



Auckland City Mission



HomeGround apartment fit-out

Auckland City Mission – Te Tāpui Atawhai has been supporting Aucklanders with food, housing, and health services for over 100 years.

In 2006, the Mission began to dream of building a new space to support people in their times of greatest need. Something that would not only relieve the Mission from its existing dwelling (that was deteriorating fast) but would serve as a hub for the community – a place of transformation and healing that they would name “HomeGround”.

This dream took sixteen years to realise.

Along the way, they encountered many challenges, including the Global Financial Crisis and Covid – making the fulfillment of the project seem impossible. But with determination and immense commitment, they overcame – and HomeGround now proudly sits on Hobson Street as a beacon of hope for the community.

The Warehouse Group (TWG) has a strong history of giving back to its communities, so when the Mission began visualising the fit-out of their apartments in 2019, it was natural for the TWG business team to be involved.

However, the brief wasn't straightforward. Each apartment needed to be equipped with products that were not only robust and cost-effective, but also offered occupants a sense of dignity. Covid related supply chain challenges made sourcing complex, and the project needed to be executed in stages making delivery and installation timing critical to get right.

From the beginning, when the Mission needed advice about appliances, through to liaising with project managers during the fit-out, the TWG business team were there as a trusted guide. Leaning in and listening to the Mission's needs in order to find solutions that encapsulated their vision to house tenants with everything they needed to make a home.

This meant going above and beyond fitting out ovens and dishwashers – and finding solutions that not only encompassed the whole space but serviced the whole fit-out.

About Auckland City Mission – Te Tāpui Atawhai

- The Mission have been supporting Aucklanders in need with food and health services for over 100 years
- In 2006, they dreamed of building a central Auckland hub that would serve the local community – HomeGround
- In 2019, the TWG business team partnered with the Mission to fit-out their new HomeGround apartments
- From bed sheets and manchester to appliances and cutlery – products were sourced and supplied for 80 apartments across 5 levels
- A full wraparound service was provided – with products delivered and installed on-site
- 17 skips bins of packaging waste were removed and recycled

“The TWG business team really understands who the Mission is, who the people we support are, and what our needs are. The team has consistently gone out of its way to meet the needs of the Mission and our clients – and in doing so has created a partnership of real trust.”



With 80 apartments across 5 levels to service, the scope was massive. It started with supplying whiteware and televisions and quickly turned into a multi-brand effort with small appliances and furnishings provided to turn these spaces into warm and inviting homes. This included products ranging from bed sheets and manchester to tea towels, toasters and pot racks.

Once the stock was sourced and supplied, the TWG business team then came onsite to wrap services around the project, delivering and installing to every apartment. And as a carboNZero organisation, TWG was proud to help the Mission reduce its impact on the environment by removing over 17 skip bins of packaging waste. This included 70 cubic metres of polystyrene and 33 cubic metres of cardboard, which were then condensed and repurposed through circularity initiatives.

In early 2022, after three long years of construction, HomeGround was completed, opened for service across the site, and welcomed its first intake of tenants.

Deb Ward, the Mission's Fundraising and Reputation Manager, says that "people often light up with pride when they move into their apartment – usually their first home for many years. They enjoy making it their own – a space that they feel comfortable and safe in".

The Warehouse Group believes in being here for good and has a purpose to help Kiwis live better every day. So it was an honour to support an organisation that aligns with these values, and see such a worthy vision come to life.

And true to the Mission's heart, everything was done with good relationships and trust as the foundation.

"Your support and care has made such a positive difference to people in greatest need – and will do so for many, many years to come"

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