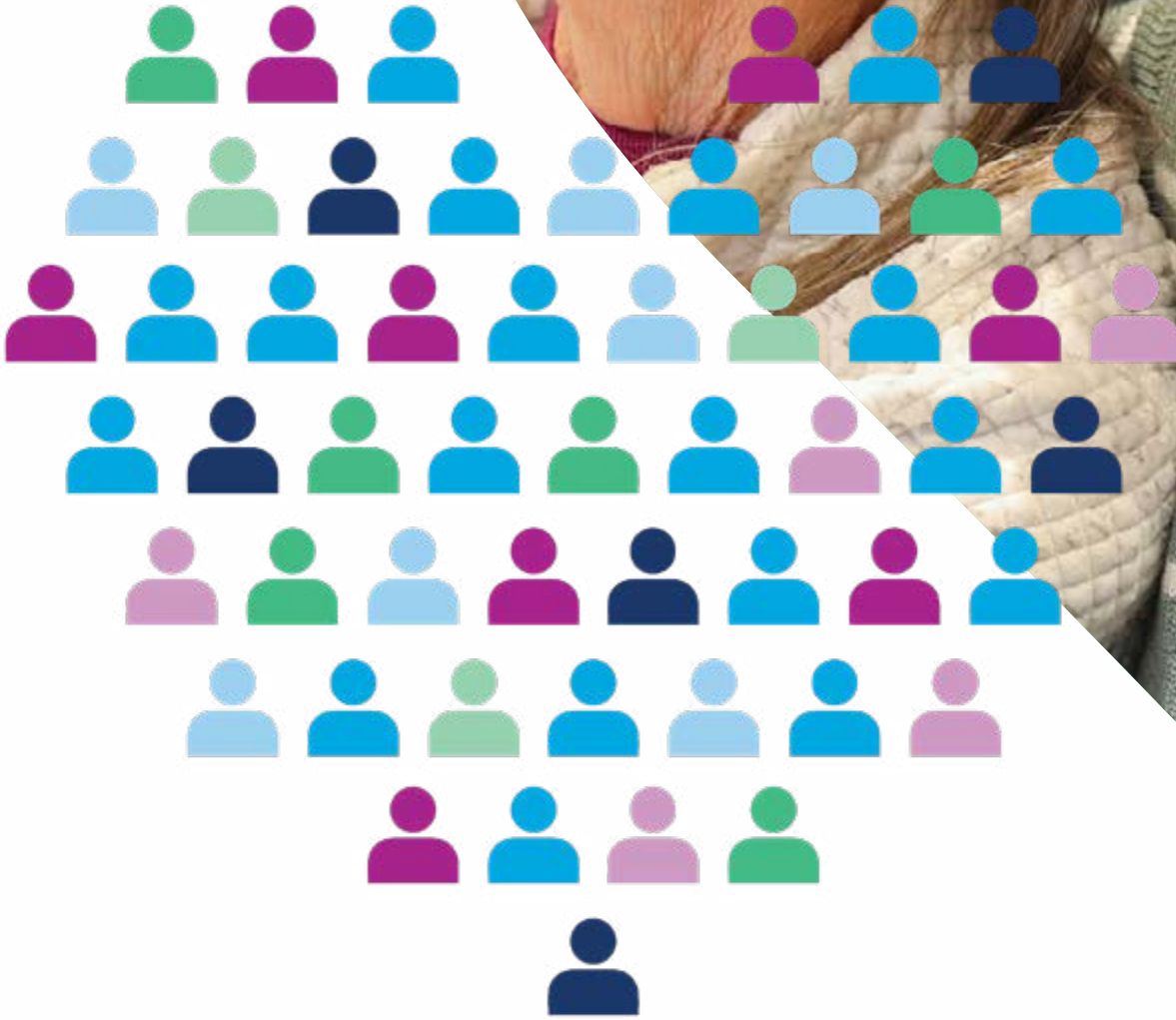




**AGE
CONCERN
AUCKLAND**

He Manaakitanga
Kaumātua Aotearoa



Age Concern Auckland

Annual Report 2025



Elder Abuse Awareness Day event at Trusts Stadium in collaboration with Police - Casey Costello Minister for Seniors visits our stand

♥ Explore data online [@ageconcernauckland.org.nz/annualreport](https://www.ageconcernauckland.org.nz/annualreport)

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Chair's Report



As New Zealand's largest Age Concern, we continue to play a vital role supporting older people, particularly those who are isolated, vulnerable, exposed to risk, or facing barriers to connection. It is work that requires purpose, compassion, and clear direction.

Over the past year, our focus has remained firmly on delivering against the goals set out in our Strategic Plan, ensuring Age Concern Auckland is robust, inclusive, and forward-looking.

Strengthening governance and leadership

Our Board continues to provide strong and thoughtful oversight, ensuring the organisation remains financially sound and strategically

focused. The diverse expertise of our Board members continues to guide our organisation with professionalism and heart.

For me, I am in my last year as Chair and will be stepping down in line with our term limit policy, on 30 June 2026. I, with the support of my fellow Board members have made recruiting new Board members a priority and we are very pleased to welcome Kim Conner, Richard Mongiatti, Geet Sharma, and Denise Bennett to the Board, ahead of some of us old hands stepping down.

This year we were also delighted to welcome our first Māori Advisor, marking an important step in strengthening our cultural capability and our partnership approach with Iwi,

Māori-focused organisations, Māori communities, and most importantly, individual kaumatua and their whanau. Tyrone Raumiti joins our operational team but will also be supporting the Board to ensure that Tikanga Māori is embedded throughout all levels of Age Concern Auckland.

Maintaining a resilient, adaptable, and sustainable organisation is, as ever, the number one priority for

the Board. We continue to make strong progress in raising our public profile and deepening community trust. Our services continue to expand, and demand remains high. Through careful management and strong relationships with funders, philanthropic partners, and supporters, we are ensuring long-term sustainability.

Reflecting and understanding our communities

Our Ethnic Communities Team continues to grow, now providing services in Mandarin, Cantonese, Korean, Hindi, and Japanese. Initiatives such as the Voice of Change / Parivartan Ki Aawaz podcast have deepened engagement with South Asian communities, while our Chinese,

Japanese, and Korean teams have extended their outreach and education programmes. Connecting through community and culture

Our work across Auckland continues to centre on connection. From our Matariki lunch featuring steam hāngī and kūmara cake, to Elder Abuse Awareness sausage sizzles that sparked meaningful kōrero, these moments of gathering remind us of the power of community. Our Ageing Well and Social Connections programmes continue to create opportunities for friendship, learning, and belonging.

Looking ahead

As we approach the next phase of our Strategic Plan, Age Concern Auckland will

continue to advocate, innovate, and lead with integrity. My sincere thanks go to our dedicated staff, volunteers, funders, and supporters, and to the thousands of older Aucklanders who inspire and ground our purpose every day.

Mary Gray
Chair – Age Concern Auckland





CEO's Letter

This year, Age Concern Auckland has continued to respond to the changing and complex needs of older Aucklanders with compassion, creativity, and determination. Our mission remains constant: to ensure every older person feels valued, connected, and supported to live well.

Across our services, demand continues to grow, both in terms of the sheer numbers of people reaching out for help and the complexity of the challenges they are facing. We continue to grow and develop our reach so that we can continue to stay ahead of the growing demand for our support. Our teams have delivered thousands of meaningful interactions through social work, counselling, health promotion, social connection, and education programmes. Behind every number lies a

story of connection: a volunteer visit that brings friendship, a counselling session that restores confidence, or a community event that rekindles belonging.

A Challenging Year

This past year has undoubtedly been one of great challenge. So many of us have had to face up to economic struggles and hardship. With that comes ever increasing pressure on families and on older people, and our services are more in need than ever before. We, as an organisation, have not been immune to the economic downturn. While we remain ever grateful to government for the support they provide, the significant retraction of government funding for the sector has had the knock on effect of hugely increasing the demand on

the philanthropic sector, and fundraising has become ever more of a challenge. I am immensely grateful to all those who have supported us – their support is needed more than ever.

We recognise that government simply doesn't have the money needed to effectively support the sector. However, we have continued to engage with both central and local government, not to demand more money for the sector – although we recognise that support for older people is woefully underfunded – but to implore them to stop wasting money on inefficient funding models. We know that there is enough government funding to make a truly meaningful difference to the lives of older people throughout Auckland and across New Zealand as a whole, if only it were effectively spent.

Valuing our People

I am blessed to work with such an incredible team of staff and volunteers. A group of people who combine hard work, commitment, passion, knowledge and experience to ensure that we can support older people and their whanau, no matter who they are, where they live, what language they speak, or what their cultural background may be.

Preparing for the Future

As we move into the next phase of our Strategic Plan, we remain focused on innovation, collaboration, and advocacy, building a city, a region and a country where every older person can age with dignity and belonging. To our staff, volunteers, funders, and community

partners – thank you for your shared belief in dignity, respect, and inclusion for all older people. Together, we are building a community where everyone has the opportunity to age well.

Kevin Lamb
CEO - Age Concern Auckland





Who We Are About Us

At Age Concern Auckland, we are dedicated to promoting the wellbeing, rights, respect and dignity of older people. We work to ensure that every older person has the opportunity to live a valued, connected and fulfilling life.

Our Mission

To support and empower older people in our community through advocacy, connection, and practical services that enhance quality of life and wellbeing.

Our Vision

An inclusive society where older people are respected, supported, and empowered to thrive at every stage of later life.

Our Values

Respect: We uphold the mana and dignity of every individual.

Compassion: We act with empathy, care, and kindness.

Integrity: We are transparent, accountable, and trustworthy.

Connection: We foster meaningful relationships and strong community links.

Equity: We champion fair access to support and opportunities for all older people.

Our Reach

Age Concern Auckland supports thousands of older people each year across Central, West, North and South Auckland. Our team delivers a wide range of services including elder abuse response, social work, visiting services, health promotion, and community connection – with a strong focus on those most at risk of isolation or disadvantage.

Founded
1949

Auckland-wide
2019

Diamond
Jubilee
2024

Trust
2025

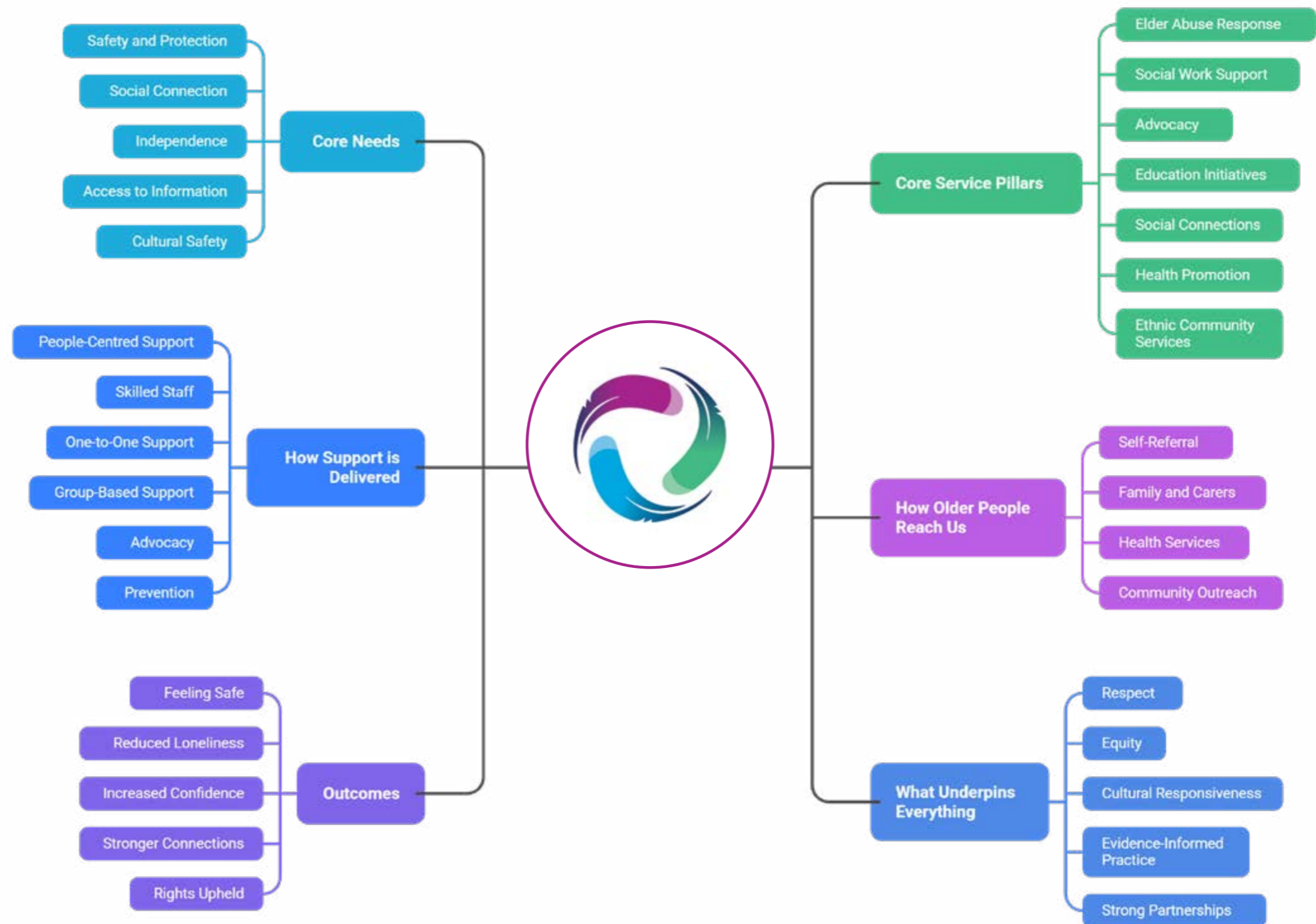


Hoani Waititi Marae
welcome for our new
Māori Advisor

A social connections team member gives a talk at a local community group



Our Services What We Do





Ruth receives a donation on behalf of Age Concern Auckland from Grace Slay's business Sheslays

Year in Review Our Highlights

This year brought fresh connections, new initiatives, and meaningful moments with our communities. From cultural celebrations to awareness campaigns and expanded support for diverse older Aucklanders, these highlights reflect our commitment to strengthening wellbeing, belonging, and inclusion across the region of Auckland.

Attendees across 130+ Health & Digital Literacy sessions

3k+

961

Counselling sessions delivered

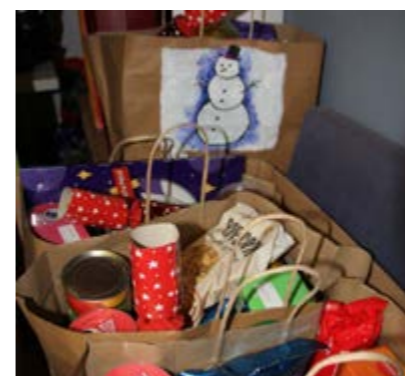
Volunteers gave thousands of hours of time and care

28,432

150k+

Thousands of phone and email enquiries resolved

- ♥ Celebrated volunteers at our annual Volunteer Thank You event, recognising the friendships and community they create.
- ♥ Launched the Voice of Change / Parivartan Ki Aawaz podcast, reaching older South Asian audiences with important conversations about wellbeing and safety.
- ♥ Worked alongside Auckland Council and community partners to strengthen the city's age-friendly initiatives.
- ♥ Shared older people's voices in media and public forums, raising awareness of ageism and unconscious bias.
- ♥ Began co-design work with South Asian communities, exploring how to make our services more accessible and culturally responsive.
- ♥ Improved our internal systems, making it easier for older people and their families to access information and get help quickly.
- ♥ Advocated for older Aucklanders through submissions to government on housing, healthcare, and elder abuse prevention.
- ♥ Piloted new group activities, helping older people connect face-to-face after periods of isolation.
- ♥ Coordinated Christmas deliveries and festive support, ensuring older people experiencing isolation felt remembered and connected during the holiday period.





Intervention Services Our Work

What

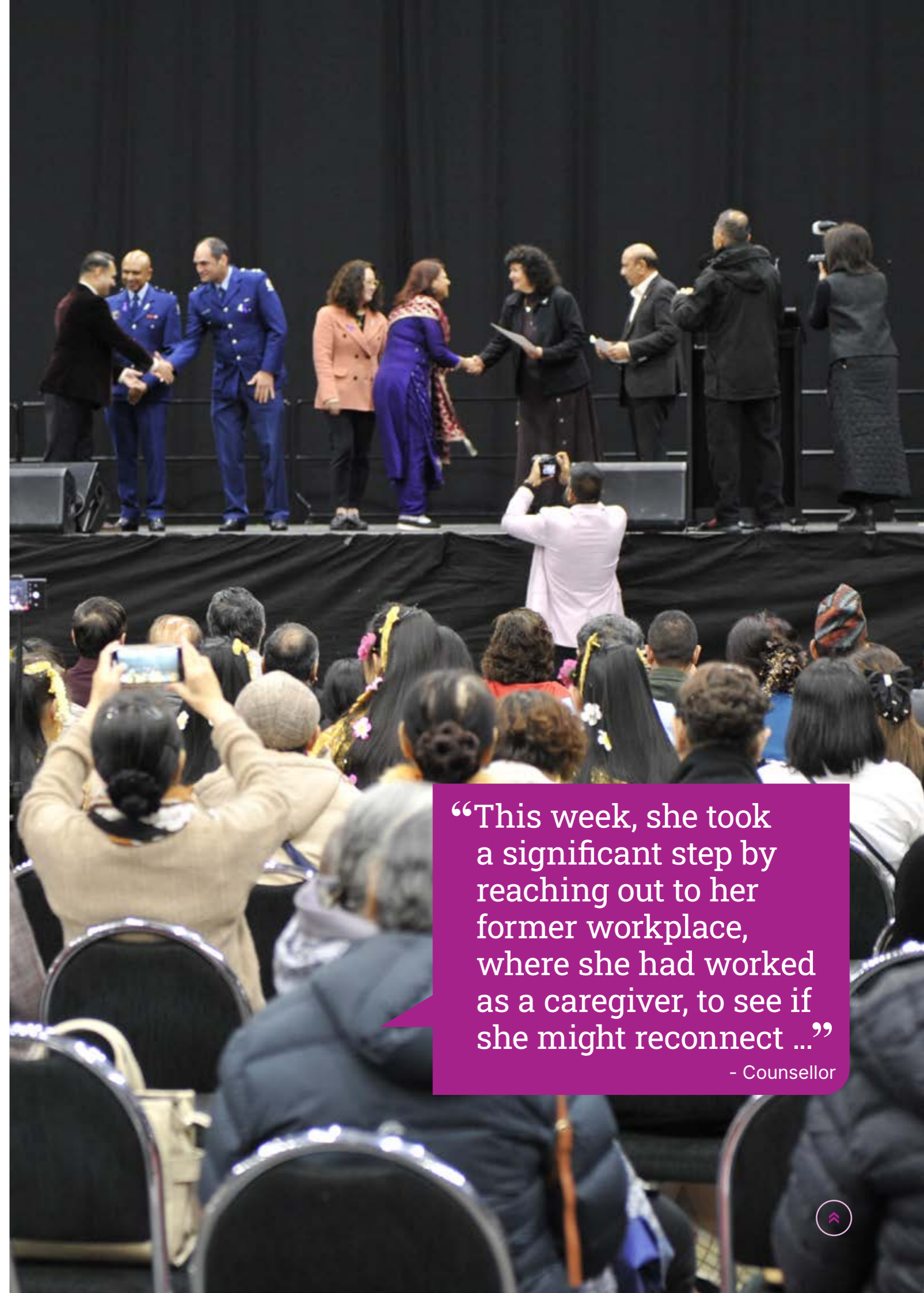
Age Concern Auckland's Intervention Services are dedicated to supporting older people who are experiencing abuse, neglect, or are in need of social work and counselling support.

This service plays a vital role in ensuring the safety, wellbeing, and independence of older adults within the community. Our well-trained and experienced team works closely with older people, their whānau, other professionals, and the wider community to provide confidential and professional support. The service focuses on empowering older people, helping them access the resources and services they need, and ensuring they feel valued, respected, and safe. In addition to responding to abuse and neglect, the team provides general social work support, assisting older adults with everyday challenges, navigating complex systems, and connecting with community services to enhance their quality of life.

Why

The need for Intervention Services arises from the significant and often hidden challenges that many older people face. Elder abuse and neglect, whether physical, emotional, financial, or social, can have devastating impacts on the health, safety, and dignity of older adults. Many older people also experience loneliness, social isolation, or difficulty accessing services, leaving them vulnerable and in need of social support and counselling support. These challenges highlight the importance of a service that not only responds to immediate safety and risk but also works pro-actively to strengthen community engagements, provide guidance, and reduce social isolation. Intervention Services fill this critical gap, ensuring that older people receive timely support and that their voices are heard.

Our team receive recognition from the Police Commissioner for their work with Ethnic Communities



“This week, she took a significant step by reaching out to her former workplace, where she had worked as a caregiver, to see if she might reconnect ...”

- Counsellor



Practitioners represent us at an information stand inside Auckland Hospital for World Elder Abuse Awareness Day

Intervention Services Our Work

“The DHB social worker was updated on the interventions, and with his renewed confidence and improved access to support, his case was successfully closed.”

-Social Worker

How

Intervention Services provide a comprehensive range of support for older people. We always work with individuals, and their whanau to develop safety and support plans, offering practical guidance and advocacy where needed.

Our counsellors provide effective support to help older adults cope with the impacts of abuse, neglect, or other challenging life circumstances, including health issues, grief and loss, trauma, and relationship difficulties. The service also assists older people in accessing health, housing, financial, and community resources, ensuring they have the

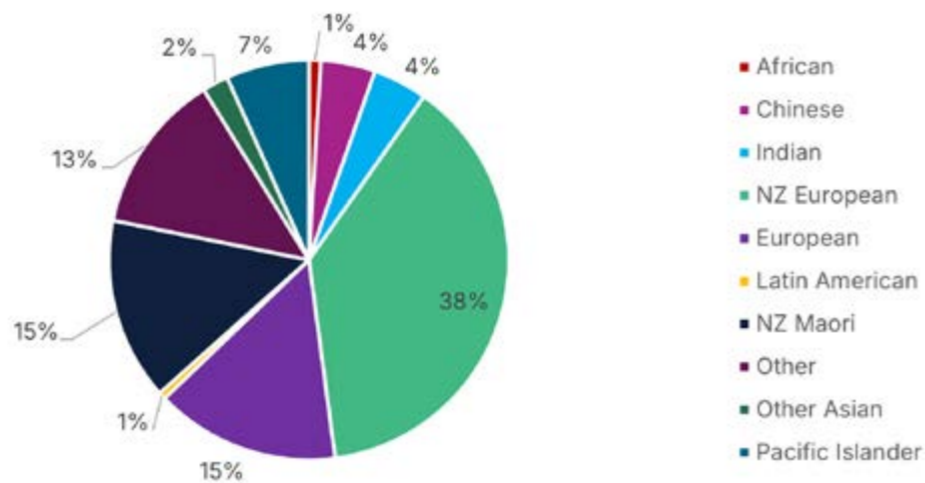
tools and knowledge to maintain independence and wellbeing.

Additionally, the team collaborates with other agencies and professionals to coordinate support, monitor ongoing risks, and support positive outcomes for older people. Through these combined efforts, Intervention Services empower older people to live with dignity, confidence, and a sense of belonging, creating safe and respectful environments where they can thrive and enjoy a fulfilling and meaningful quality of life.

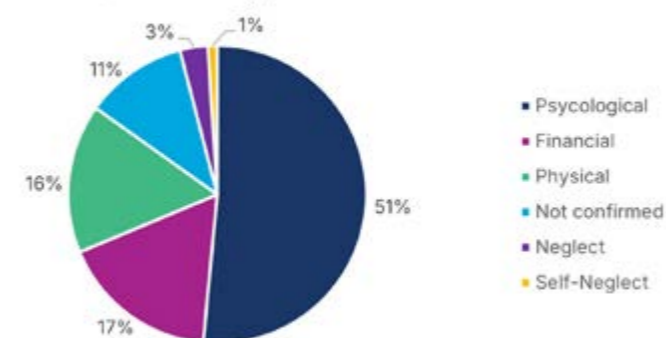
Contact points

4,786

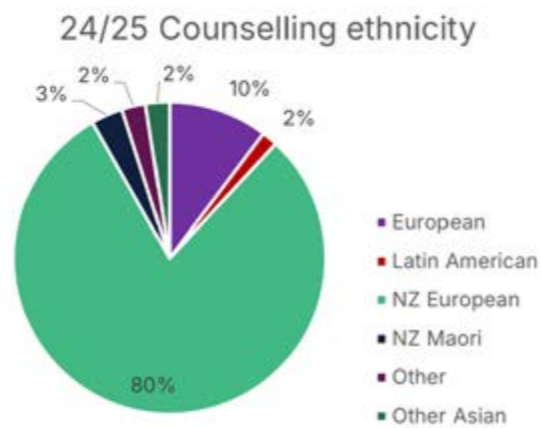
24/25 EARS ethnicity



24/25 Main types of Elder Abuse



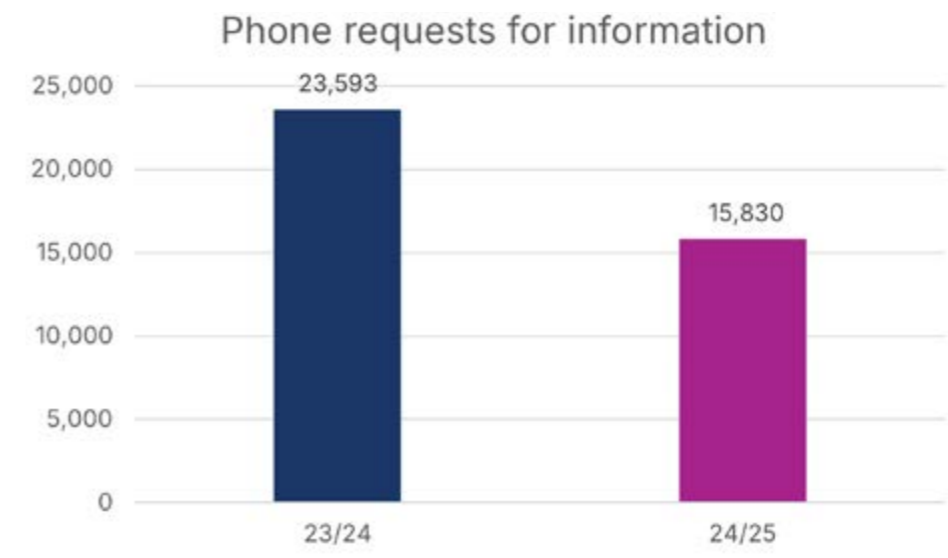
Counselling and Intervention The Numbers



Phone calls and Emails The numbers

Our community team is only the tip of the iceberg when it comes to the support we provide. In addition, our office-based team field 10's of thousands of phone calls and emails, every year.

In 2024 we exited the Auckland Transport Total Mobility scheme as there were a number of organisations already providing this support and enquiries about the scheme were dominating our phone calls and emails. We can now focus on providing the vital advice and support that Age Concern is so well known for, ensuring everyone gets the time and focus they need and deserve.



♥ In addition we receive and answer an average 9-10,000 emails each week, providing vital advice directly to people in need of help, and ensuring everyone gets the support they need.





Two ladies meet for coffee and chats at one of our social connection groups Coffee Club

Social Connections Our Service

What

The Social Connections service supports older people to remain socially connected, reduce loneliness, and maintain meaningful relationships.

Loneliness and social isolation often stem from life transitions such as retirement, bereavement, declining health, reduced mobility, and changes in family structures. Social Connections provides multiple pathways to connection that reflect individual preferences, abilities, and cultural contexts, be it one-to-one companionship through carefully matched volunteer-client relationships, group-based initiatives including local seniors' networks, culturally specific gatherings, and community events that foster connection and belonging.

Why

Loneliness and social isolation are growing challenges for older people and key risk factors for poor physical, mental, and emotional well being. Loneliness increases the risk of

depression, anxiety, cognitive decline, and hospitalisation. The Social Connections service provides preventative, early-intervention support that addresses well being before issues escalate into crises requiring intensive health intervention.

This work is particularly important in Auckland's diverse context. Older migrants, refugees, Māori and Pasifika kaumātua, and rainbow older people face additional barriers

including language isolation, cultural exclusion, and lack of culturally safe spaces. Social Connections creates opportunities for both one-to-one and group connections that reflect cultural values and lived experiences.

How

The Social Connections Service delivers relationship-based activities that reduce social isolation and build community connections across Auckland. Our Visiting Service matches older people with trained volunteers for regular companionship.

In 2024/25, the service engaged 373 active volunteers (up from 300 in 2023/24), who were matched with 255 older people. Volunteers contributed 28,432 hours, almost double the previous year's 14,456 hours, reflecting both growth in volunteer numbers and increasingly complex client needs.

Overall, we provided 7,568 visits, 5,230 phone calls, and 3,078 group contacts—totalling 14,216 contact points.

The service reaches diverse communities, with growing engagement among Chinese, Indian, Māori, Pacific, and other Asian older people. Social Connections also coordinates referrals to other Age Concern services, health providers, and community organisations, ensuring holistic support.





Social Connections Our Story

My lovely client, Mavis, turned 100 on Monday this week.

Our photos show Mavis with the beautiful cake, courtesy of Jenni from Good Bitches Baking North Shore.

Mavis moved to New Zealand later in life and lived with her daughter, her only child, who sadly died soon after Moira, her first volunteer, started visiting 2.5 years ago.

Her only close relative is her grandson.

He organised an afternoon tea and invited a few neighbours, her support worker, and her volunteer visitors, Louise, and Moira.

Mavis lives on her own but is very restricted due to

significant mobility problems and has had some health setbacks this year.

She was initially reluctant to take support from Age Concern, but, when I spoke to her about having a second visitor a couple of months ago, she instantly agreed as she enjoys Moira's visits so much!

The visits are supporting her to stay in her own home, with Ellie, her cat.

She is very resilient, but so appreciative of the support we give her.

Amanda Payne
**Social Connections
Coordinator**



“...I can sit and chat with her to break up her day. We talk about her life and background and have a laugh. I know she appreciates me spending time...”

Moira - Volunteer



The Volunteers Our Support

“Companionship is the softest, yet most powerful language in the world. It needs no words, yet it gently warms others and lights up one’s own life.”

Julie Li - Volunteer

Volunteers are at the heart of everything we do at Age Concern Auckland.

Whether it’s visiting isolated older people to offer connection and companionship, teaching conversational English to older Chinese community members, helping with small household tasks, or supporting our

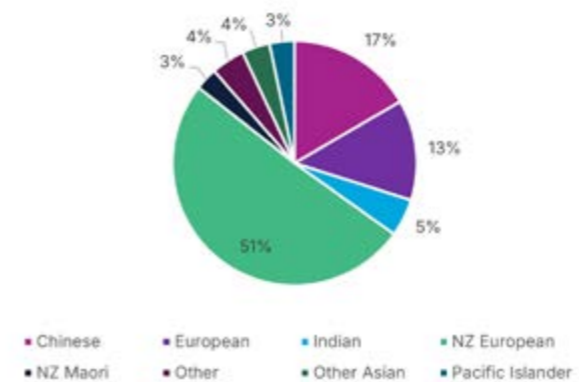
offices with admin and phone duties, their contributions are truly invaluable.

Every hour our volunteers give - helps create a more connected, supported, and age-friendly community. Their kindness, friendship, and dedication make a real difference in the lives of older people across Auckland.

To each and every volunteer, thank you. We are so grateful for your time, your energy, and the care you bring to our work.

We’re always looking for more volunteers. If you’d like to get involved, please contact us at socialconnections@ageconak.org.nz.

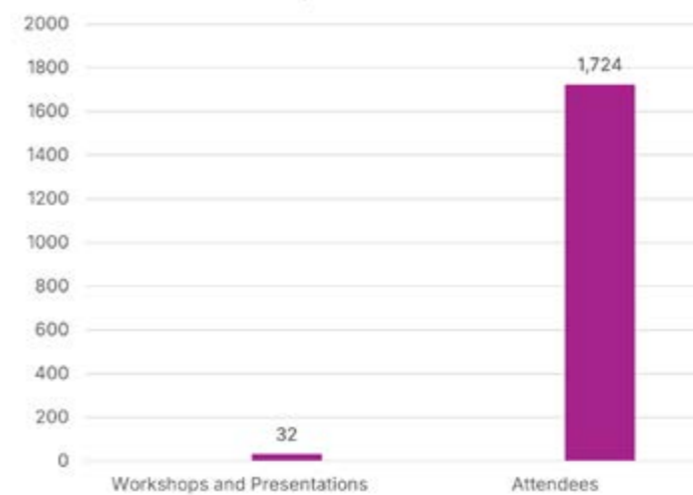
24/25 Client ethnicity



Visiting & Contact - Community Connectors



24/25 Workshops, Presentations & Cases





One of our team receives a bunch of flowers on behalf of the Health Promotions team to thank us for our work running classes

Ageing Well Our Service

What

Our Ageing Well service supports older people to stay healthy, active, safe and engaged in their communities to help retain their independence via offering easily accessible information, practical skills and opportunities to engage in positive ageing.

The Ageing Well team delivers a suite of free health and well-being education sessions, and partners with other not-for-profit organisations to bring their expertise to older Aucklanders. All our activities are available in Mandarin, Cantonese and Hindi with some activities delivered in Korean or Japanese.

We also produce our Calendars of Activities, featuring comprehensive listings of social and support activities, in English, to help older adults find engaging opportunities near them. The Calendars are uploaded to our website and we provide printed copies free of charge to older Aucklanders and share via our extensive networks.

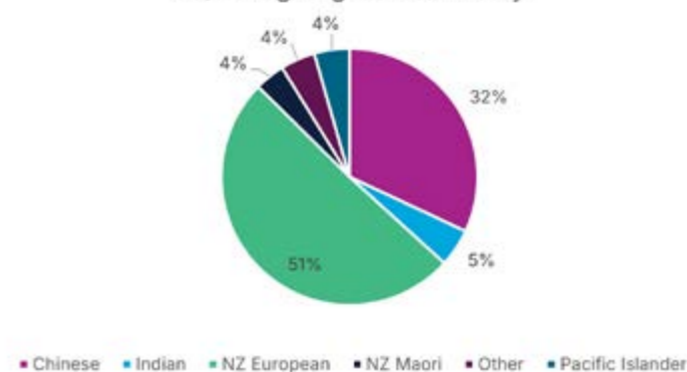
Our 'Steady As You Go' weekly falls prevention programme is ACC approved, and delivered free of charge at community venues that are safe and trusted spaces, easily accessible for older people.

During the past year, this mahi has helped thousands of older Aucklanders build healthier habits, feel more connected and age with greater confidence and dignity.

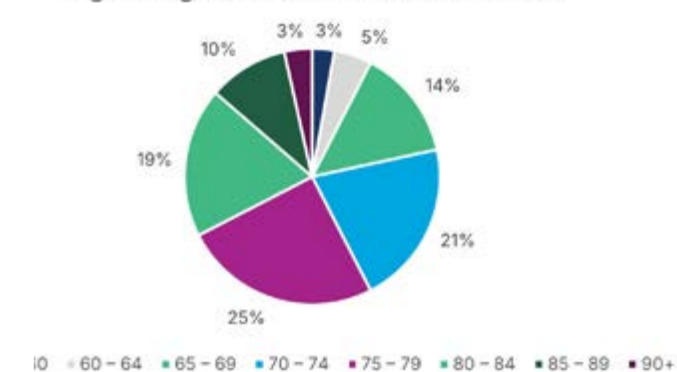
“I’ve been doing the Breathing Exercise and Progressive Muscle Relaxation. Both are very helpful... Thank you for the Workshop...”

- Workshop Participant

24/25 Ageing Well ethnicity



Age Range of documented Attendees



Why

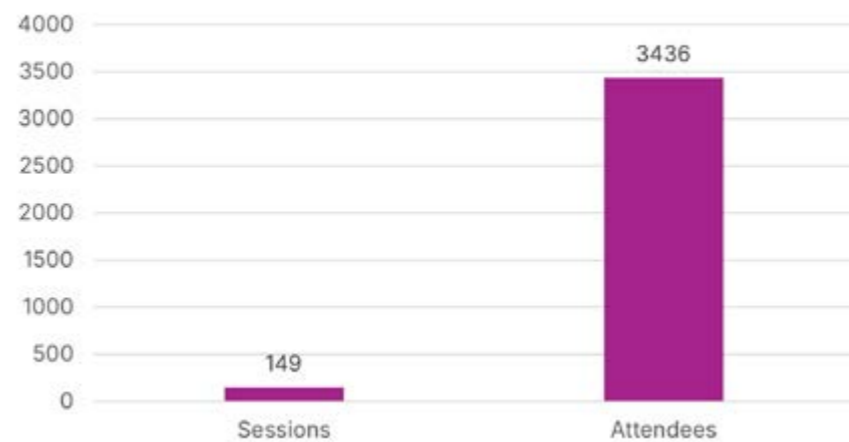
Older Aucklanders have differences in life stage, needs and abilities, culture, language, living situation, financial stability and are less likely to own their own home. These differences affect how they contribute to and participate in their community and ultimately impacts their quality of life. With the old-age dependency ratio rising, supporting older people to remain healthy and connected represents prudent fiscal management: it can reduce costly hospitalisations, delay premature entry to residential care and protect younger households from income shocks due to emergency care-giving.

We focus on the things that make the biggest difference to wellbeing as we grow older: staying active, informed, socially connected and confident navigating challenges of ageing. This work is vital as many older people face barriers such as chronic health conditions, reduced mobility, loneliness and difficulties accessing important and reliable health and wellbeing information. Our Ageing Well programme helps people build knowledge, confidence and resilience by empowering them to take control of their wellbeing and supports them to maintain their independence.

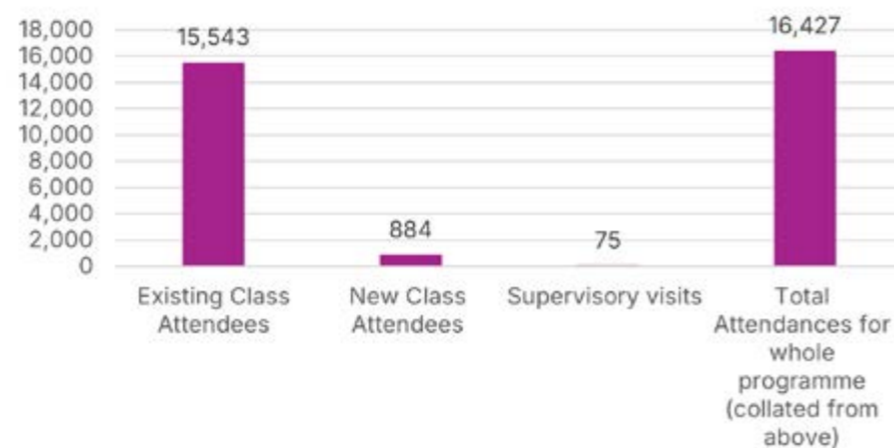


A staff member takes a brain workshop for older people

Ageing Well - Education 24-25



Steady As You Go© Exercise Programme 24-25



How

- ♥ Organised and delivered 132 health education sessions covering 18 separate ageing well topics to approximately 3,032 older Aucklanders
- ♥ Organised and delivered 17 NZTA/Waka Kotahi 'Staying Safe Workshops for Senior Drivers' to 404 older drivers.
- ♥ Established 9 new 'Steady As You Go©' Falls Prevention exercise programmes with instruction given over ten weeks per programme to 884 attendances in total .
- ♥ We supported 34 existing 'Steady As You Go' classes with general administration, support and supervision for volunteer peer leaders and undertook 75 supervisory visits to these classes, with 787 attendances. In total, 15,543 older people attended the existing classes across the year. We also facilitated 3 training sessions for 25 exercise class peer leaders.
- ♥ All six of our 'Calendars of Activities' (resource) have been reviewed and updated for a 2025-26 edition.
- ♥ Coordinated and hosted quarterly 'Positive Ageing Network Meetings' (held with professionals working in this sector).

“I have a lot of problems with several ailments + have a lot of pain, but doing what I can at this class helps enormously”

- Workshop Participant



Ageing Well Impact Stories

Our classes in Health Promotion effect people in many different ways. Here is some of our feedback.

Stroke Awareness Seminar

♥ I now examine the labels of packaged food for ingredients and amounts, especially salt and, wherever possible, buy the salt reduced version and also lower sugar/carbs versions. I am much more conscious of the need for exercise and attend a gym class twice a week. I also try to go for a walk on the other days. My gym has put up your poster on the wall on recognising the signs of a stroke.

Fire Safety Seminar

♥ As a consequence of attending this Seminar, we had the Firemen visit. They updated my smoke alarms that weren't functioning and added another on my bedroom wall. I live alone in a large 2 story house, so as there is no short way out this will alert me quickly. It is also a great relief to not be concerned about climbing a step ladder each 12 months to change batteries! These will last 10 years and I am almost 87 so feel really cared for/about! We also spent time with the Hearing Advisors, discussing issues and setting up a date for a home visit. WONDERFUL!

“I certainly move more often since I attended the Heart Health Seminar. I am 81 years old and I feel much more active now.”

- Workshop Participant

♥ Upstairs, I have left a whistle near a window, as the fire lady said to scream for help, and a Minnie Mouse toy that squeaks. I told my neighbour all about her fire suggestions, and my cousin who has to babysit two grandsons with ADHD and they both wrote down the fire lady's suggestions. I also don't leave the stove on now if I leave the kitchen.

Improving Sleep Workshop

♥ I've been doing the Breathing Exercise and Progressive Muscle Relaxation. Both are very helpful, so have been incorporating. Thank you for the Improving Sleep Workshop. More people should be participating!

♥ The information you provided was very up to date and you researched the subject very well.

♥ Yes, my sleeping has improved since attending this Workshop. I find the deep breathing really useful plus I've been exercising more.

♥ With your help I now have no problem achieving good sleep (apart from old man's problems). I found your workshop very useful and interesting.

Down But Not Out Workshop

♥ Thank you. The Age Concern Auckland staff member was the clearest, most competent, memorable speaker imaginable!

♥ I have been supporting someone with depression, which I was able to recognise from attending your workshop. These workshops are great support for the older adults.

♥ All aspects of the workshop were of the highest standard, you spoke clearly and competently, your audience rapport was warm and caring. It was obvious how very experienced you are in public speaking.

A few days later another participant and I discussed what we had learned.

Staying Safe Refresher Course for Senior Drivers

♥ Good reminder about road rules. Yes. Good to have the topic of thinking about where you live in older age. Very worthwhile course.

♥ Got to know about new rules. Well presented, very pleasing personality. Easy to understand the traffic give-way rule. Finished on time, excellent. Good for elderly. Learned a lot. Useful information. Engaging personality, good delivery. Useful to have information to take away. Break for refreshments good.

♥ The Age Concern staff member was fabulous, very knowledgeable and patient. It cleared up my doubts relating to roundabouts particularly multi lanes. Course is valuable.

Introduction to Mindfulness

♥ I am going to try Mindfulness with my youngest son as I feel this would really help both of us.

Steady As You Go® Falls Prevention Programme

♥ Feeling fitter and socialising instead of staying home.

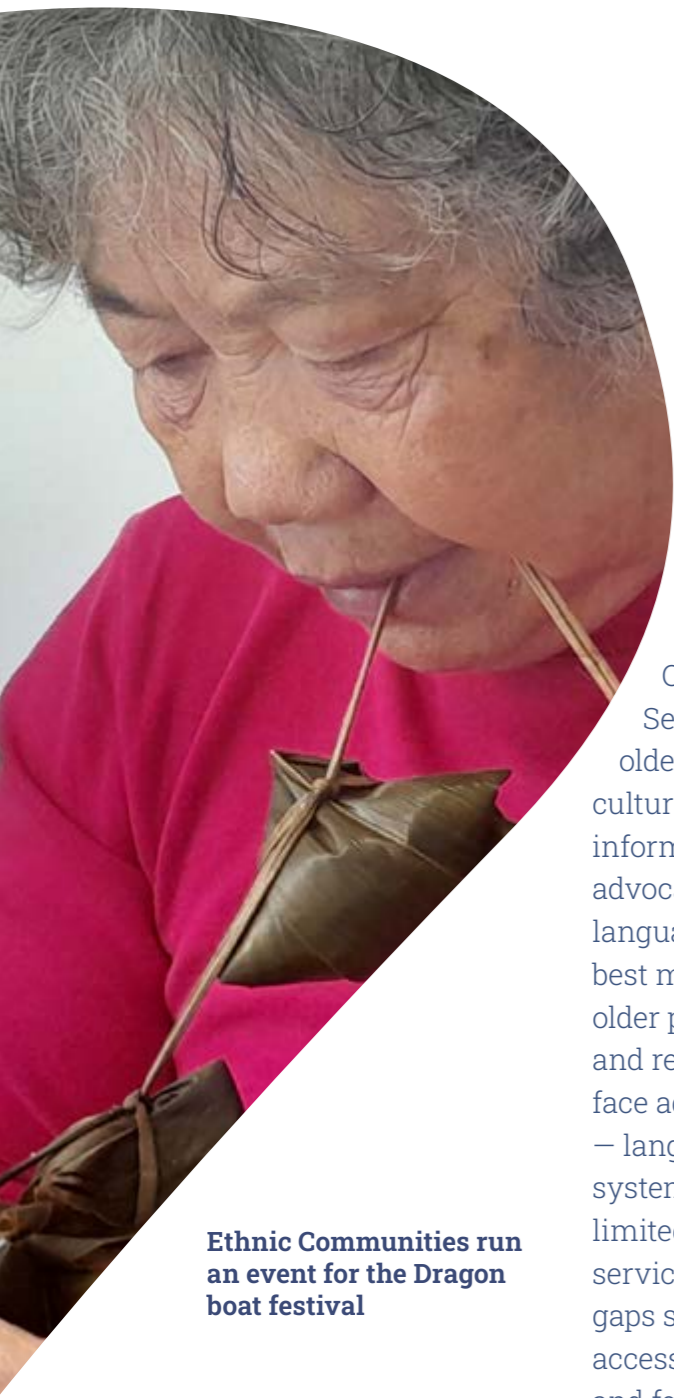
♥ So much more strength in my knees

♥ I am not tripping over as much

♥ Have learnt skills to cope in mud, rain and with slippery floors.

♥ I'm much better at getting out of chairs. Strength better in problem knees.

♥ Exercises are excellent, mixed company are friendly and enjoy coming each week



Ethnic Communities run an event for the Dragon boat festival

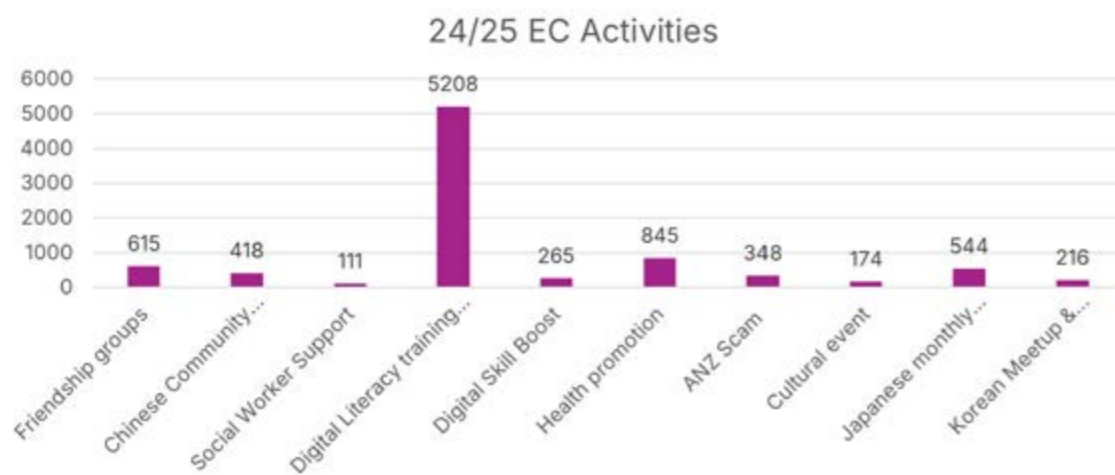
Ethnic Communities Service Our Service

What

Our Ethnic Community Services team supports older adults from diverse cultural backgrounds with information, connection, and advocacy delivered in the languages and ways that best meet their needs. Many older people from migrant and refugee communities face additional barriers – language, unfamiliar systems, social isolation, and limited local support. Our service exists to bridge those gaps so older people can access the help they need and feel truly at home in Auckland.

Why

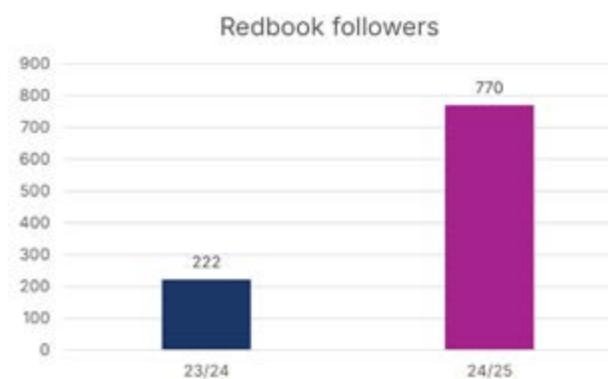
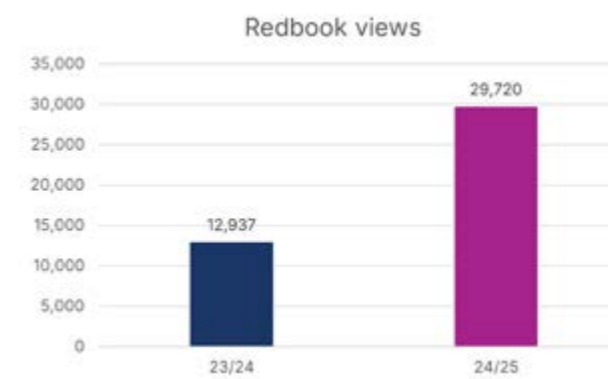
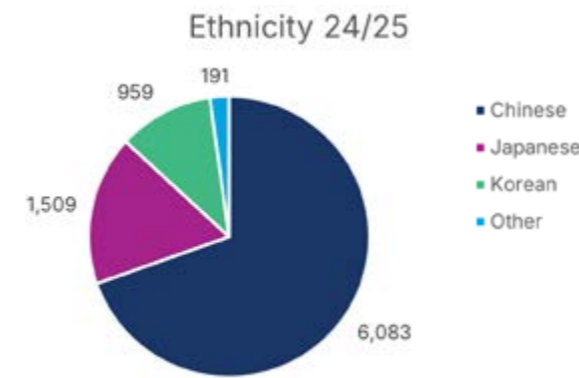
This work is essential because culturally and linguistically responsive support can be the difference between someone thriving or becoming isolated. When older adults understand their rights, can communicate confidently, and feel respected in their cultural identity, they are far better equipped to stay safe, independent, and connected. We work to reduce disparities, prevent harm, and ensure communities that are often overlooked have equitable access to support.



How

Over the past year, our team has provided one-to-one support in multiple languages, connected older adults with social workers and vital services, and delivered workshops tailored for Chinese, South Asian, Middle Eastern, and other ethnic communities. We have strengthened partnerships with local cultural organisations, expanded our outreach through ethnic media and social platforms, and created translated information to improve access to services and safety resources. Our team has also delivered community presentations on elder abuse awareness, digital safety, and health and wellbeing, and facilitated social connection groups that help older adults feel supported and valued.

Through this work, we have empowered thousands of older people from ethnic communities to navigate daily life with greater confidence and dignity, ensuring they are seen, heard, and able to access the support they deserve.



“I teach them to use mobile phones only one-sidedly, but they are all teachers of life, and I have learned a lot from them.”

Lin Yongru - Volunteer

Ethnic Communities Service Digital Literacy Story

The Digital Literacy Training Programme for Older Adults, delivered by our Ethnic Communities Service team (formerly the Asian Services team), has successfully concluded its three-year term, exceeding its original targets. Designed specifically for Asian older adults living in Auckland, the programme delivered language-specific courses in Mandarin, Cantonese, Korean, and Japanese, addressing a critical barrier to digital inclusion within ethnic communities.

Over the three-year period, 1,405 older adults enrolled, with 1,177 participants successfully completing the courses. Participants developed practical digital skills, including using smartphones and computers, communicating through apps, navigating the city, shopping online, and accessing essential services.

Beyond technical capability, the programme played a vital role in promoting independence, social connection, and mental engagement, making it a core component of Ethnic Communities Service support for older adults.

1. Overcoming Isolation through Social Media

“When I first joined the programme, I only wanted to learn how to answer calls and send messages.”

“My children live overseas, and I often felt alone. After learning how to use Kakao-Talk, I can now share photos and join group chats. I feel less lonely and much more connected to my family and friends.”

Mrs L, 78

2. Digital Navigation for Independence

“Before this programme, I relied on others whenever I needed to go somewhere.”

“Learning how to use Google Maps gave me confidence. I can now attend medical appointments and community activities on my own, and it has given me a new sense of freedom.”

Mr H, 82

3. From Learner to Peer Mentor

“I wanted to give back what I had gained.”

“After completing the course, I began helping new learners during workshops. Supporting others has given me purpose and strengthened the sense of community within our group.”

Mrs Y, 70



Age Concern Auckland Digital Literacy Class

“I met a 93-year-old gentleman and was immediately blown away by how sharp and articulate he was. His stories and perspectives on different cultures completely changed the way I think about older people”

– Ms. Liu, Volunteer



Age Concern Auckland Digital Literacy Workshop



Participants at an Age Concern Auckland workshop



4. Building Friendships across Cultures

“At first, we could barely communicate with each other.”

“By using translation apps during an intercultural event, we were able to introduce ourselves and share our interests. We exchanged LINE contacts and plan to meet again, showing how digital skills can build friendships across cultures.”

Mr L, Ms T, and Mrs D

5. Creative Expression through Technology

“I never imagined I could still create something new.”

“By using AI tools, I created my own music video using photos and lyrics from my life. Sharing it with the class made me proud and inspired others to see technology as a way to tell their own stories.”

Mrs C, early 80s

Beyond these individual stories and measurable outcomes, the Digital Literacy Training Programme was met with an overwhelming response from participants and the wider community. The Ethnic Communities Service team received hundreds of handwritten thank-you letters and messages, along with strong praise from families and community organisations. These expressions of appreciation not only reflect the programme’s impact on digital skills, but also highlight its deeper contribution to connection, confidence, and wellbeing among ethnic older adults in Auckland.





Older people interact in the Waipareira Kaumātua Olympics in Henderson

Pou Arataki Maori Leadership

The Pou Arataki role provides strategic and cultural leadership to support Age Concern Auckland in strengthening its commitment to Te Tiriti o Waitangi and improving outcomes for kaumātua.

Age Concern Auckland is committed to embedding Te Ao Māori across organisational practice, policy, and service delivery, ensuring that tikanga, mātauranga Māori, and whanaungatanga are reflected in how the organisation engages with Māori communities and partners.

In this short period, the Māori Lead role has supported the development and implementation of the Māori Development Work Plan, providing advice on governance, organisational capability, and culturally responsive practice. This has included reviewing policies and frameworks to ensure alignment with Te Tiriti principles, advising on culturally safe engagement with kaumātua, and supporting staff to build confidence and understanding when working alongside Māori whānau, hapū, and iwi.

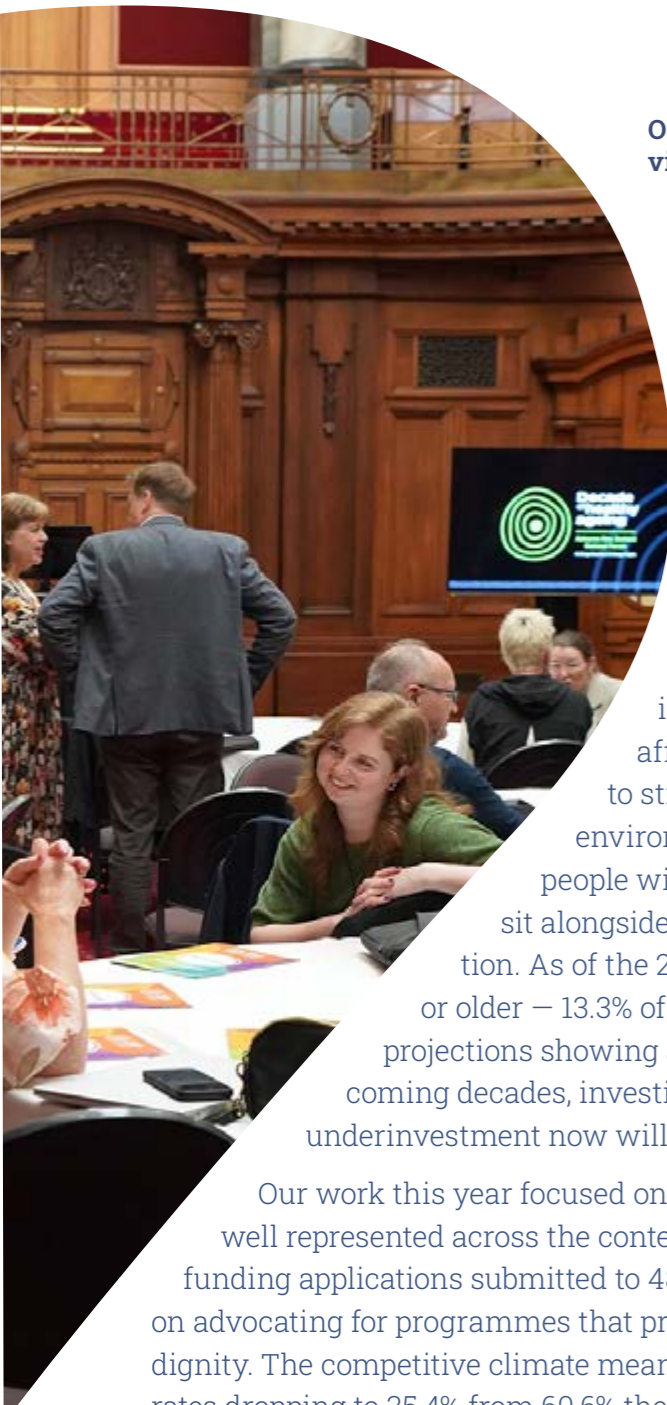


Weaving as a team challenge celebrating Matariki

A key focus of the role has been strengthening relationships with iwi, hapū, and Māori service providers across Tāmaki Makaurau. Through whakawhanaungatanga and ongoing dialogue, the organisation has been supported to build trust-based partnerships that enhance service accessibility and relevance for older Māori people. This approach recognises the importance of collective wellbeing, intergenerational connection, and manaakitanga in supporting positive ageing outcomes.

The Māori Lead role has also provided guidance on cultural capability development, including staff learning opportunities, cultural advice for events and engagements, and support in establishing appropriate tikanga processes. This work contributes to a stronger organisational foundation that recognises and respects Māori perspectives, values, and lived experiences.

Overall, the Māori Lead role is a commitment by Age Concern Auckland to move beyond compliance toward meaningful, enduring change, ensuring that Māori are seen, heard, and supported in ways that uphold mana, strengthen relationships, and reflect the aspirations of the Māori Development Work Plan.



Our CEO, Kevin Lamb, visits parliament

Funding Our Mission

Across Aotearoa, charities are having to adapt quickly to a new fundraising landscape. With government investment tightening and cost-of-living pressures affecting households, community funders are being asked to stretch their resources further than ever. Within this environment, Age Concern Auckland is advocating for older people with greater visibility and urgency, ensuring their needs sit alongside higher-profile causes such as youth, sport, and education. As of the 2023 NZ Census, 219,753 Aucklanders are now aged 65 or older – 13.3% of the region’s population – and with population ageing projections showing a steep rise in the older-age population nationally over coming decades, investing in older people cannot be treated as a niche priority; underinvestment now will only carry heavy repercussions later.

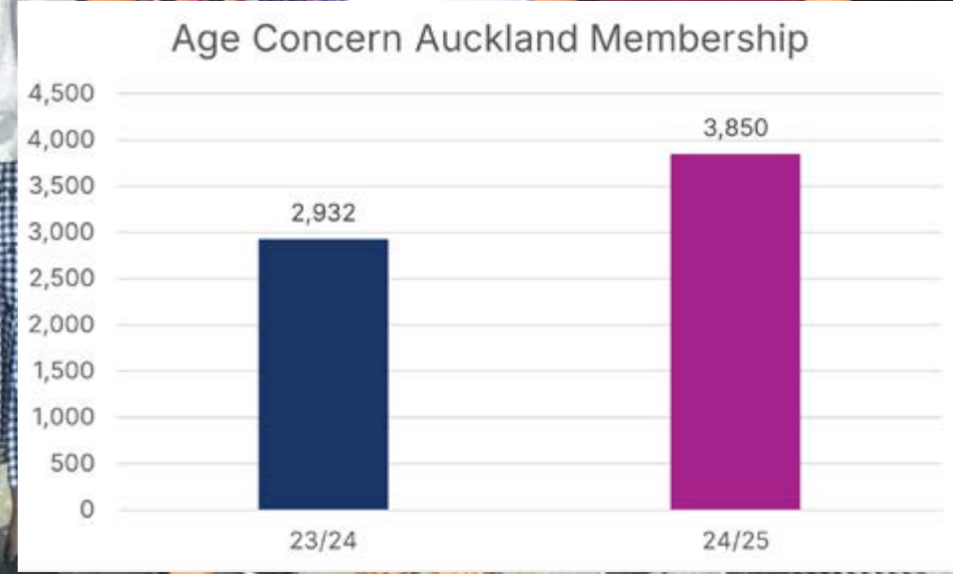
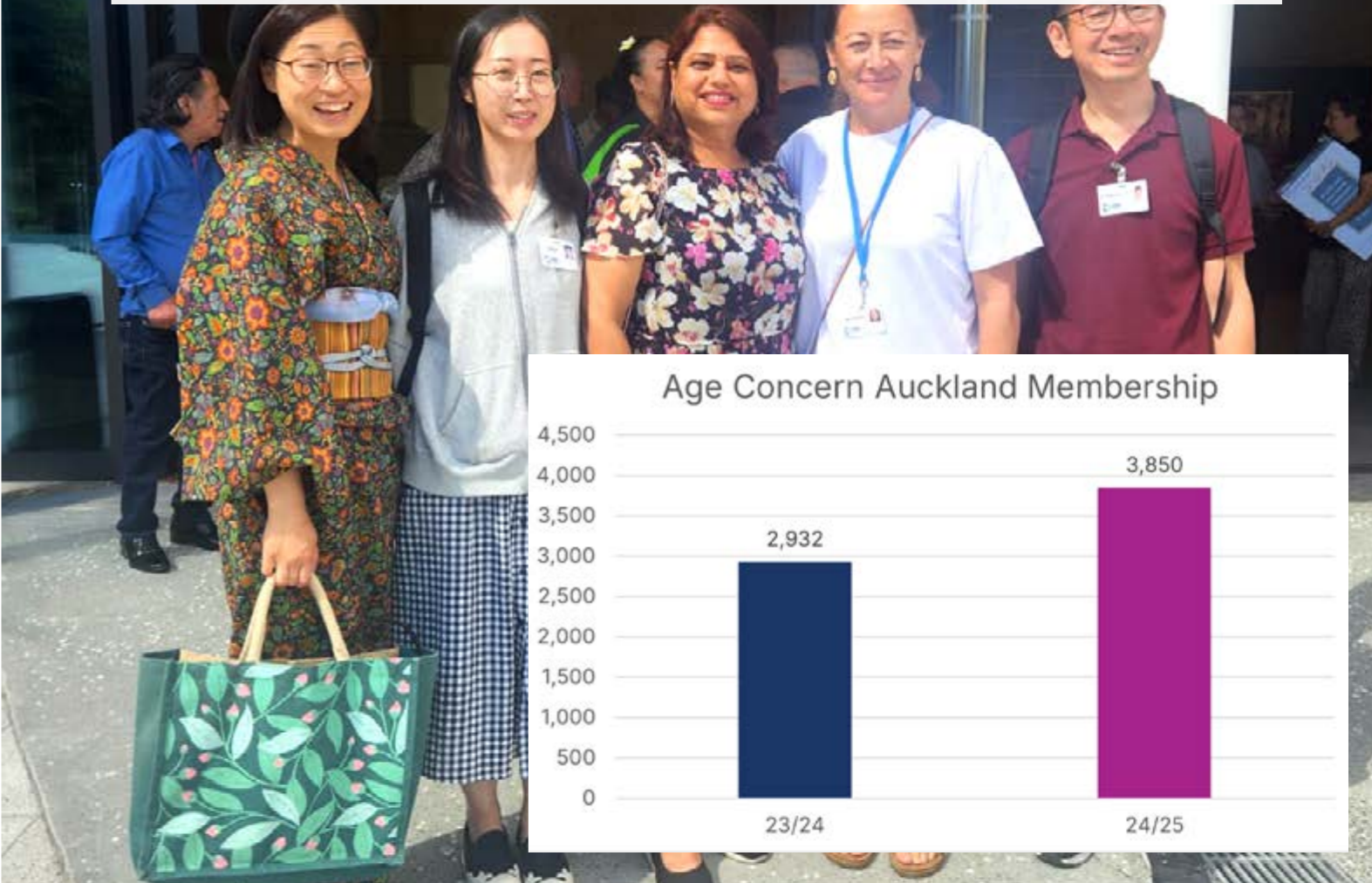
Our work this year focused on ensuring the services older Aucklanders rely on were well represented across the contestable funding landscape. We increased the number of funding applications submitted to 48 (up from 33 the previous year), with a clear emphasis on advocating for programmes that protect wellbeing, prevent harm, and support ageing with dignity. The competitive climate meant fewer applications were successful, with approval rates dropping to 35.4% from 60.6% the year prior. However, the funding secured—\$266,099.82—directly sustained critical services in a year when demand for support continued to rise. These results reflect a sector under pressure, yet they also demonstrate the continued trust of partners who recognise the importance of investing in older people.

This investment in our services delivered tangible outcomes. It kept older people connected rather than isolated, equipped them with knowledge to age well, and ensured those facing abuse or neglect received specialist support and advocacy when they needed it most.

Age Concern Auckland Staff at Kainga Ora event

These are core services that protect dignity, safety, and independence. In the year ahead, our priority remains securing sustainable investment for this work. We will deepen relationships with values-aligned partners, strengthen evidence of impact, and champion greater equity for older Aucklanders in the funding landscape. Supporting older people is not simply meeting a need—it is safeguarding the wellbeing of our community as it ages, and Age Concern Auckland is committed to leading that conversation.

It is increasingly apparent that we can not rely on government and philanthropic funders alone, and we need our community, here in Auckland, to help. We are eternally grateful to all those organisations and individuals who have supported us over the past year. Sadly though, we need to ask everyone to dig that little bit deeper to ensure that all older people who need our help, now and in the future, can rely on us to be there in their hour of need.



FINANCIAL YEAR	APPLICATIONS SUBMITTED	APPLICATIONS SUCCESSFUL	APPLICATIONS DECLINED	APPLICATIONS STILL PENDING	SUCCESS RATE	TOTAL REQUESTED	AMOUNT STILL PENDING	AMOUNT RECEIVED	AMOUNT DECLINED	FUNDING SUCCESS RATE	AVERAGE SUCCESS AMOUNT
2023/2024	33	20	13	0	60.6	\$ 709,299.38	\$ -	\$ 446,005.27	\$ 263,294.11	62.9	\$ 22,300.26
2024/2025	48	17	31	0	35.4	\$ 968,674.13	\$ -	\$ 266,099.82	\$ 649,885.31	27.5	\$ 15,652.93

Our People Senior Staff



Kevin Lamb
Chief Executive

Kevin has been at the helm of Age Concern Auckland for the past 10 years, overseeing its transition from a small, locally-based, community organisation to a dynamic, professional agency supporting older people across Auckland. Prior to joining Age Concern, Kevin was Northern Region Manager, Plunket, and before emigrating to New Zealand in 2011, held a number of senior roles within the conservation and science-education sectors in the UK, culminating with being Director of the Gardd Fotaneg Genedlaethol Cymru or National Botanic Garden of Wales.

He has built on his original qualifications in Political History, Philosophy and Economics and Masters in Business Administration, with many years of senior leadership in the not-for-profit sectors, working in New Zealand, the UK and West Africa. He has a passion for social justice and an eye for effective social investment and a commitment to make New Zealand live up to the claim of being a great place to grow old in and for Auckland being one of the world's most liveable cities.



Rhonda Oliver
Finance Manager

Rhonda is a long-serving and highly valued member of the Age Concern Auckland team, with over 25 years' experience in finance and administration. She first joined Age Concern North Shore and became part of the Auckland team following the 2019 merger. Rhonda holds a Diploma in Business Management with Accounting and was recognised with an Age Concern Auckland Award of Recognition for her dedication and service.

In every successful organisation there is a rock — someone who ensures the delivery of business as usual, no matter the prevailing conditions.



Sue Larmer
Human Resources

With over 25 years' experience in HR, Sue Larmer brings warmth, insight, and integrity to everything she does. She's worked across a wide range of roles and organisations, always guided by one clear purpose: to help people and workplaces thrive. Sue is deeply committed to fostering work environments where people are treated with respect, where everyone feels they belong, and where diversity and individual strengths are genuinely valued — not just written into policy, but lived every day. Sue believes HR should be human, helpful, and never boring—and she brings a down-to-earth, people-first approach to everything she does.



Tyrone Raumati Pou Arataki

Tyrone recently joined Age Concern Auckland and is a warmly welcomed addition to the team. He brings with him a wealth of knowledge and experience in Te Ao Māori, Te Reo, Tikanga, and kaupapa Māori development. He has a long-serving background as a tribal historian, Te Reo expert, and senior tikanga advisor to Ngāti Whātua. With over 20 years in Māori education and nearly two decades as a Funeral Practitioner, Tyrone has supported whānau and iwi through significant milestones, cultural practice, and intergenerational learning. He has also served as a contributor to the Health Commission on death and dying and as a key advisor on policy and practice.



Aatir Zaidi
Social Connections

Aatir Zaidi is a dedicated community development professional with over a decade of experience in the social services sector. He holds a post-graduate degree in psychology and a qualification in small business and leadership. Aatir has worked extensively across the health, disability, and aged care sectors. He currently serves as the Social Connections Manager at Age Concern Auckland, where he leads initiatives supporting older adults, preventing violence, and advocating for older ethnic and rainbow communities.

In his free time he likes watching world cinema.



Kai Quan Manager,
Intervention Services

Kai Quan is originally from China and came to New Zealand as an international student to study Social Work. She joined Age Concern Auckland in 2014 and now brings over a decade of experience in the elder abuse sector. A strong advocate for the wellbeing of older adults, Kai currently leads the Intervention Services Team, supporting older people experiencing abuse, neglect, social isolation, or in need of counselling.

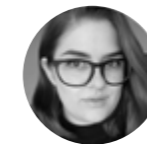
In her spare time, Kai enjoys exploring the city with her young daughter, going to the gym, and catching up with friends, preferably somewhere with good coffee.



Katie Rom Manager,
Ageing Well

Katie joined Age Concern Auckland in 2008 and brings extensive experience working with older people. After initially serving in front-line roles, she became a team leader and was promoted to Service Manager in 2019. Before moving to New Zealand, Katie served ten years in the British Armed Forces. In 2002, she changed direction, completing a BSc (Hons) in Health Promotion and working in both the UK National Health Service and local government.

In her spare time, Katie is attempting to 'Age Well' by dancing up a storm each week and pounds the streets, beaches, reserves and maunga of the lower North Shore.



Margorie Gaston
Office Manager

Margorie brings a strong background in administration, with many years in the travel and tourism industry prior to joining Age Concern Auckland in 2020. She began as the Office Administrator in the Avondale Office and now leads our team of administrators as Office Manager.

Outside of work, Margorie enjoys spending time with Bo — her chocolate German Mittel Spitz — a fun-loving dog with a passion for treats and long walks on the beach. Bo is also a beloved occasional visitor to the office, where he brightens everyone's day.



Emily Pederson
Funding Coordinator

Emily is Age Concern Auckland's Fundraising Coordinator, supporting the organisation to keep essential services for older adults free and accessible. She also led the landmark research project Breaking Barriers: Understanding the Social Connection Challenges of Older Adults, which involved interviews with over 100 older people and has been shared widely across government and social sectors. Emily holds a Master's in Environment and Development from the University of Edinburgh and a double degree in Tourism and Physical Education from the University of Otago. Outside of work, she enjoys oil painting, up-cycling furniture, gardening, and camping.



Paula Egginton
Comms Manager

Paula is a creative strategist with extensive experience in graphic and web design, marketing, and communications, a career that's taken her from Art Director at a Dutch dot-com to university lecture halls and digital campaign work both in New Zealand and abroad. She holds a BA from the University of Auckland, majoring in English and Art History, a Graduate Diploma from Massey University, and has lectured in AUT's communication programme. With a diverse background and a love of clarity, imagery, and the occasional well-placed witticism, Paula brings both discipline and imagination to her role. Outside work, she keeps her hands in the arts through oil painting and sculpture.

Supporters Thanks to You



We are incredibly grateful to the following organisations who, through generous grants and donations have enabled better outcomes for the tens of thousands of vulnerable and isolated older people we have supported across Auckland during the last year.

We are also incredibly thankful to the thousands of individual donors, members,

community groups and organisations who have supported us either through financial donations, membership or in-kind donations. You are amazing and none of our work would be possible without your support.

We are especially grateful to the following organisations for their significant support:

AJ Scott Charitable Trust, Albert-Eden Local Board, Auckland Council, ANZ Staff Foundation, Auckland District Health Board, B.H. & S.W. Picot Charitable Trust, Birkenhead RSA, Blockhouse Bay Senior Citizen's Club, Catholic Caring Foundation, COGS, Constellation Brands NZ, Counties Manukau District Health Board, Devonport-Takapuna Local Board, Ethnic Communities Digital Inclusion Fund, Estate of Ernest Hyam Davis, Forever Rosa, Foundation North, Four Winds Foundation, Grassroots Trust, Good Bitches Baking, Henderson-Massey Local Board,

Howick Local Board, JM Butland Charitable Trust, Kaipataki Local Board, Lion Foundation, Louise and Patrick Emmett Murphy Foundation, Lister Presbyterian, Margaret Olive Russell Charitable Trust, Mangere-Otahuhu Local Board, Masfen Foundation, Maungakiekie-Tamaki Local Board, Maurice Paykel Charitable Trust, Milestone Foundation, Ministry of Health, Ministry of Social Development, Mount Wellington Charitable Trust, North Shore Fund, One Foundation, Orakei Local Board, NZ Lottery Grants Board, NZTA, Papakura Local Board, Support

For Volunteering Fund, Ted & Mollie Carr Endowment Fund, Transdev Auckland, Trillian Trust, Whau Local Board, Your West Support Fund, Z Energy Estates: Estate of Charles Bagley, Estate of Stephen Winston Johnson, Estate of Peter Valentine Nithsdale Maxwell, Estate of Rita Yvonne Van der Meer, Estate of Ian Douglas Smith, Estate of Kevin John Wilson





Social Media Online Presence

Age Concern Auckland achieved strong growth across most communications and media channels between 2023/24 and 2024/25.

Social media engagement increased substantially, with YouTube subscribers rising from 18 to 834 and views growing from 524 to 4,637, reflecting an increased focus on accessible, multilingual video content. Facebook and Instagram audiences also continued to grow steadily, while the organisation established a new presence on Rednote, attracting more than 770 followers and nearly 30,000 views within its first few months. The Elder Abuse Awareness campaign reached an estimated 420,000 impressions, significantly increasing public visibility and awareness.

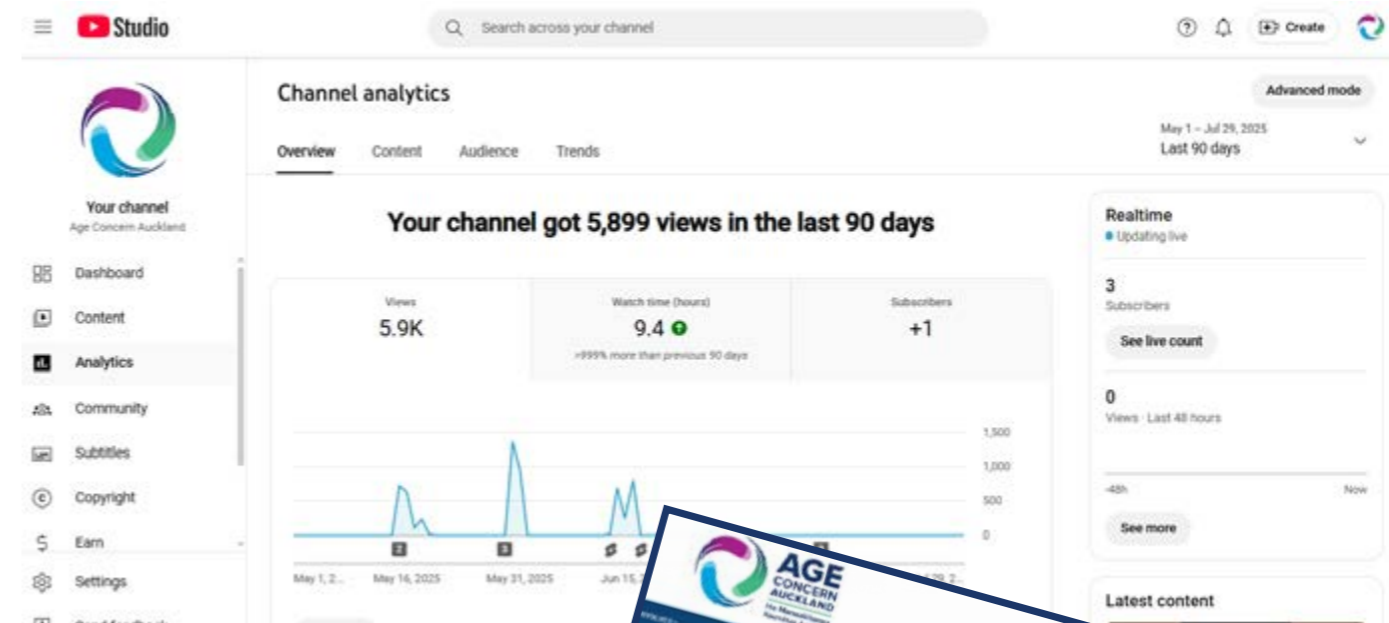
Alongside this growth, website engagement remained strong, continuing to support access to information and services. Taken together, these results demonstrate a broadened digital reach, increased engagement across multiple platforms, and growing awareness of Age Concern Auckland's services, advocacy, and community impact.

Follow Us:

facebook.com/ageconcernauck
 Instagram: @ageconcernauckland
 YouTube: @AgeConcernAKL



We added a blog to our website with lots of useful articles for older people on a range of topics



We added a news section to our website with current and relevant news articles to keep older people informed



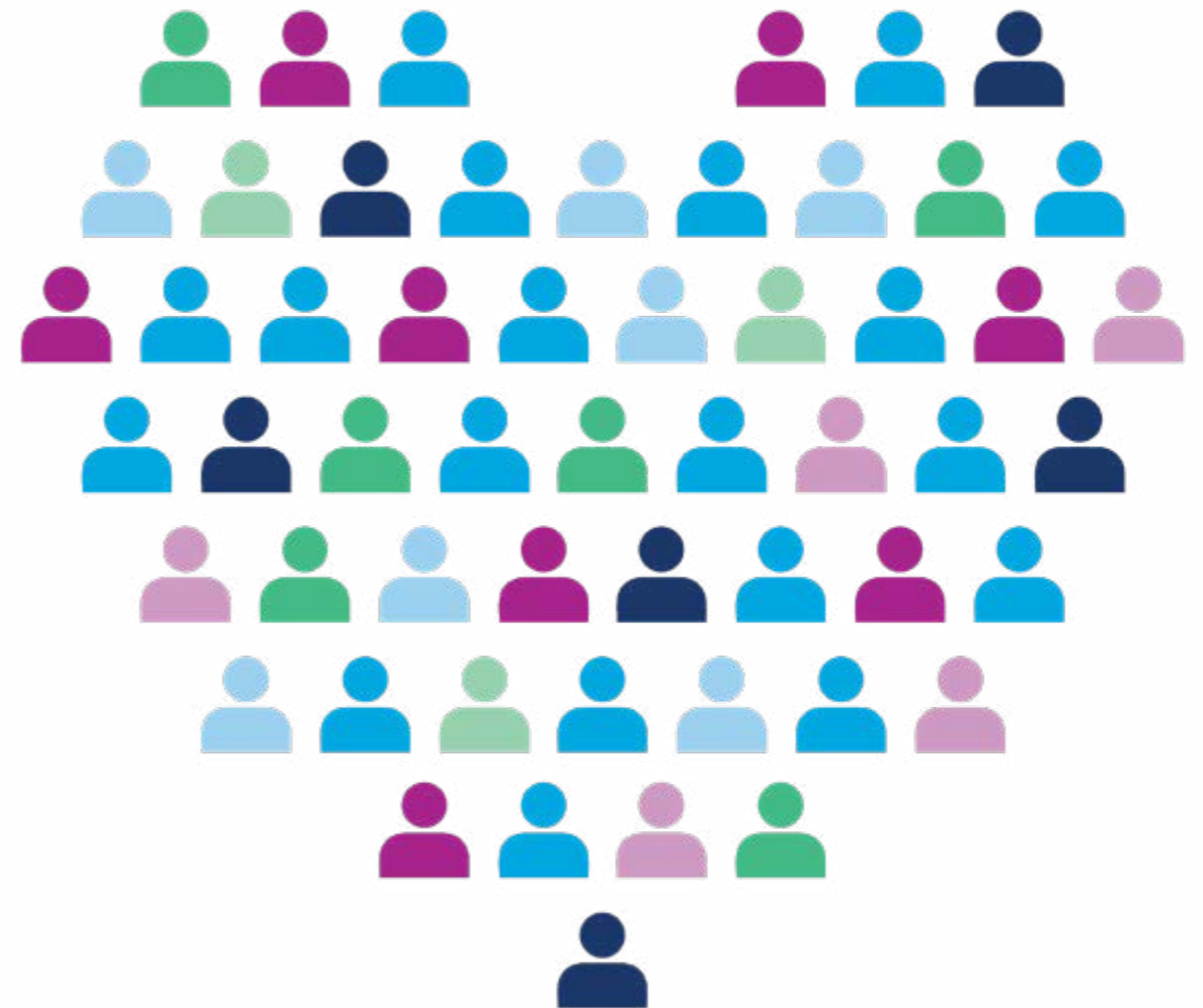


Financial Summary

Our financial performance this year reflects careful stewardship, prudent decision-making, and our ongoing commitment to directing resources where they make the greatest difference for older Aucklanders. Despite increasing demand for support and ongoing cost pressures across the sector, we have maintained a stable financial position while continuing to grow and strengthen our services. This has been achieved through the dedication of our team, the support of our funders and partners, and a clear focus on spending responsibly and transparently. The following section outlines our financial performance for 2024–25 and how these resources have been used to support our mission.

Summary Statement of Financial Position

AS AT 30 JUNE 2025	30-JUN-25	30-JUN-24
ASSETS	\$	\$
Current Assets	3,968,179	3,068,808
Non-current Assets	2,070,881	146,081
Total Assets	6,039,060	3,214,889
Total Liabilities	1,188,939	1,599,160
Net Assets	4,850,121	1,615,729
TOTAL EQUITY	4,850,121	1,615,729



“Act as if what you do makes a difference. It does.”

– William James

Summary Statement of Financial Performance

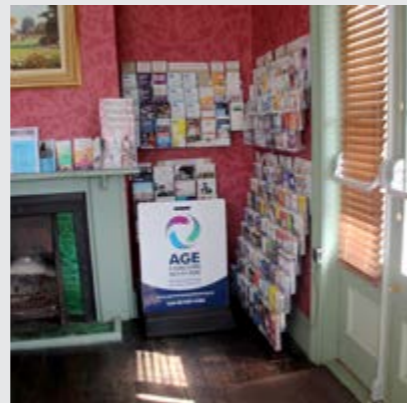
INCOME AND EXPENDITURE	2025	2024
	\$	\$
Exchange Revenue	2,766,142	2,694,300
Non-Exchange Revenue		
Donations, Fundraising and other similar receipts	38,631	38,567
Supporter Donations	15,049	73,660
Trust and Client Interest Revenue	41,195	39,885
Age Concern Auckland Trust Donation	50,000	0
Grants	1,000	3,870
Social Connections	108,787	75,209
Intervention Services	71,992	36,571
Ageing Well – Health Promotion	32,022	115,529
Ethnic Communities	86,766	52,592
Other Non- Exchange Transactions	105,327	294,357
	550,769	730,240
Other Exchange Revenue		
Rental Income	0	9,010
Other Revenue	405	230
Contractor Fees	0	3,100
	405	12,340
	3,317,316	3,436,880
Finance Income	134,709	167,360
TOTAL INCOME	3,452,025	3,604,240

EXPENSES	2025	2024
	\$	\$
Marketing-Advertising	4,693	2,070
General Expenses	234,943	190,541
Property Expenses	154,110	179,208
Travel and Accommodation	3,586	12,940
Computer /ICT	78,775	72,825
Employee and Volunteer Related Costs	3,299,641	3,359,847
Fundraising and Bequest Costs	14,012	5,226
Other Expenses	103,118	78,484
	3,892,878	3,901,141
TOTAL (DEFICIT) FOR THE YEAR	-440,853	-296,900



Contact Details How to Find Us

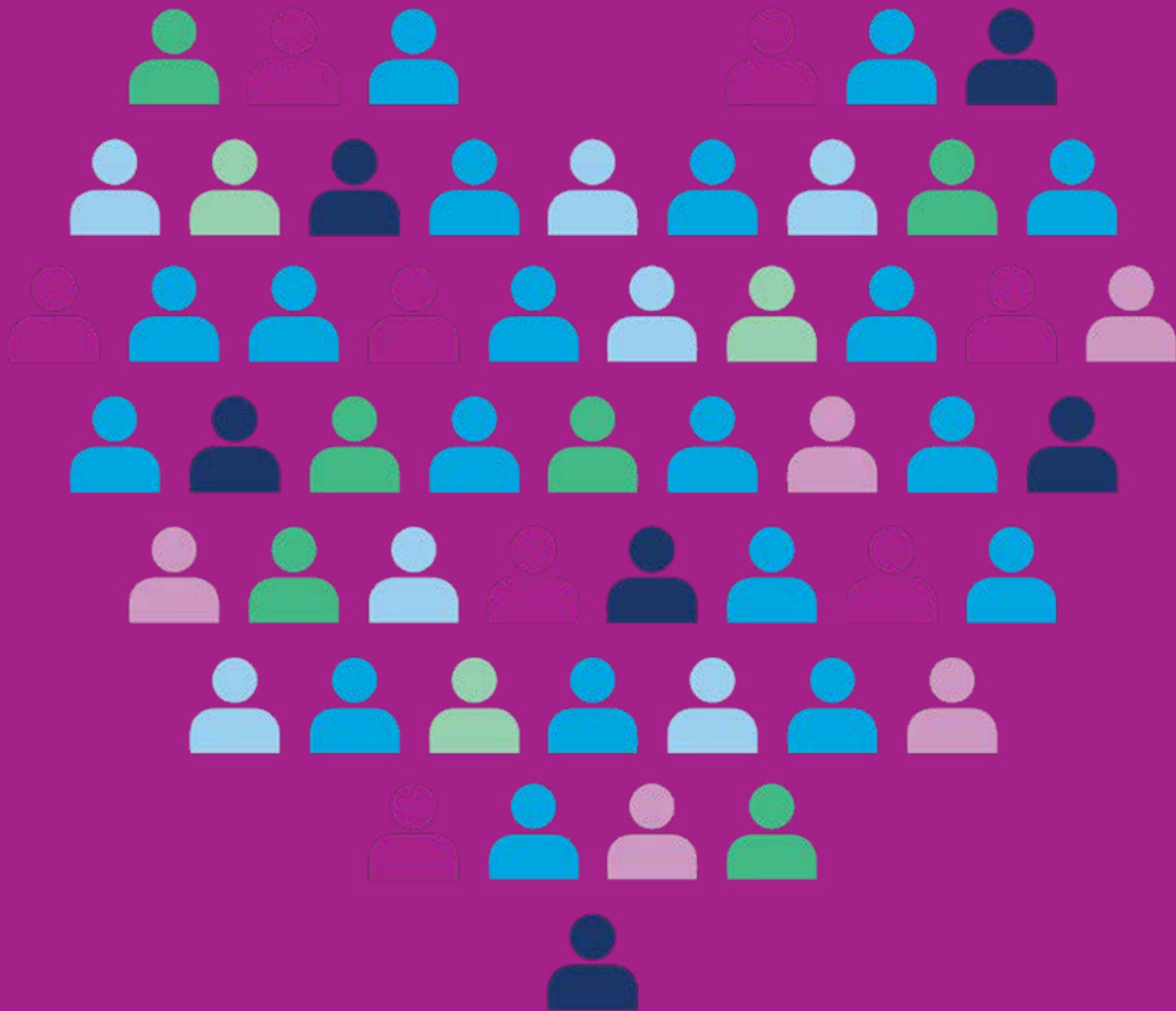
Auckland Office
57 Rosebank Road, Avondale,
Auckland 1026
09 820 0814
Open: Monday -Friday
9am - 4pm



Postal Address: PO Box 19542, Avondale,
Auckland, 1746
Email: ageconcern@ageconak.org.nz
Website: www.ageconcernauckland.org.nz

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**Age Concern Auckland,
57 Rosebank Road,
Avondale,
Auckland 1026
PH 09 820 0184**



www.ageconcernauckland.org.nz

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