

# Growing co-design capability

What we're learning

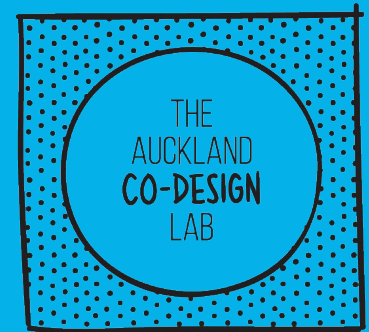
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The Southern Initiative

[www.aucklandco-lab.nz](http://www.aucklandco-lab.nz)


@CodesignLab\_AKL




# Key themes



Why is building capability important?



What have we done so far?



What are we learning?

# About the Lab

Set up in late 2014

Sponsored by 8  
government agencies and  
Auckland Council

Part of Southern Initiative

Small team 3-5 people



## connecting to community & place

- Drawing on local knowledge and strengths
- Building credibility and connections
- Establishing local needs



## curiosity, optimism, creativity

- Being radically open minded
- Looking at problems from different angles
- Working with polarities and tensions



## making it happen

- Finding ways through when under pressure
- Providing support
- Behaviour change
- Coordinating action
- Implementation

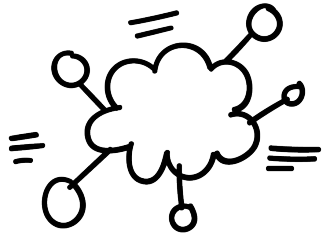


## outcomes-se

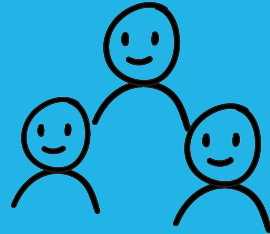
- Looking for the biggest opportunities
- Pragmatic and strategic
- Identifying energy and opportunity for
- Responsive to changing landscape
- (not precious)



# Where we focus



**Challenges and  
projects**

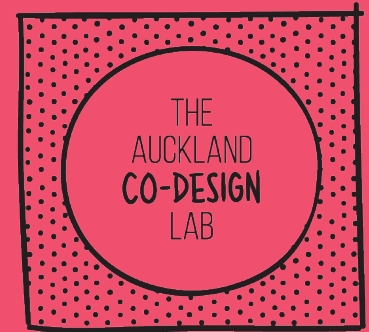


**Building  
capability**



**Generating  
Knowledge**

**Why is building  
co-design  
capability  
important?**



***“...the previous ways in which governments have sought to design and implement policies are no longer suited to the complexity of today’s policy and social challenges that the systemic nature of policy challenges ...***

***...leaving governments with little choice ‘but to innovate’  
—principally through embracing a more ‘experiment-oriented’  
approach that, in turn, requires drawing on new capabilities  
and skills-sets usually not widespread in the public sector”***

# What kinds of benefits from co-design?

**More creative**

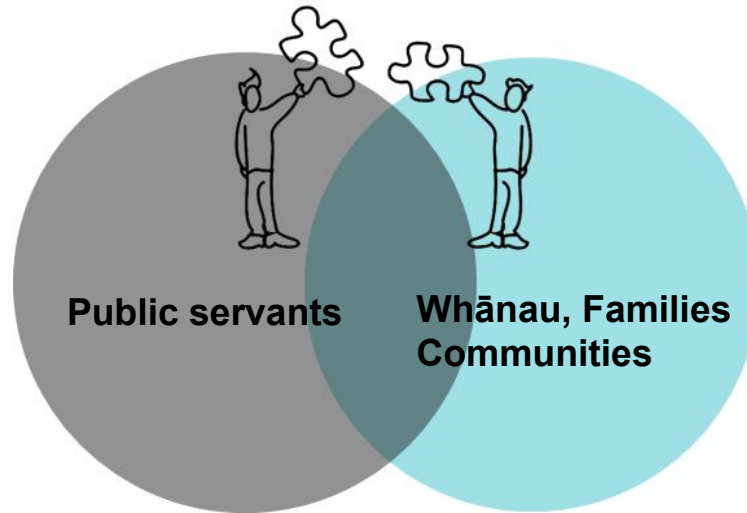
**Better focus on users**

**Better cooperation  
across disciplines**

**Better outcomes**

**Better relationships**

**Improved capabilities**



**Engaging as experts**

**Better service fit**

**Better outcomes**

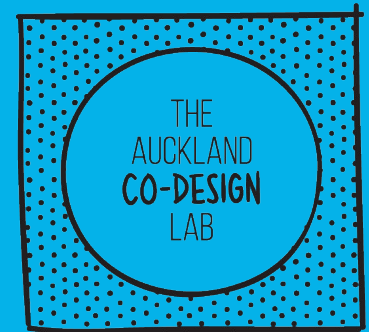
**Localised services**

**New capability &  
capacity**

**Improved connections**

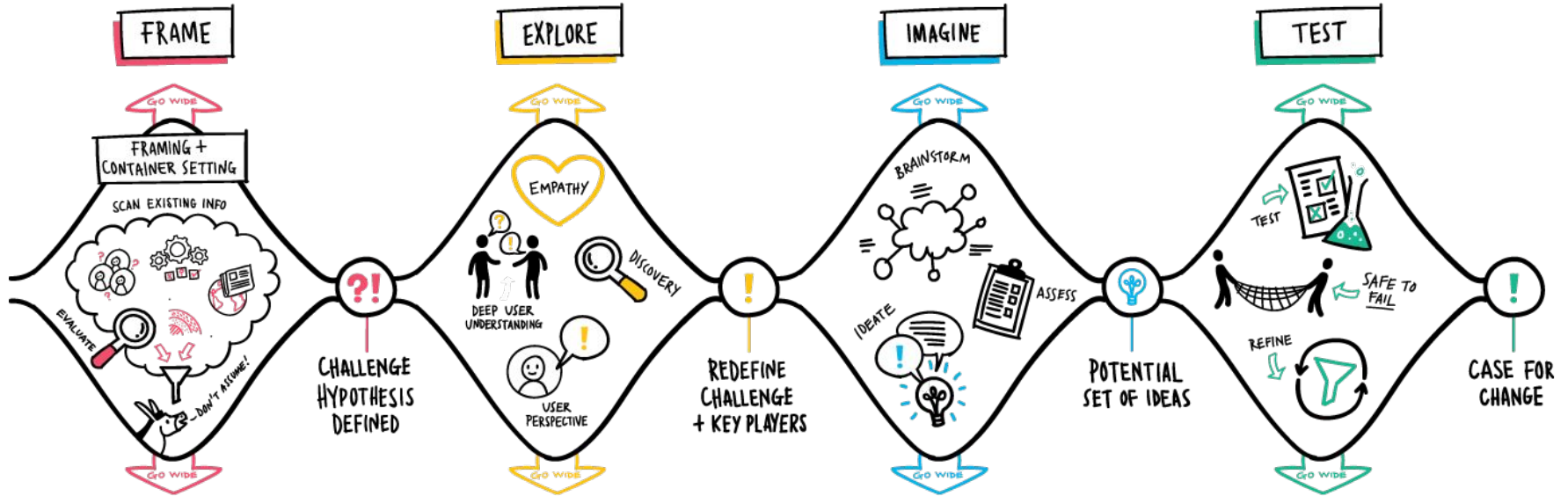
# Capability building

Where we started and what we have learned





# Where we started - *co-design process*

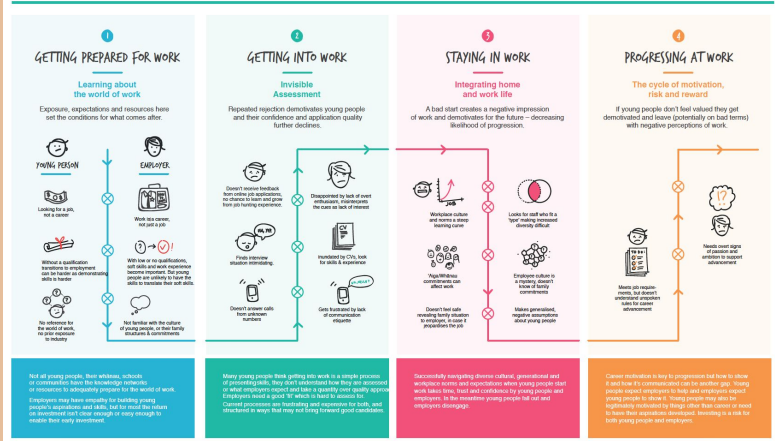


# Learning by doing

*E.g. The 'Attitude' Gap - A South Auckland employment and skills challenge*

## EXAMINING THE "ATTITUDE GAP" AN EMPLOYMENT JOURNEY IN SOUTH AUCKLAND

There are many key points of tension along the "employment journey" where young people and employers are disconnected and may 'drop out' - creating further problems in the future.



**Brief** – explore and reframe issues around young peoples’ and employers’ expectations of work readiness

**Who** - Young people, employers, schools, families, training providers

**Core team** - MBIE and MSD, TSI, ATEED, Careers NZ, Lab & coaches

**Output** – Report and resources

**More info:** [www.aucklandco-lab.nz/attitudedgap/](http://www.aucklandco-lab.nz/attitudedgap/)

# Co-design training

*Master classes and workshops*



Brings together **diverse** participants

**Exploring** tools, practice and process

3 days working on a **live challenge**

Fast, fun but **high level**



More info: [www.aucklandco-lab.nz/capability/](http://www.aucklandco-lab.nz/capability/)

# Capability building impact so far

Immediate

Applying  
process &  
tools

New skills  
and  
confidence

New  
language /  
framing

citizen voice  
and role at  
the centre

Longer term

Leading  
co-design  
practice

Catalysed  
wider  
interest in  
innovation

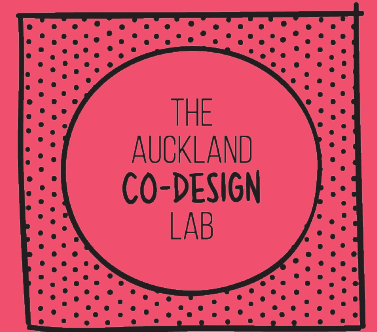
Created new  
opportunities  
and  
connections

Organisations  
adopting  
findings



# What we're learning

Importance of conditions for  
co-design



# Capabilities and conditions for co-design



## Stream 1.

### How we work with people, whānau & stakeholders

How are whānau and other stakeholders involved in design and delivery of outcomes?



## Stream 2.

### How we design & innovate

How do we apply design and evaluative approaches to identify, iterate and embed responses and the capacities needed to



## Stream 3.

### Our organisational integration & responsiveness

How do we manage responsively and work together to build our learning?


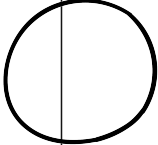

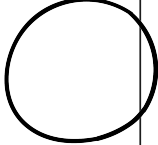

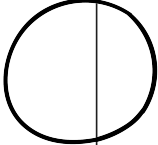
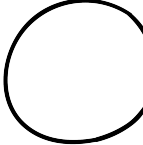

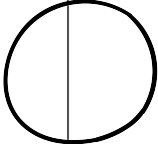


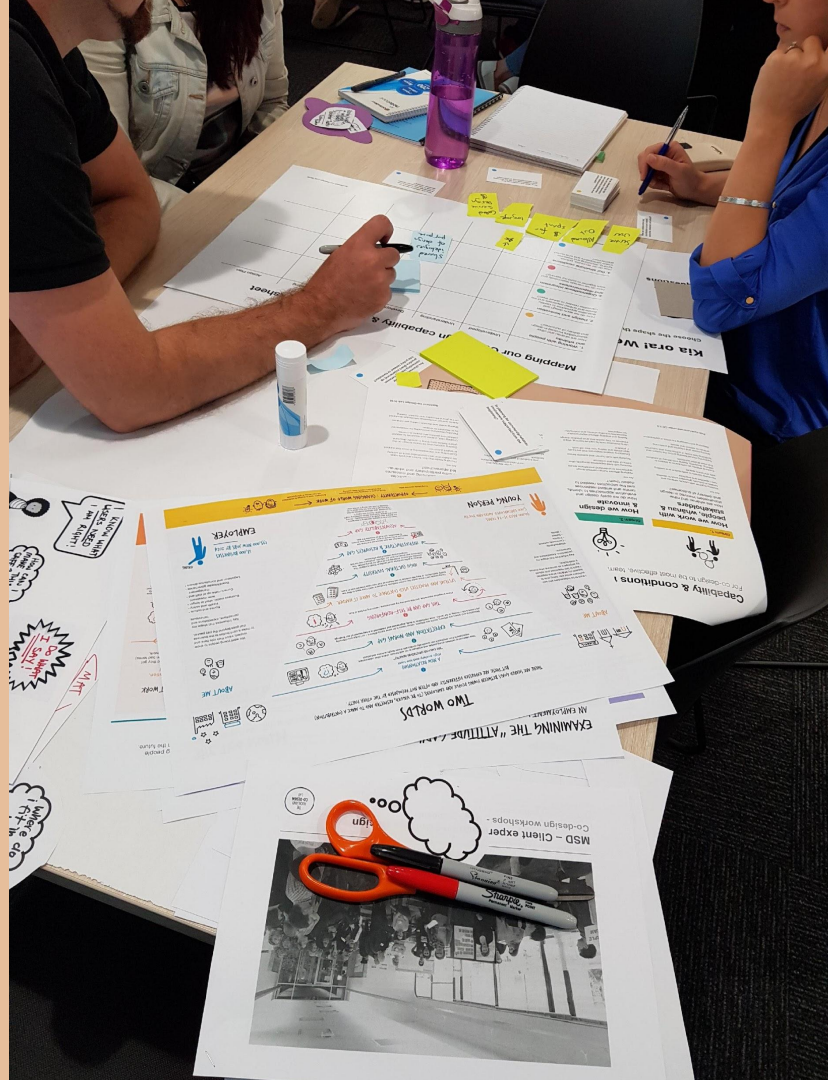
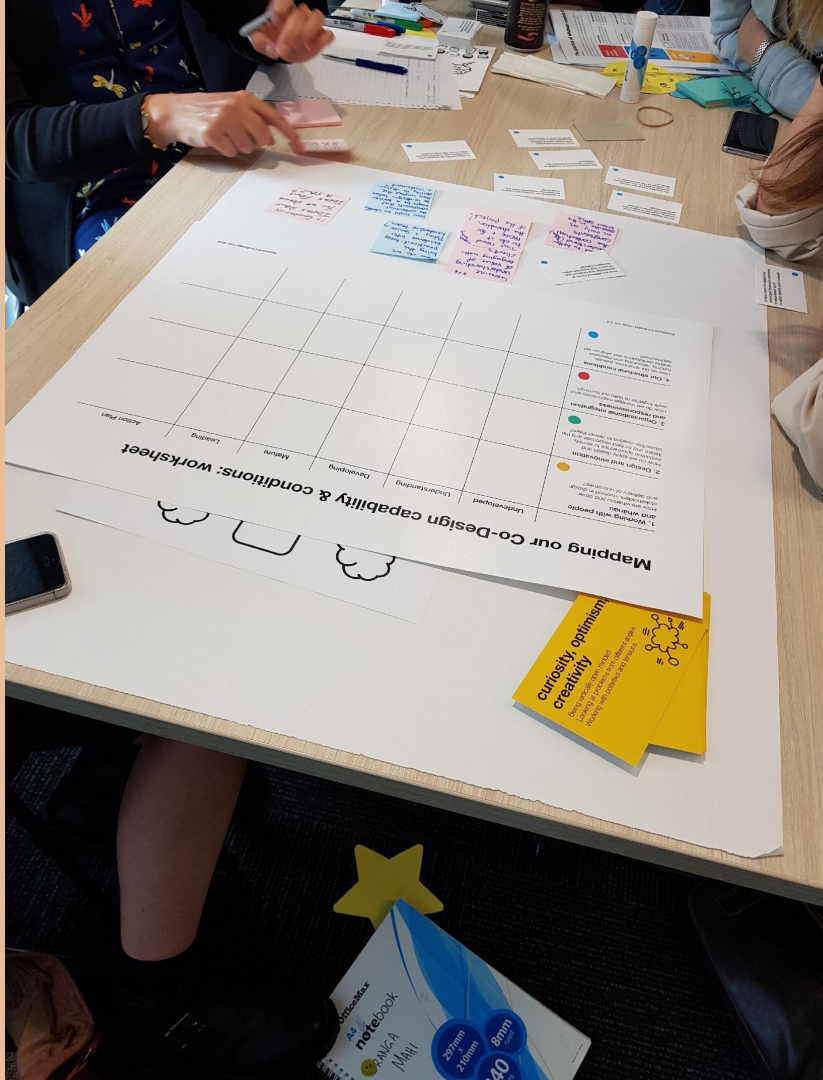
## Stream 4.

### Our structural conditions

How do our structures, policies, funding, resourcing and measures enable participatory and whānau-led approaches?

# A diagnostic tool

	Undeveloped	Understanding	Developing	Mature	Leading	Action Plan
<b>1. Working with people and whānau</b> How are whānau and other stakeholders involved in design and delivery of outcomes? 						
<b>2. Design and innovation</b> How do we apply design and evaluative approaches to identify, iterate and embed responses and the capacities needed to deliver them? 						
<b>3. Organisational integration and responsiveness</b> How do we manage responsively and work together to build our learning? 						
<b>4. Our structural conditions</b> How do our structures, policies, funding, resourcing and measures enable participatory and whānau-led approaches? 						







- MSD – Client Experience and Service Design team
- Ministry for Pacific Peoples
- Toolkit and resources available on line soon
- Creative commons license

# Summary

**Principles and  
mindsets** over  
process

Creating the  
**conditions for  
co-design** is  
essential

There's a  
**continuum** of  
practice



**Thank  
you**

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*Auckland Co-design Lab - [www.aucklandco-lab.nz](http://www.aucklandco-lab.nz)*

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