



**COUNCIL** *for*  
**INTERNATIONAL**  
**DEVELOPMENT**  
*Aotearoa, New Zealand*

*2023-2024*

# MEMBER & SECTOR SURVEY REPORT

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[www.cid.org.nz](http://www.cid.org.nz)



## WHO WE ARE

The Council for International Development Aotearoa New Zealand (CID) is the peak body and umbrella organisation for New Zealand organisations working in international development and humanitarian aid. CID represents around 98 organisations ranging from large international NGOs, community-based organisations, businesses, academic institutions, research organisations, consultants and social enterprises.

CID is governed by a Board made up of key member organisations and co-opted board members. Our mission is to: connect and strengthen the CID member network, to drive best practice and professional standards, to promote learning and innovation, and to engage and influence policy makers, local leaders and civil society.

We work with multilateral organisations, overseas governments and other development actors. CID has a long-standing partnership with the New Zealand Ministry of Foreign Affairs & Trade (MFAT).

## WHAT IS THE CID SURVEY FOR?

CID's annual membership survey of the international development and humanitarian aid sector is the only survey of its kind for Aotearoa New Zealand and captures valuable data and detailed insight into the world CID's international NGO members operate.

This data is shared with key agencies including Statistics New Zealand and the Ministry of Foreign Affairs & Trade (MFAT). MFAT use the survey report to help guide and shape their delivery models and engagement with the international development sector.

CID also relies on this data to determine annual membership fees and help guide our work programmes with members and stakeholders.

# OUR MEMBERS

Member & Sector Survey 2023-2024





# METHODOLOGY

The Council for International Development Annual Membership Survey is a year-on-year snapshot of the international development and humanitarian aid sector in Aotearoa New Zealand.

This year's survey compares data from 2015 to 2024 (excluding 2019 when the survey was not delivered due to the Covid-19 pandemic).

Please note, figures are rounded to the nearest whole percentage which may result in some variation in totals on some graphs.

The CID Membership Survey covers data from members generated during the financial year 1 July 2023 to 30 June 2024 with participation by 42 members (62% Full, 30% Affiliate, 25% Individual).

All members were given the opportunity to provide feedback in key thematic areas: size, scope, finances, and priorities; satisfaction with MFAT partnerships as well as views on future direction.

The Survey captures quantitative and qualitative data to understand CID members global presence and state of operations. While the Survey invites respondents to self-reflect on perceived strengths and weaknesses of their individual organisations and the sector, it does not aim to evaluate the effectiveness of the sector's development impact and performance across countries or themes.

It is important to note that this is a survey, not formal academic research, rather it provides a snapshot of our membership, its mahi, and trends in recent years.

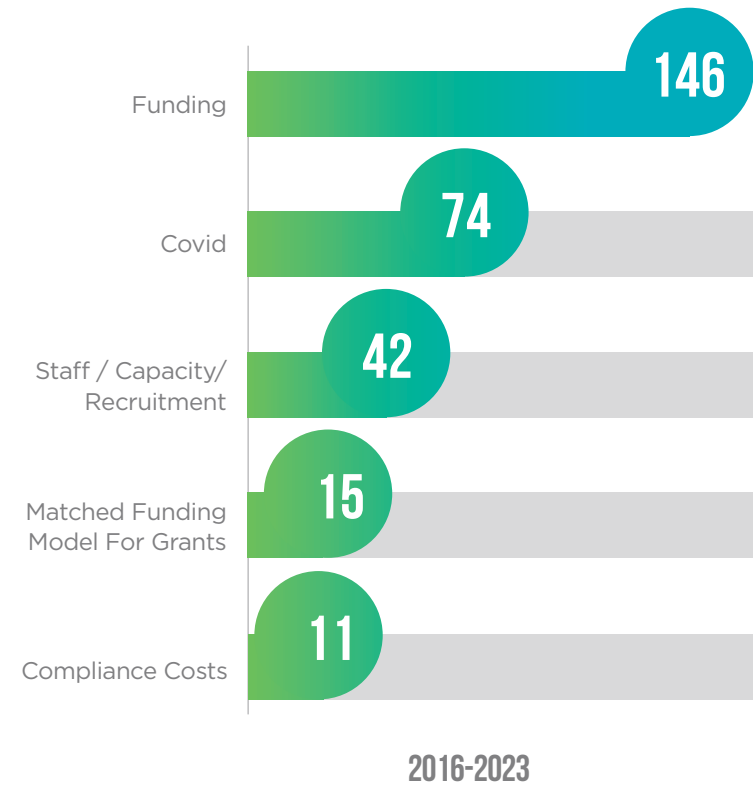
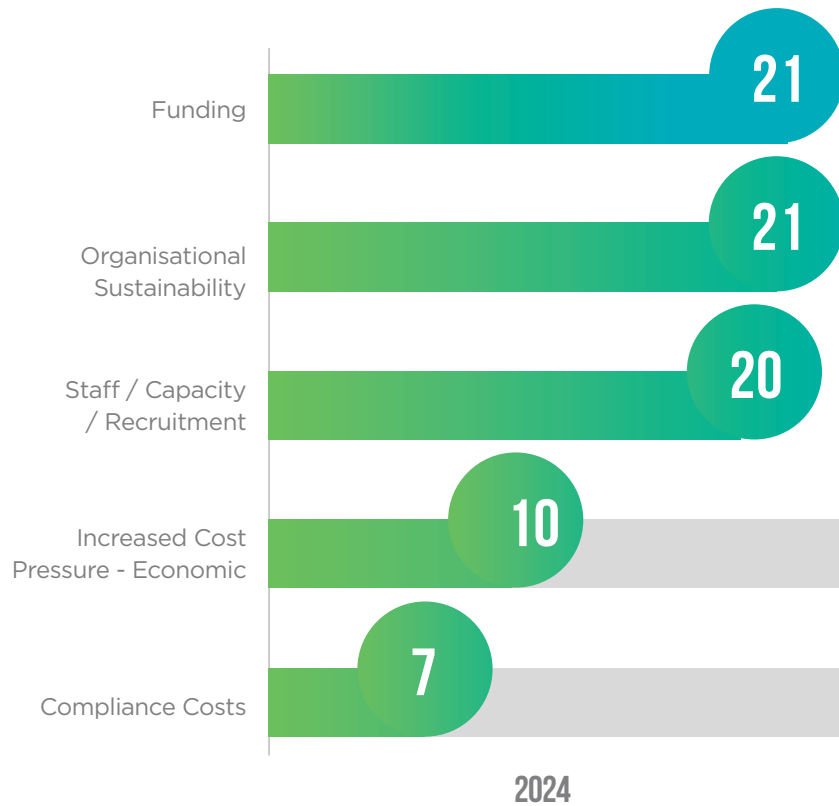
"Peter" A boy and his father pulling their banana boat onto the shore of their village, in Nokuku, Vanuatu after returning from the local markets to sell their produce. Courtesy of ADRA





# MOST PRESSING ISSUES

The figures below reflect the number of respondents who identified these issues as their top priorities. From 2016 to 2024, members consistently highlighted funding, staffing, and cost-related challenges as the most pressing concerns.

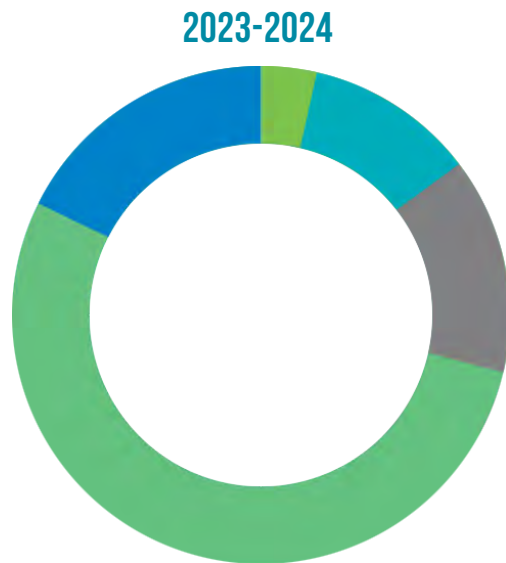




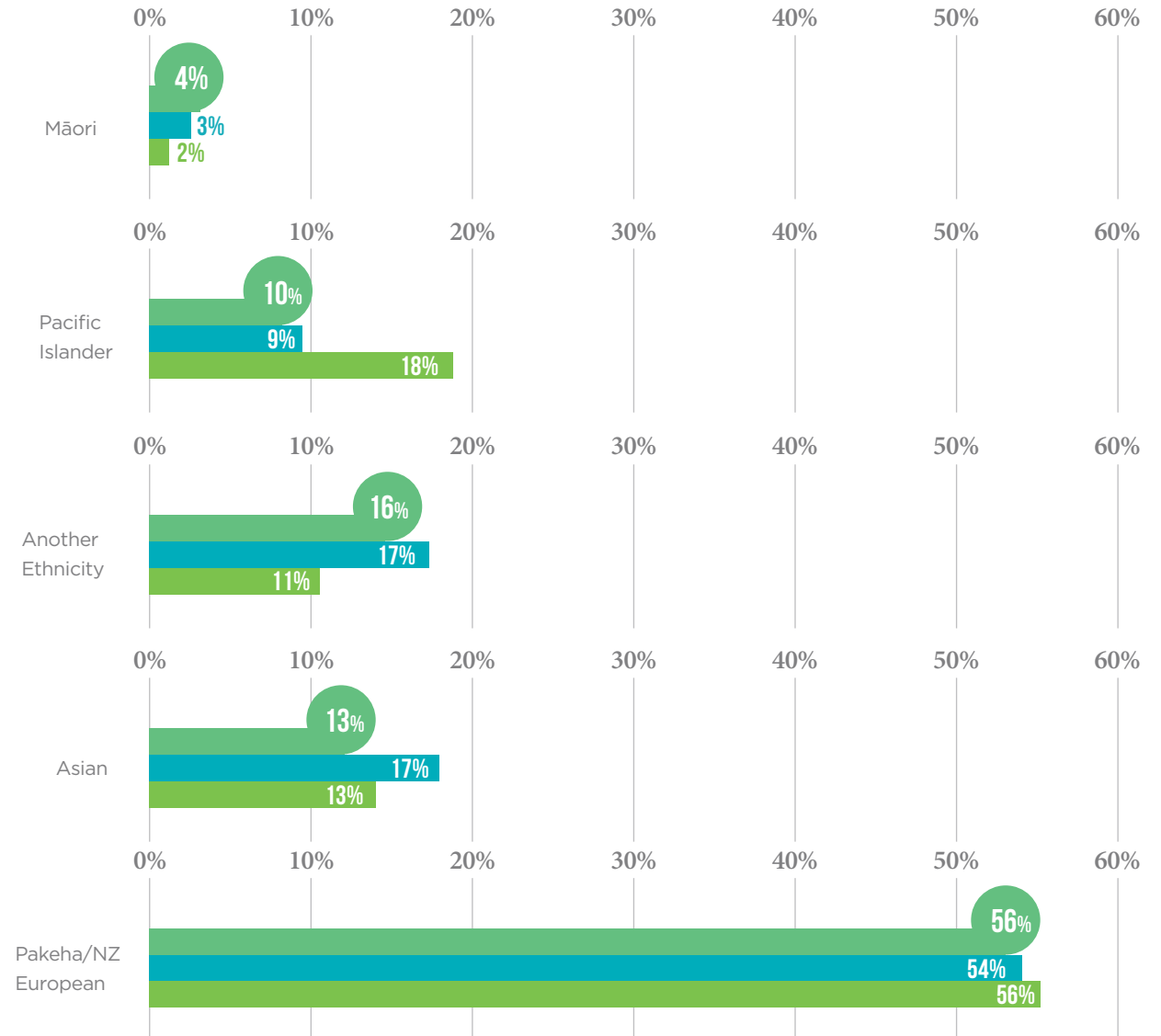
# WORKFORCE PROFILE

The sector shows a slight increase in ethnic diversity over the last three years particularly amongst Māori and Pasifika along with a dip in Asian and Another Ethnicity. Pakeha/NZ European continue to be the largest ethnicity represented perhaps due to the difficulty of attracting Māori and Pasifika into the sector, and the possibility that more ethnic groups are being encouraged and supported to work in their home countries.

■ 2024  
■ 2023  
■ 2022



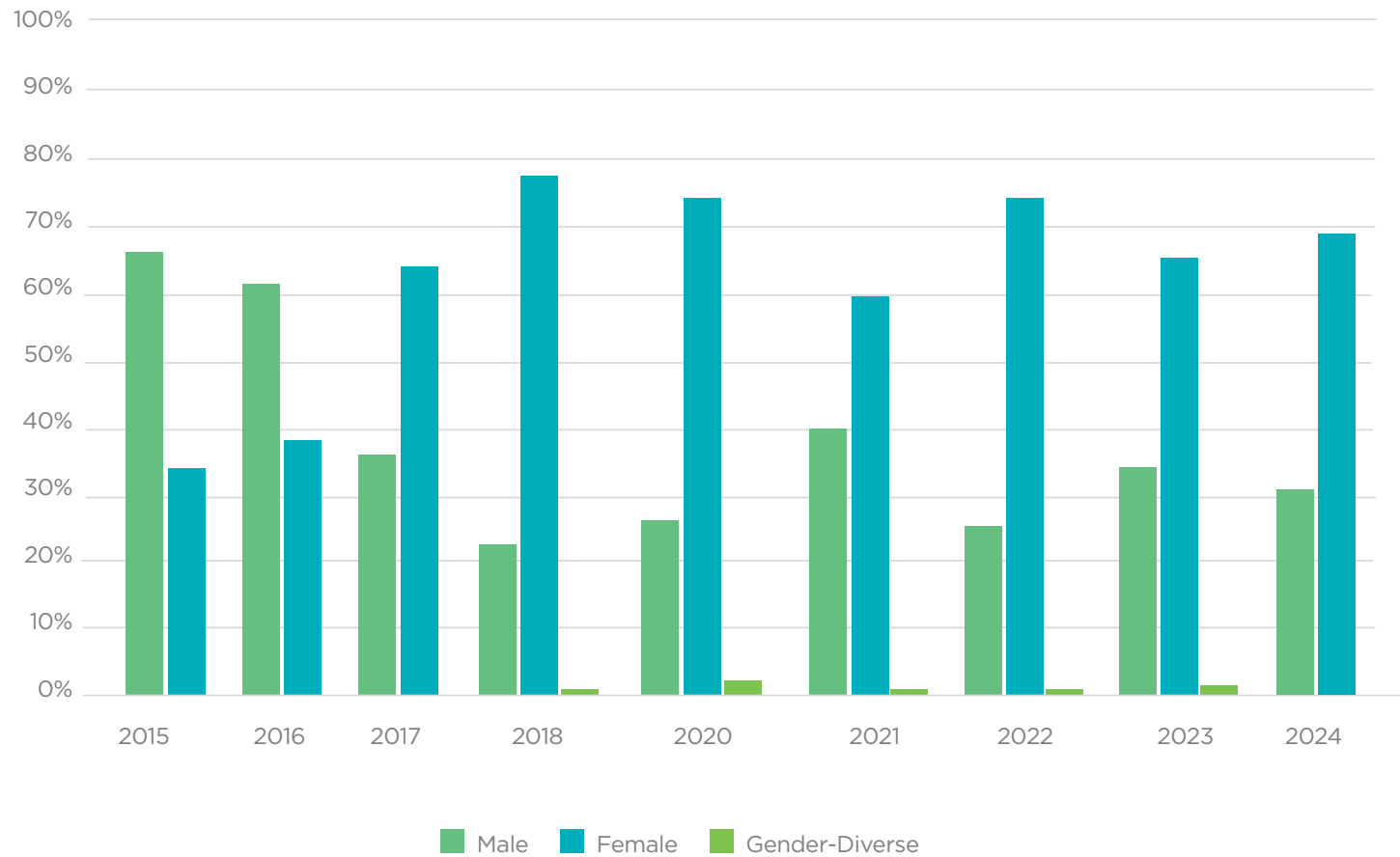
- 4% Māori
- 10% Pacific Islander
- 16% Another Ethnicity
- 13% Asian
- 56% Pakeha/NZ European





# WORKFORCE PROFILE

## GENDER REPRESENTATION IN AOTEAROA-BASED WORKFORCE



Female representation rose rapidly to 2018 and has flat-lined thereafter.

This trend is particularly evident across most staff positions, including senior leadership roles that report directly to the CEO or Board. However, a slight gender disparity remains at the Board level, where males are more represented, although it is clear this gap is closing.





### GENDER MAKE UP IN SENIOR LEADERSHIP ROLES



### GENDER MAKE UP IN GOVERNANCE/BOARD ROLES





**AOTEAROA BASED VOLUNTEERS AND STAFF**



■ 63% Staff  
■ 37% Volunteers

**OVERSEAS BASED VOLUNTEERS AND STAFF**



■ 86% Staff  
■ 14% Volunteers

Volunteers remain a vital asset in both Aotearoa New Zealand and programme countries, significantly enhancing the capacity and impact of organisations, particularly those facing financial constraints.

The number of overseas-based volunteers has declined notably since the 2023 CID membership survey, which reported 48% of the overseas workforce as volunteers, aligning more closely with the 17% figure from the 2022 survey.

While the exact reasons for this decline are unclear, it may be linked to factors such as the ongoing cost of living crisis and the increased necessity for paid employment. Further investigation is needed to better understand the causes behind this shift.

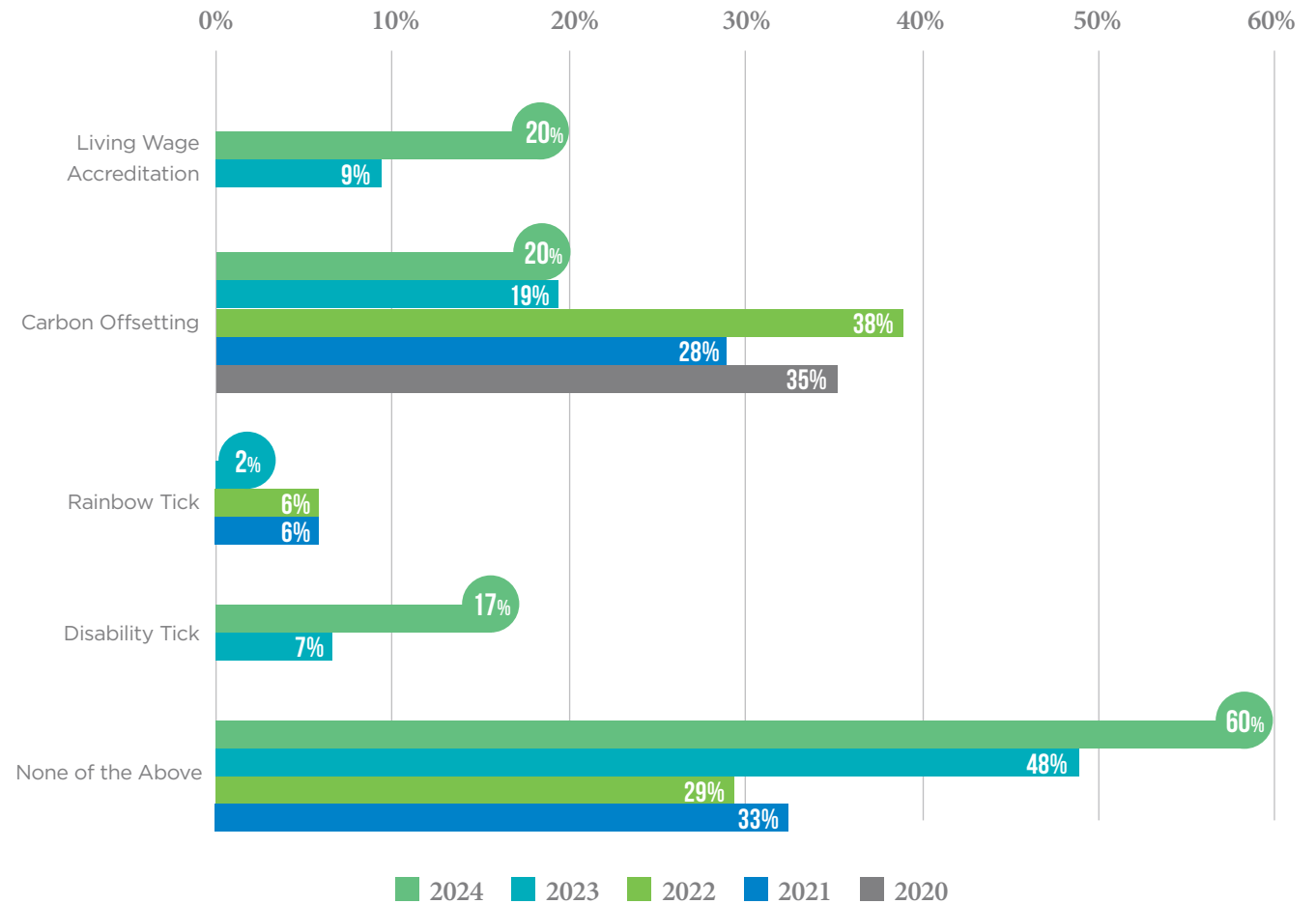
It is a positive sign to see a much higher proportion of overseas staff in paid roles, likely due to NGOs increasing paid staff resources at a local level.



# SOCIAL GOOD MEASURES

Participation in Aotearoa New Zealand based 'social good' programmes has seen an uptick across the sector, however carbon offsetting is still showing a downwards trend.

Of concern is the percentage of organisations not participating in these measures, which continues to increase. Understanding the basis for this increase is an area we are keen to understand, and the implications on pay levels, diversity and environmental sustainability within member organisations.



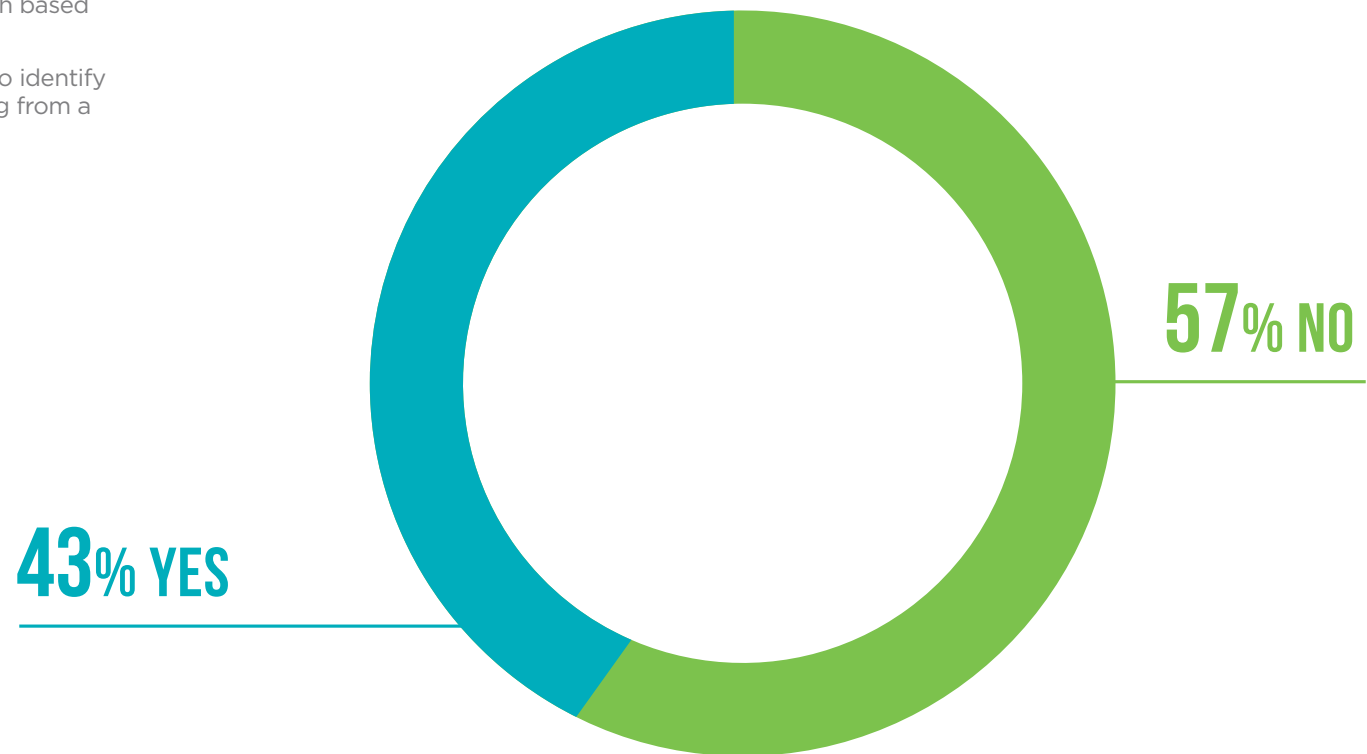


# FAITH BASED ORGANISATIONS

The proportion of organisations that identify as faith-based has remained consistently lower than those which are non-faith based (31% in 2022-2023).

Of those member organisations who identify as faith-based, all identify as coming from a Christian faith basis.

IS YOUR ORGANISATION FAITH-BASED?



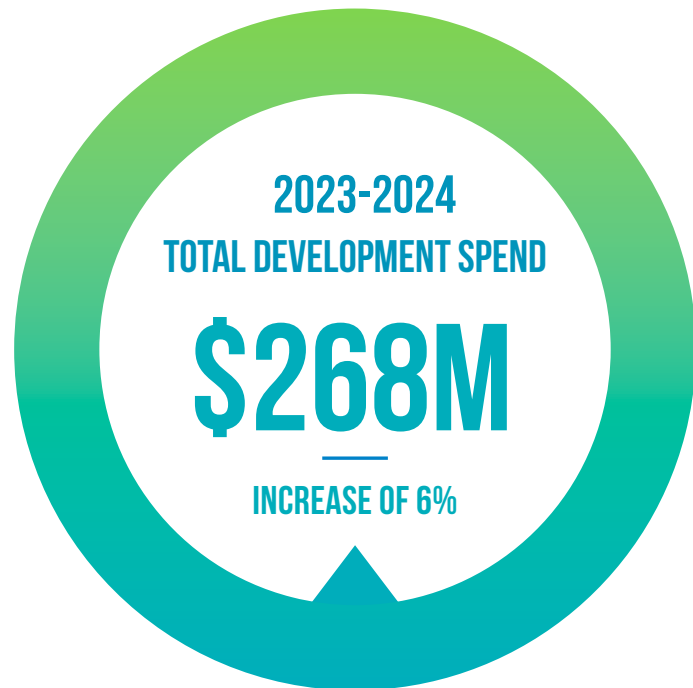


# FINANCE DEVELOPMENT SPEND

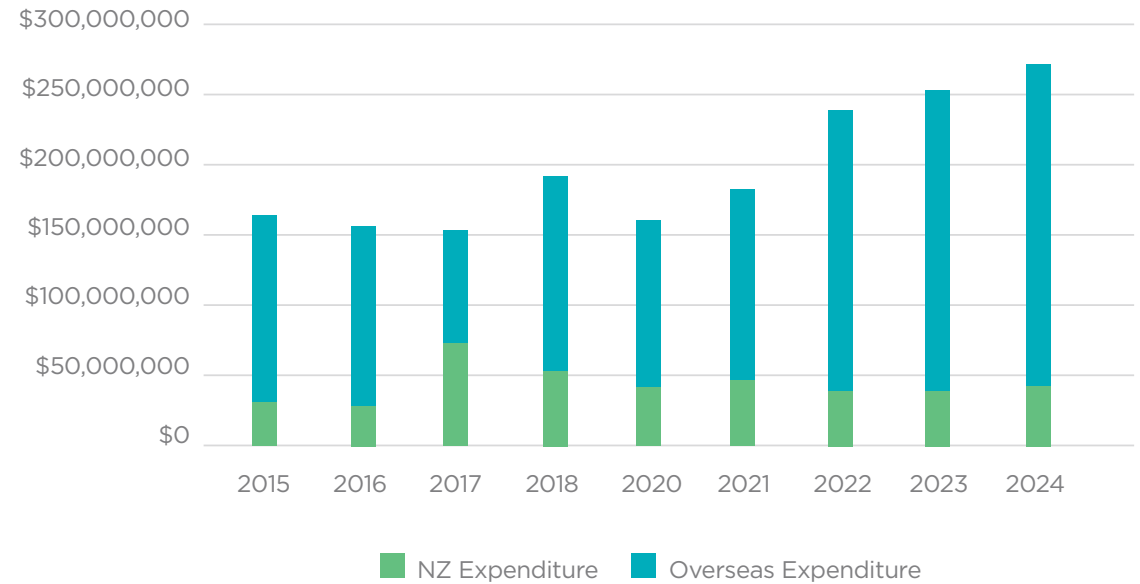
Development support from CID members, at \$268 million (NZD), was the highest it has been since the Survey began.

Understanding if there are other factors contributing to this increase could help to provide additional insight.

The decline in development spend in 2020 and 2021 was likely influenced by the disruptions caused by the COVID-19 pandemic.



## TOTAL DEVELOPMENT EXPENDITURE



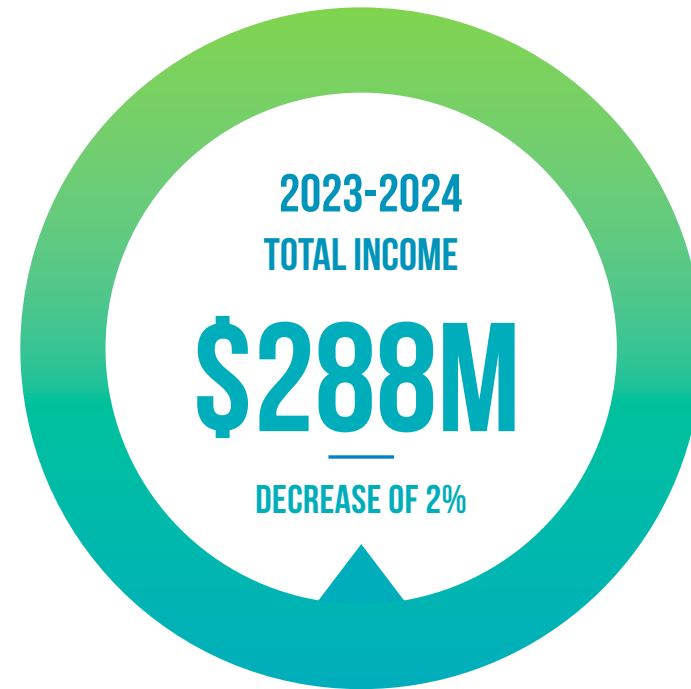
2019 data not available due to Covid-19 pandemic.



# TOTAL INCOME

Total income saw an unprecedented 39% increase between 2021/2022 to 2022/2023, followed by a slight decline in 2023/2024.

Forecasting income trends continues to prove challenging. However, looking ahead to 2025, 58% of respondents expect total income to increase, 23% anticipate no change, and 19% foresee a decrease.



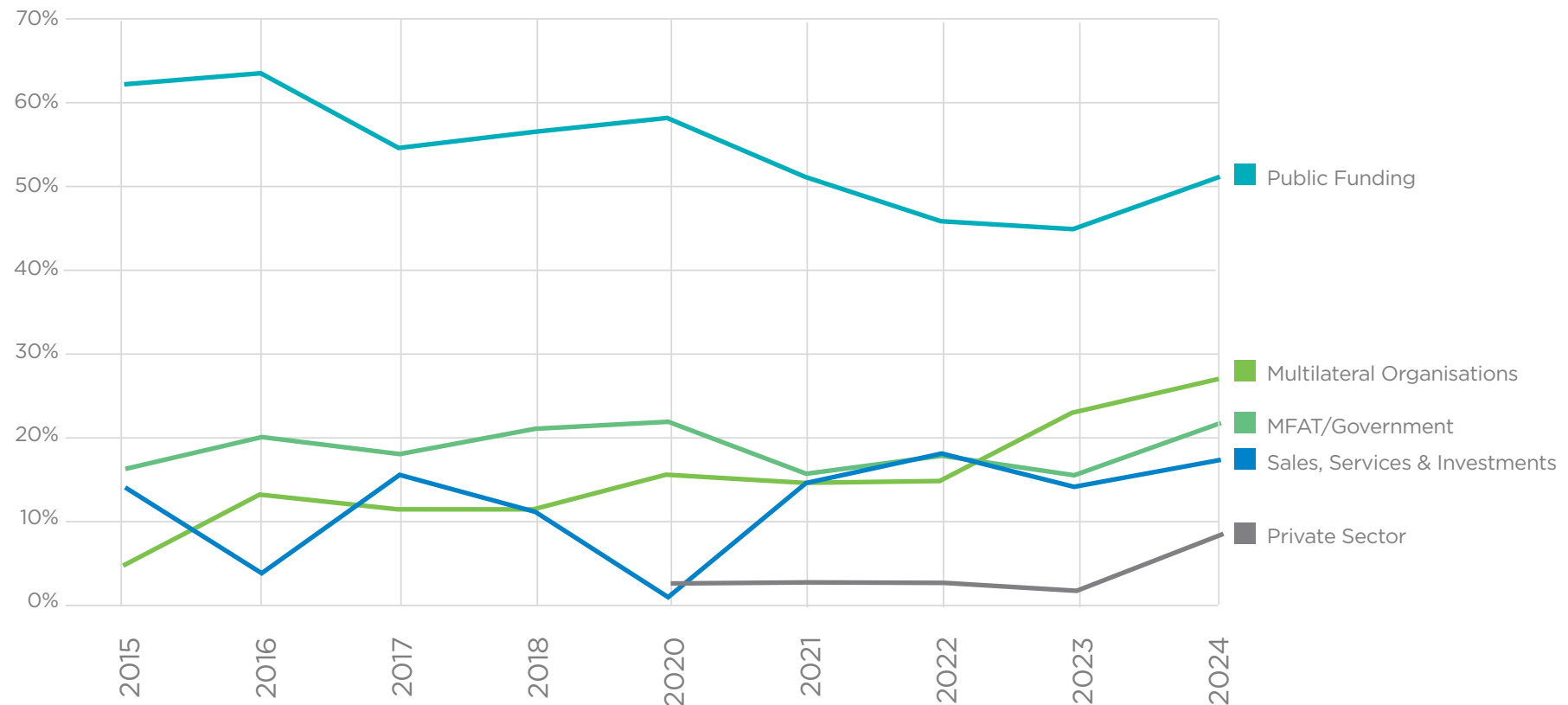


# WHERE HAS THE FUNDING COME FROM?

Funding for international NGOs has seen a significant increase across various funding streams in the 2023-2024 period, reflecting a broader trend of heightened global commitment to development and humanitarian work.

Funding from MFAT rose to 22% up from 16% the previous year. This suggests a strong push from government to support international NGOs. Public funding also saw a notable rise with contributions highlighting the growing role of public institutions and donors in funding global development initiatives. Of interest is the increase in the private sector funding stream, indicating a growing trend of corporate social responsibility and the role private companies can play in global development efforts.

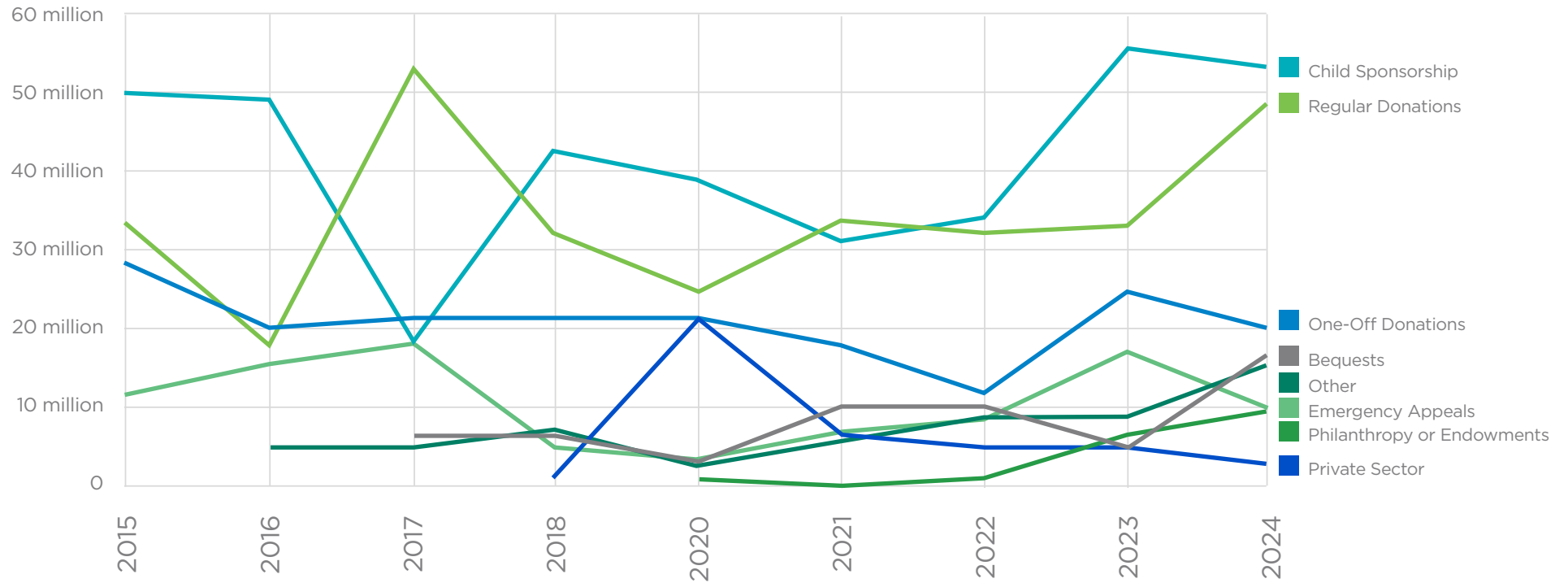
These increases may also be attributed to global crises such as ongoing geopolitical tensions, climate related disasters, heightening the demand for aid.





# PROPORTION OF PUBLIC FUNDING BY TYPE

TOTALS:





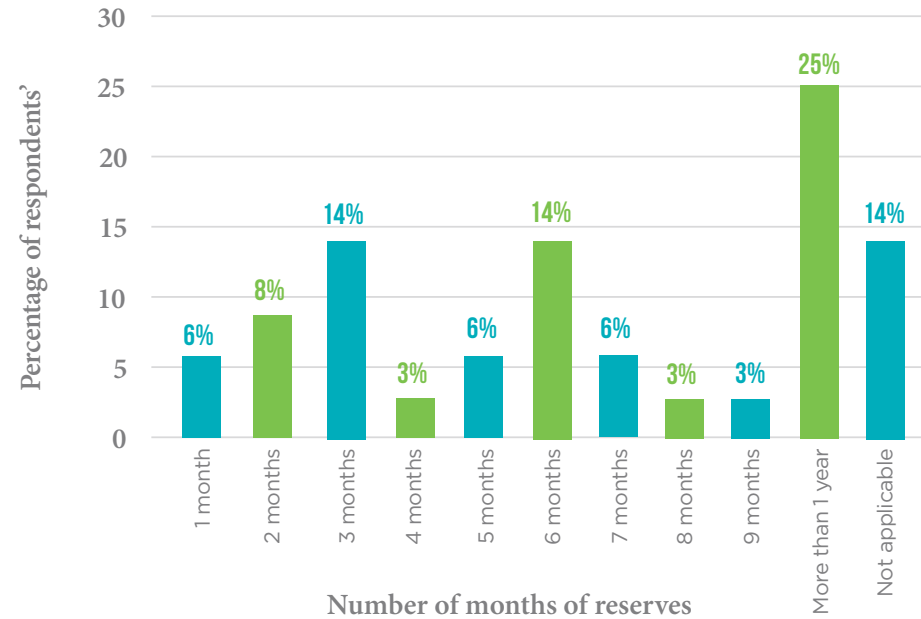


# FUNDING RESERVES

The average level of reserves rose to just over 6 months, in line with the historic average, with twenty five percent declaring reserves of more than 1 year.

A number of members did not report their reserve levels and identified challenges around organisational sustainability.

Further insight into these challenges would be beneficial in understanding the future health of the sector.



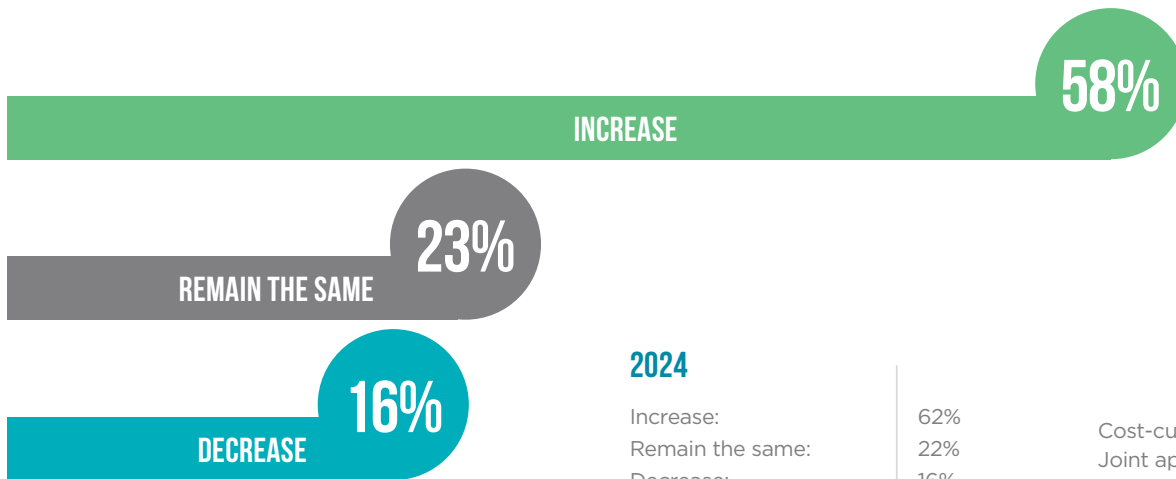


# FINANCIAL EXPECTATIONS

While the sector remains optimistic about funding growth in 2025, organisations are proactively taking steps to ensure financial sustainability.

This includes a heightened focus on cost containment and mitigating sustainability risks through measures such as cost-cutting, joint appeals with other organisations, and adjustments to business models.

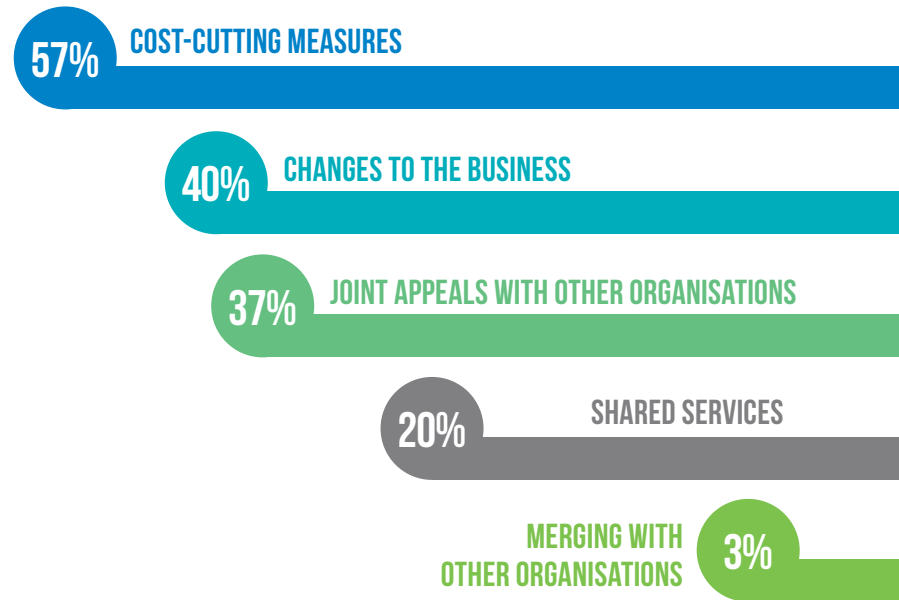
## 2025 INCOME EXPECTATIONS



### 2024

Increase: 62%  
 Remain the same: 22%  
 Decrease: 16%

## IS YOUR ORGANISATION CONSIDERING ANY OF THE FOLLOWING?



### 2023 2022

Cost-cutting measures	31%	32%
Joint appeals with other organisations	28%	43%
Changes to the business model	28%	51%
Shared services	17%	43%
Merging with other organisations	2%	22%
Other	2%	

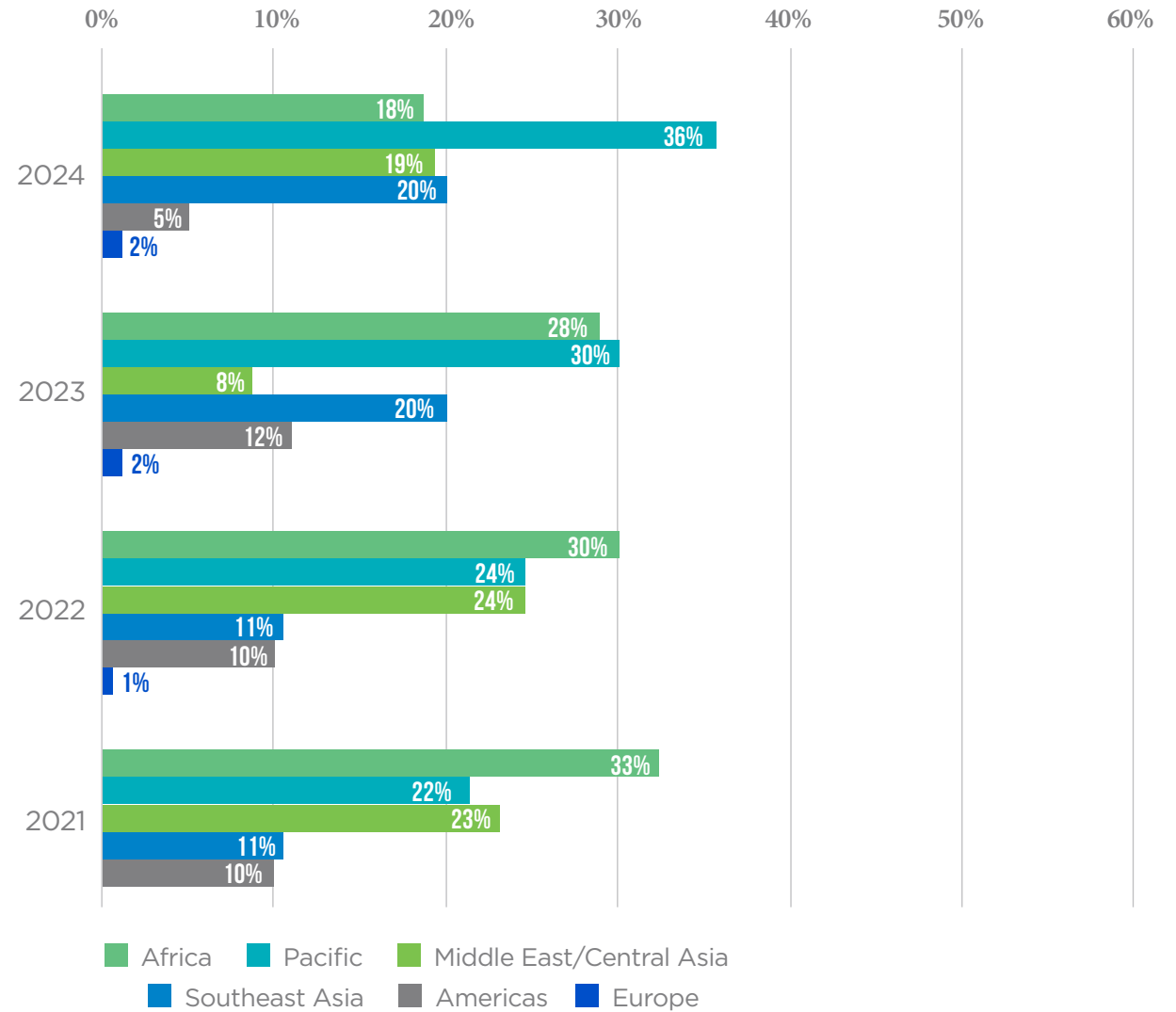


## CHANGE ACROSS REGIONS

This year has witnessed significant shifts in global funding patterns. As expected, the ongoing crisis in the Middle East has led to a doubling of funding in that region, while funding in the Americas has experienced a decline. Southeast Asia continues to attract considerable attention, and the Pacific remains the largest recipient of funding in 2024.

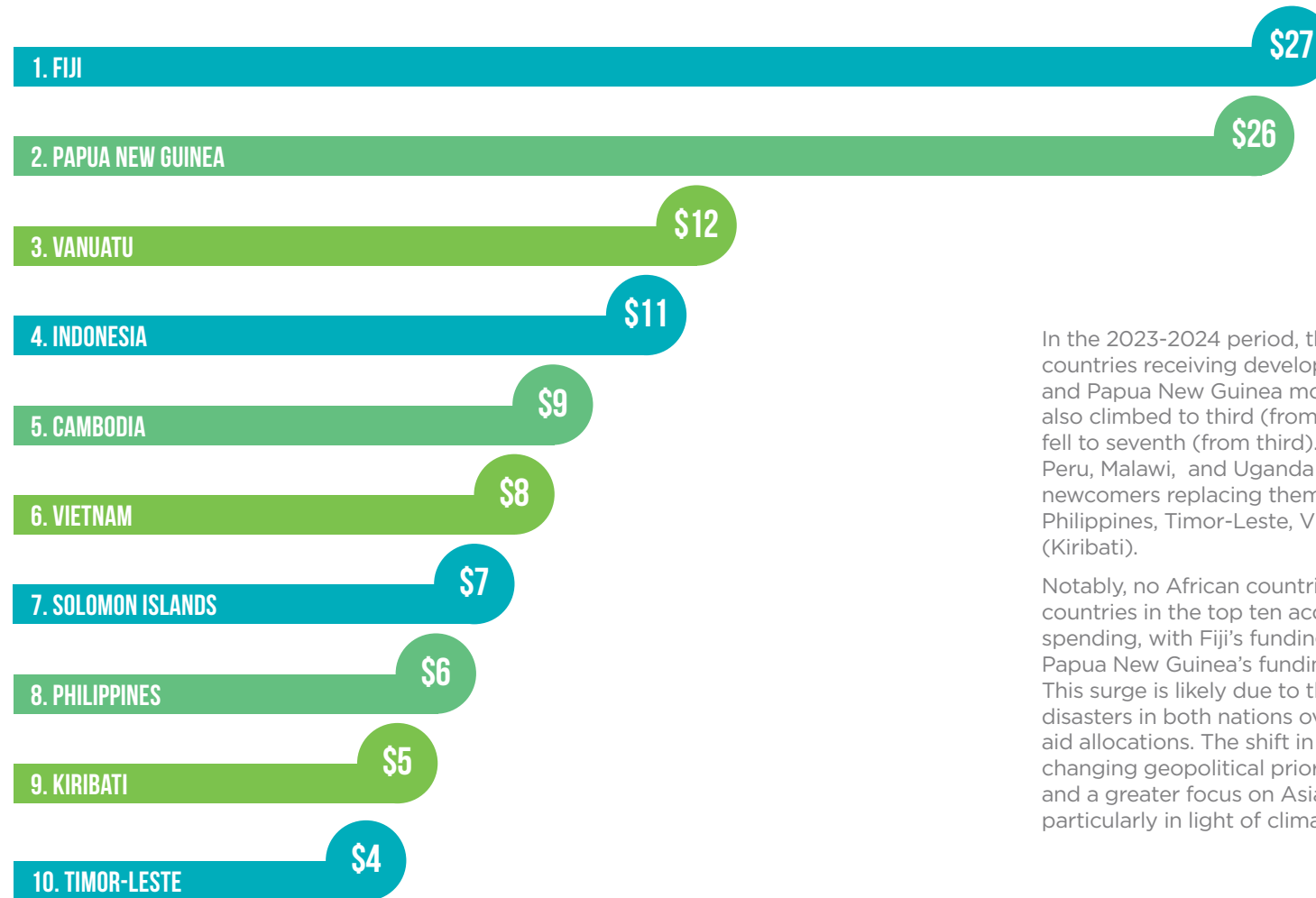
Notably, Africa, which had consistently been the largest recipient of development funding from 2019 to 2023, has fallen off the list of the top ten recipients this year. This shift raises concerns that the ongoing crises in Africa may be increasingly overshadowed by the focus on the Middle East.

## LOCATION OF SPEND





## 2023-2024 TOP 10 COUNTRIES FOR DEVELOPMENT SPEND (IN \$MILLIONS)



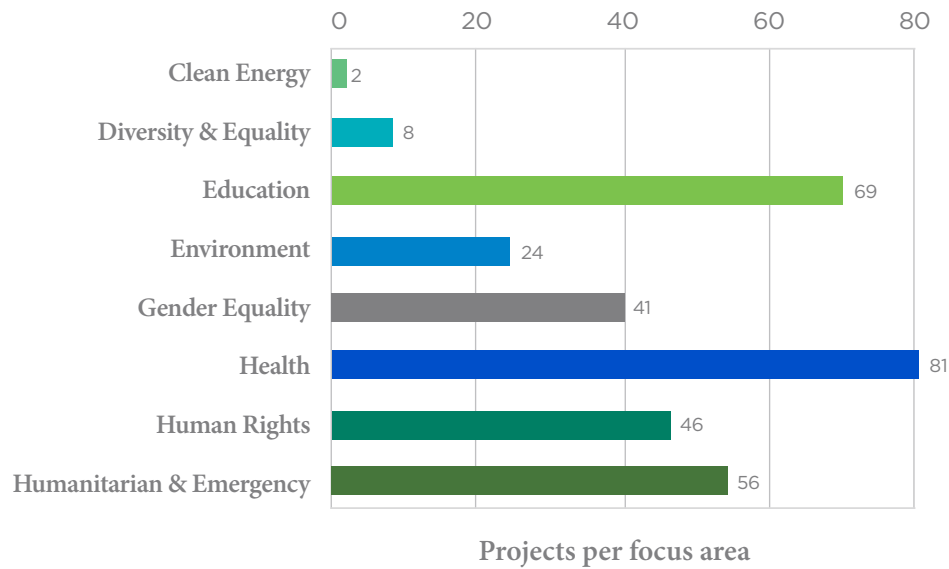
In the 2023-2024 period, there was a notable shift in the top ten countries receiving development aid. Fiji remained in the top spot, and Papua New Guinea moved up to second (from sixth). Vanuatu also climbed to third (from seventh), while the Solomon Islands fell to seventh (from third). Afghanistan, Bangladesh, Ethiopia, Peru, Malawi, and Uganda dropped out of the top ten, with six newcomers replacing them—five from Asia (Cambodia, Indonesia, Philippines, Timor-Leste, Vietnam) and one from the Pacific (Kiribati).

Notably, no African countries made the top ten this year. The countries in the top ten accounted for 43% of total development spending, with Fiji's funding nearly tripling (from \$10.2M) and Papua New Guinea's funding increasing fivefold (from \$5.3M). This surge is likely due to the unprecedented number of natural disasters in both nations over the past two years, driving increased aid allocations. The shift in rankings and recipients may also reflect changing geopolitical priorities, evolving disaster response needs, and a greater focus on Asia-Pacific and Pacific Island nations, particularly in light of climate change and regional instability.

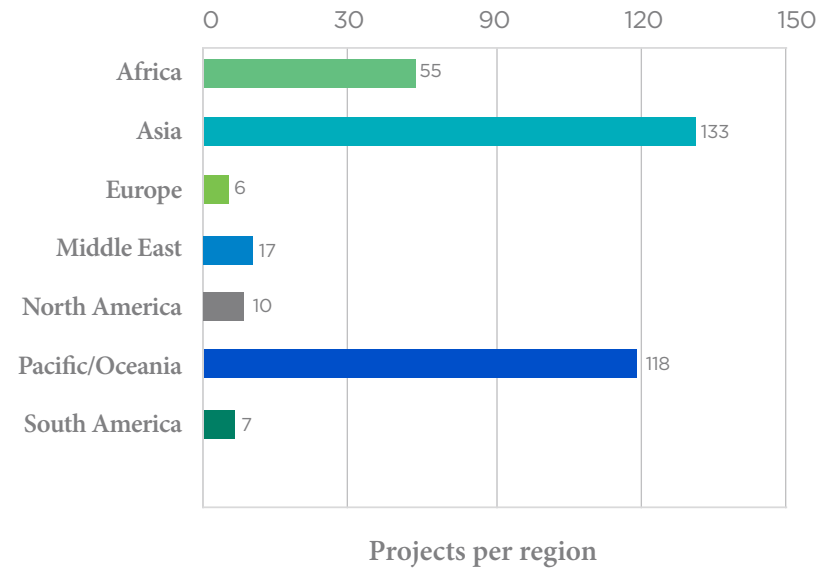


# WHERE OUR MEMBERS ARE

## WHAT OUR MEMBERS ARE DOING



## WHERE OUR MEMBERS ARE WORKING





## PARTNERSHIPS

Forming meaningful partnerships has been a key goal for funders, especially the New Zealand Ministry of Foreign Affairs and Trade, in recent years. However, the survey shows a continued decline in partnerships with other development actors, particularly NGOs in Aotearoa New Zealand and abroad.

This decline may be due to factors such as changing priorities, increased competition for funding, and limited resources. The growing focus on localisation may also be leading organisations to favour local collaborations over international ones. Additionally, political or regulatory barriers could be contributing, making it important for the sector to understand these trends and find ways to build stronger partnerships in the future.

### 'Elia Nakamal'

An ADRA Staff, Agricultural Lead socialised locally-led value chain analysis called the Ni-Van Method, to farmers of Elia, Vanuatu.

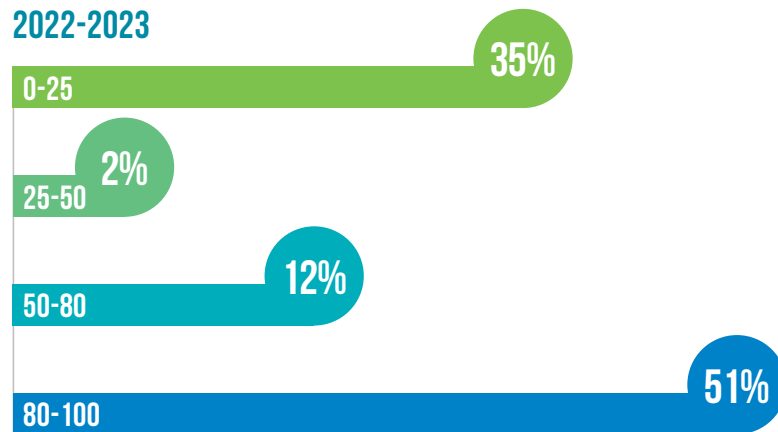


# LOCALISATION

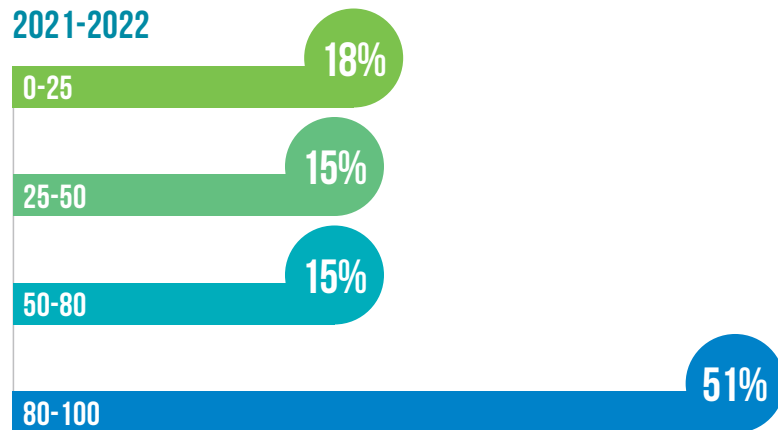
The below graphs capture the percentage of activities, of overseas based NGOs, performed by locally led partnerships.

This year has seen a shift with an increase of those members working with 25 or more local partners and a decrease of those working with a few partners.

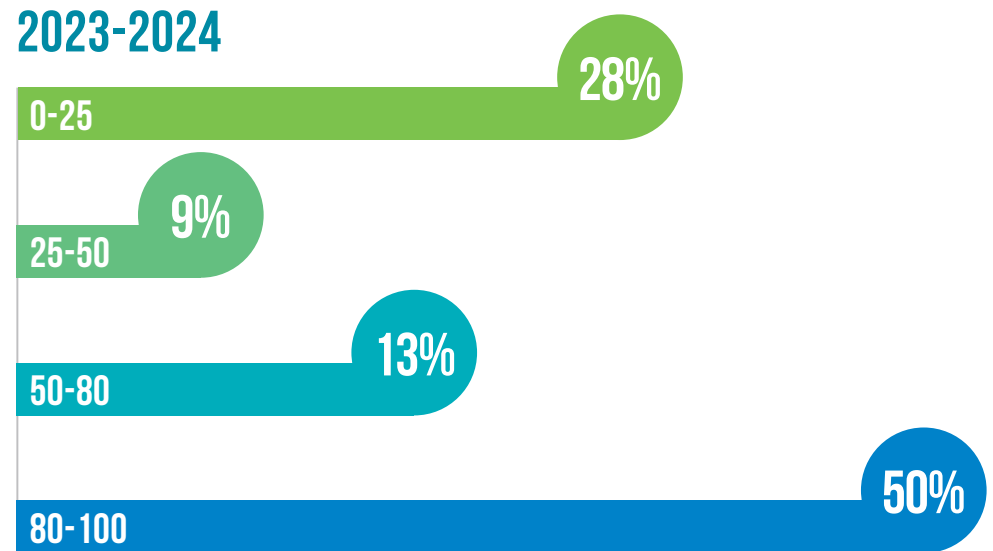
2022-2023



2021-2022



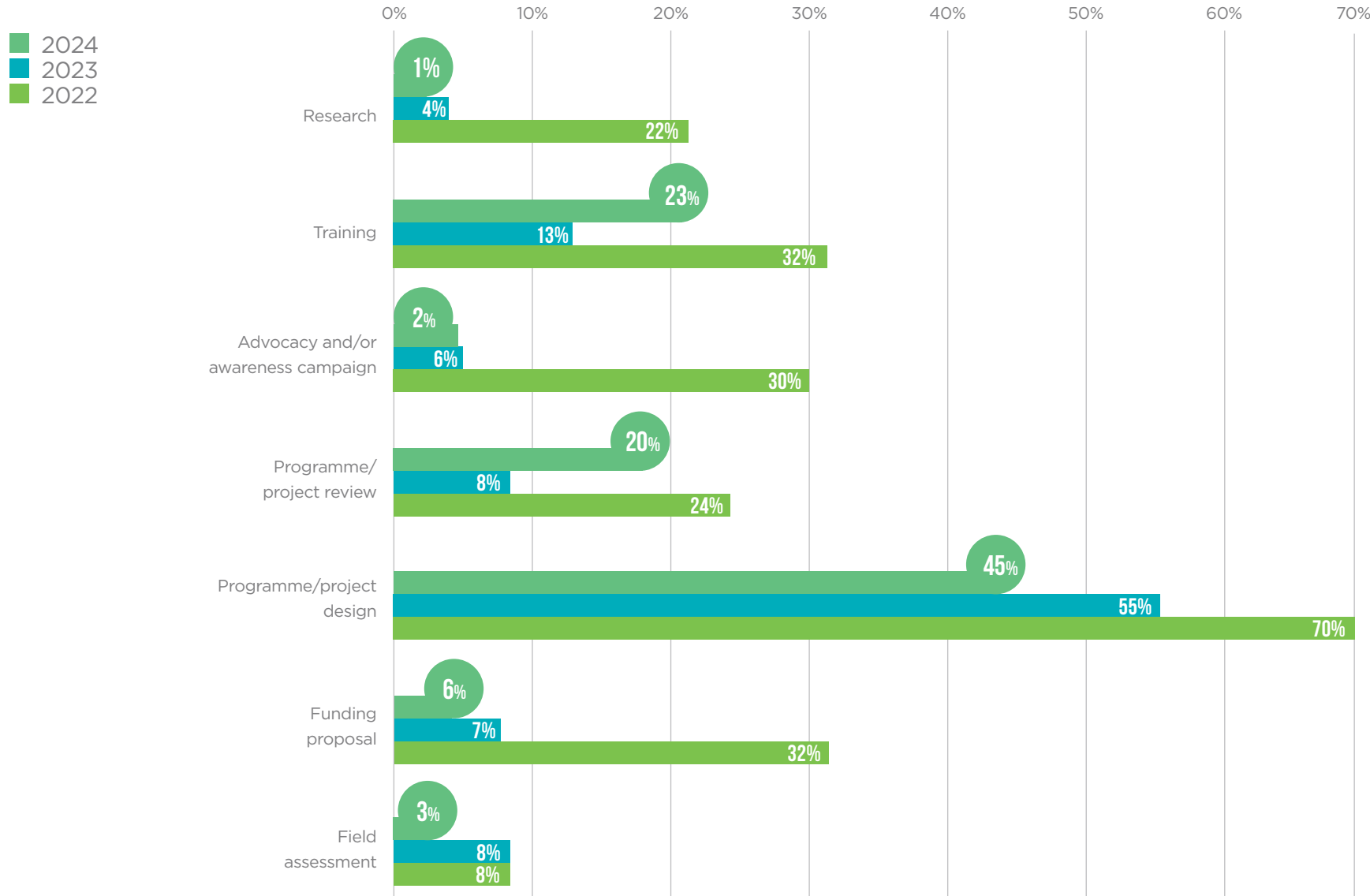
2023-2024





## TYPES OF IN-COUNTRY PARTNERSHIPS

This data provides a breakdown of the types of overseas development projects and initiatives undertaken with another NZ based NGO. The shift in in-country partnerships suggests a change in priorities, with a greater focus on optimising and refining existing programs rather than expanding research, advocacy, or field assessments. This could reflect a response to external challenges, resource constraints, or an effort to enhance program effectiveness and adapt to evolving needs on the ground.

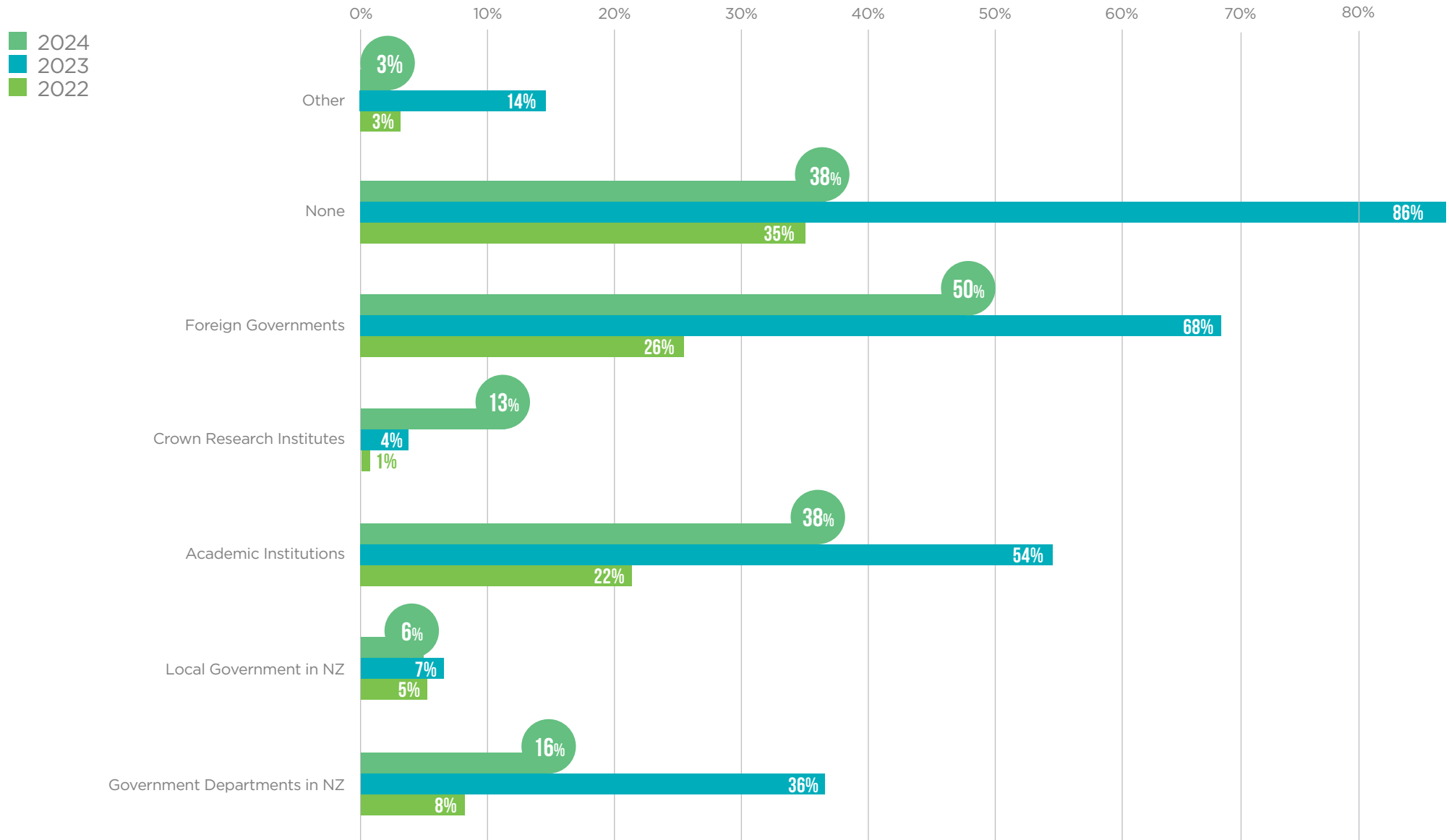






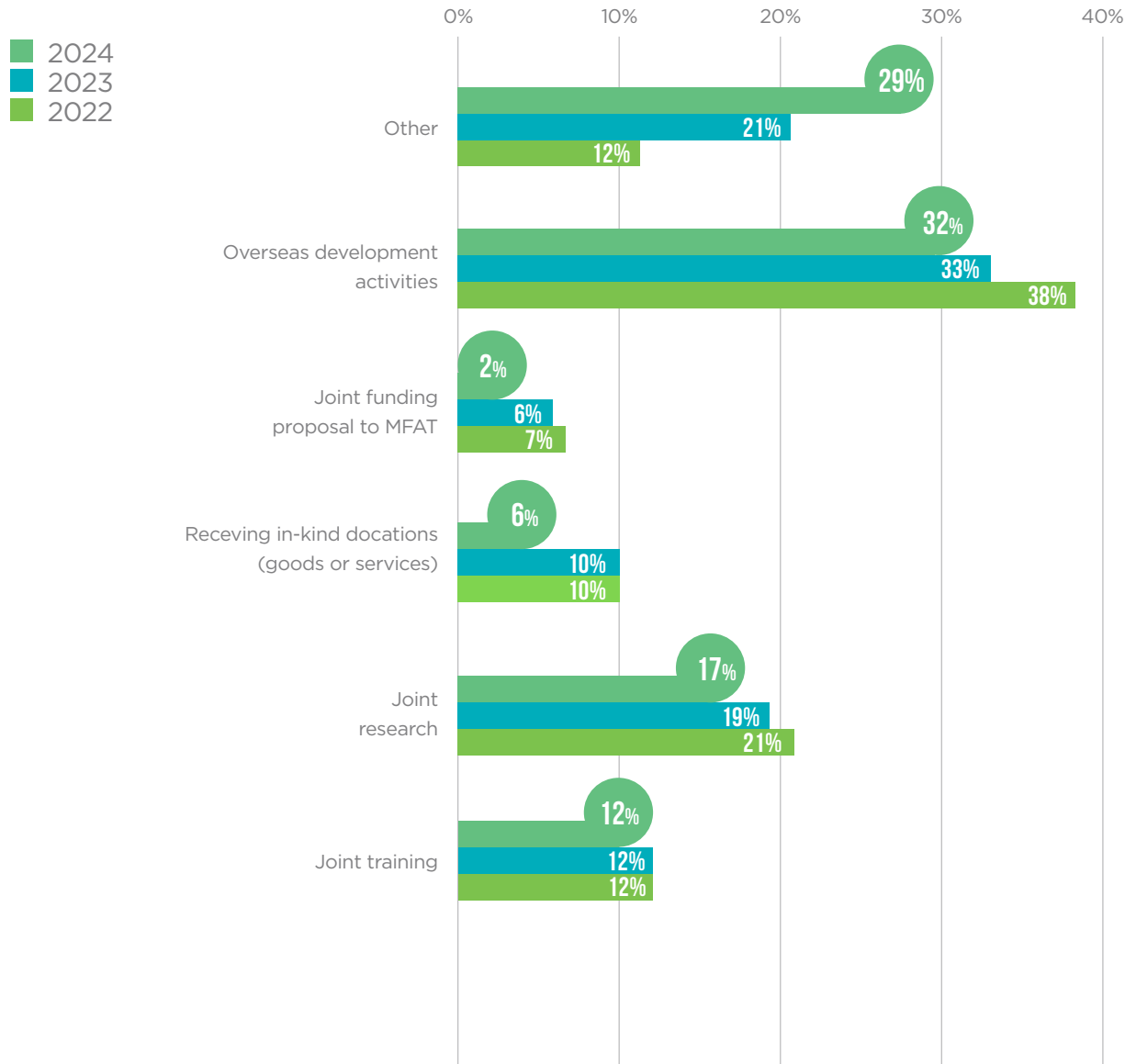
## PUBLIC SECTOR PARTNERSHIPS

Public sector partnerships, including with foreign governments, academic institutions, and local NZ governments, have declined compared to last year. This decrease likely reflects shifting priorities, economic constraints, or disruptions from global challenges like the COVID-19 pandemic. As a result, engagement with these sectors has been reduced.



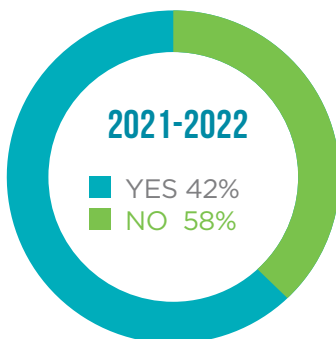
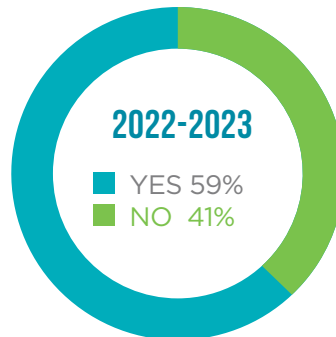
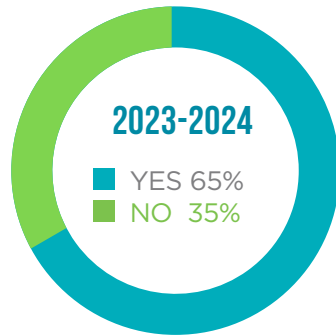


## TYPES OF PUBLIC SECTOR PARTNERSHIPS





## PARTNERED WITH THE PRIVATE SECTOR



## TYPES OF PARTNERSHIP WITH THE PRIVATE SECTOR



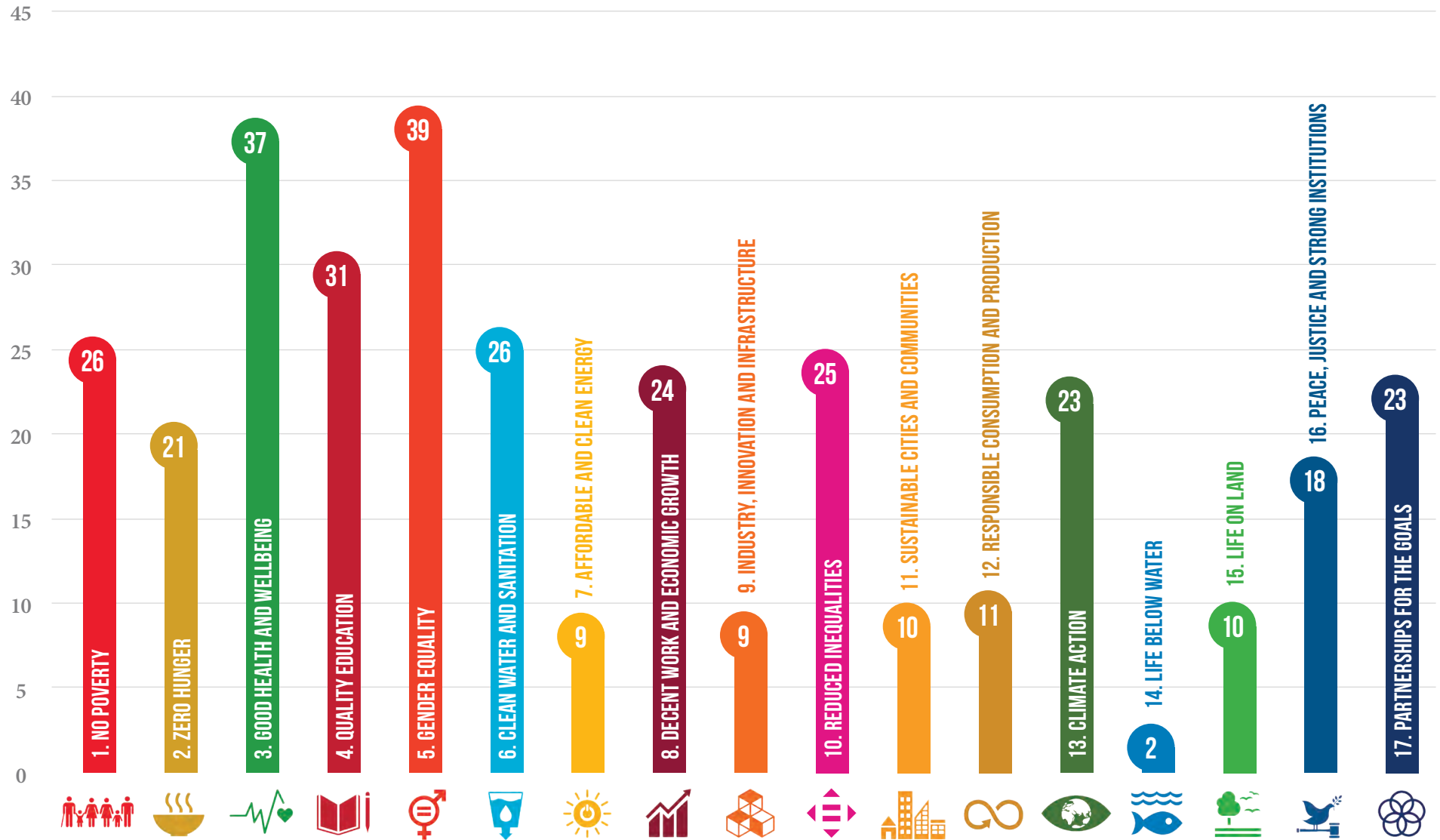
**Keveliina village Nyakigumba.**

Sarah, 28, mother to two young children, was physically disabled following a boda boda (motorcycle taxi) accident. Supported by Anglican Missions partner, Ruwenzori Special Needs Foundation, she was trained in hairdressing and now makes a living running her own salon.





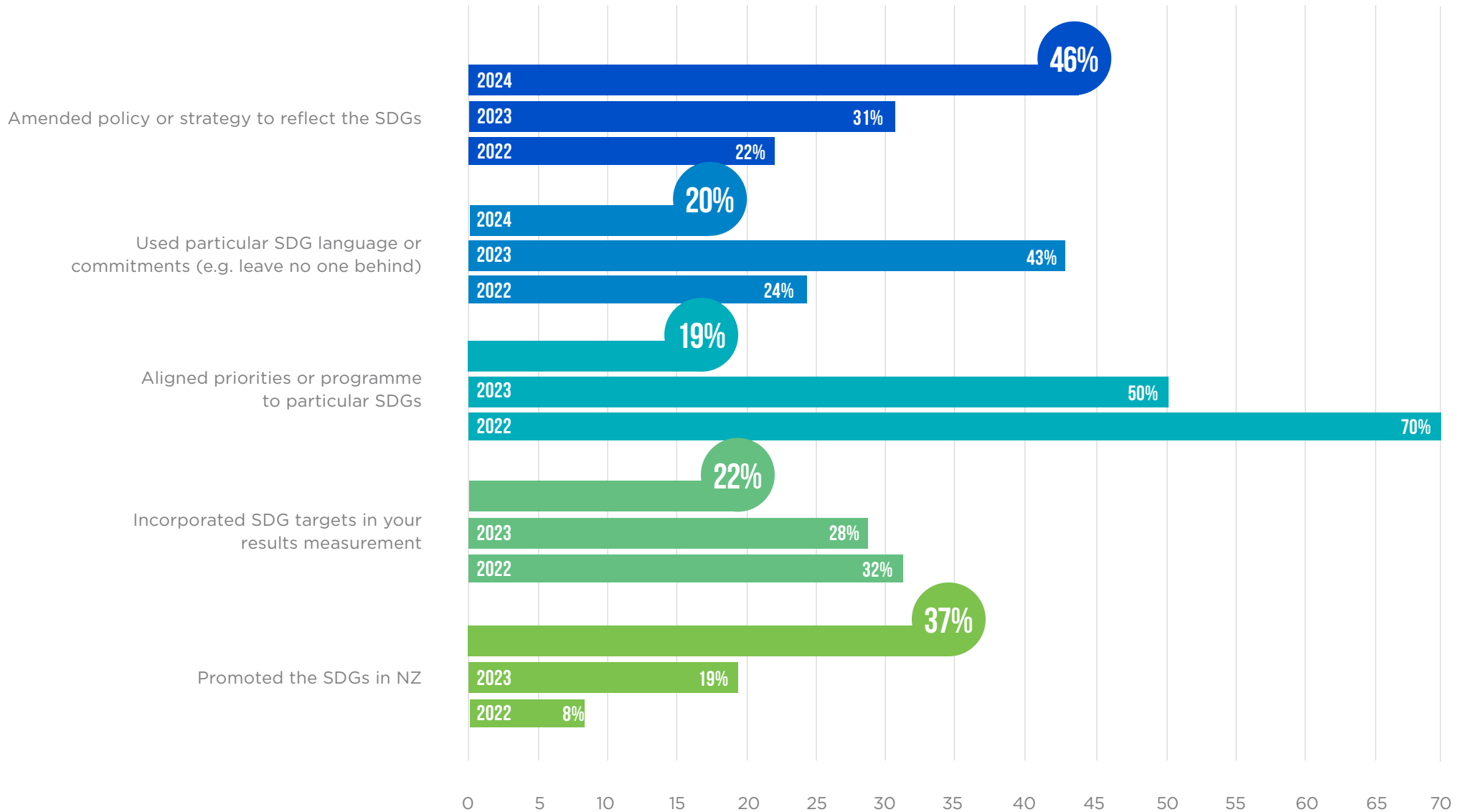
## WHICH SUSTAINABLE DEVELOPMENT GOALS DO CID MEMBERS FOCUS ON?





## ACTIONS TAKEN BY CID MEMBERS

Engagement with the SDGs has made notable progress, particularly in areas such as policy amendments and the increased promotion of the SDGs across New Zealand. However, there has been a decline in the consistent use of SDG language and alignment of priorities with specific SDGs. As the 2030 deadline approaches, these gaps raise concerns about the ability for organisations to fully meet the targets, highlighting the need for renewed focus and action in these critical areas.



# SELECTED MEMBER SUCCESS STORIES



Collectively our team of volunteers delivered health outcomes to more than 5000 people throughout the maritime islands of Fiji and also here in Aotearoa. It was a such a joy to empower health for so many people, to make a lasting difference in their lives. **YWAM Ships Aotearoa**

We are pleased to report that a focus of our mahi was to improve the livelihoods of Samoan Cocoa farmers in Savai'i. The Samoan Export Improvement Programme has created some impressive results with an over 500% increase in returns directly to the farmers from 1400 tala in 2014 to 8070 tala in 2024. Productivity has also improved significantly, rising from 150 to 460 kgs per hectare, bringing it in line with the global average. **Grow Asia Pacific**

176 women have benefitted from the revolving microfinance programme run by ORA Uganda. All these women have children in their homes, and before joining the group small loan scheme, which includes business and saving training, they struggled to educate or pay for health care for their children. All have paid their loans back in full. Their lives, and the lives of the children in their homes have been greatly changed. This year an additional 80 women have joined the programme, meeting in 5 different villages. 80 more families to be impacted! **Hope Street**

Finally, after delays through Covid, tsunami and volcanic activity we are nearing the completion of a project in Tonga. We have assisted in establishing and building a shop and welfare centre on Vuna Road in Nuku'alofa. The official opening will be on the 27th of September. The project will provide clothing and household goods at affordable prices for the needy of Tonga. Welfare guidance will happen in the not-too-distant future. The operation of the centre will be the responsibility of the Society's National Council in Tonga. NZ will continue to support with shipments of saleable product. It will give the Tongan team ownership and the chance to highlight the opportunities that will evolve from this project assisting those in need. **Society of St Vincent de Paul in New Zealand**

We (Home in Place Australia and Home in Place New Zealand) are working on a peer-to-peer engagement with the Fiji Public Rental Board which manages and constructs affordable public housing in Fiji.

One of our partnerships has been handed over to local leadership, with the business in a sustainable position to continue supporting their local community. **Develop Together**

Due to the prolonged drought in Bwaranika, Kiribati, the fresh water wells were affected with salty water in turn impacting the health of the children. Installing solar water distillation units has provided access to clean drinking water to the community. Bwaranika was "very thankful to see ChildFund and Green Living team installing our system (solar water distillation) as we now can access fresh water. **ChildFund New Zealand**

Tetra Tech has begun focusing on strong community based partnerships in Fiji and across the broader Pacific. We recently conducted a sevusevu in Suva and recognised the High Chief and traditional owners of Suva. We also recently donated funds (matched contribution) to Qoma Island community for their community funded project to rebuild their community hall following Cyclone Winston.

A shop tucked away on a busy street is changing the life of a family and a community. Mama Prossy is a success story thanks to GDG's project J210 with Watoto Uganda. Learning basic business skills transformed her from someone in need to a provider and helper for others. Her beauty salon is thriving, and she has expanded to selling produce outside her shop. Her business is making an impact and Prossy no longer worries about tomorrow. **Global Development Group**



# CONCLUSION

The latest CID Member Survey has seen a consolidation of trends that have been prevalent across the sector for several years, even with the disruption of Covid-19.

Comparing data from 2015-2024 provides valuable insight into recurring themes across the development space and funding trends. This year's report reflects an upwards trend for international development spend with \$268M the highest level in recorded history for the sector. Despite this significant expenditure members are experiencing a challenging fundraising environment with total income reduced 2% from last year's figure at a total of \$288M. It is important to note the previous year 2022-2023 had witnessed a significant uplift in total income by a total of 39%.

Highlights of the last year include the high level of income and development spend showing an increasing commitment towards development outcomes for the world's most vulnerable.

There is an expectation that the top ten countries in 2025 will likely reflect those areas experiencing the effects of climate change as well as conflict.

The whole area of partnerships remains a challenge, and we would like to better understand the barriers to increasing partnerships of all forms.

We would also encourage the sector to look at how it can increase its engagement in wider initiatives to promote development both here in Aotearoa New Zealand and internationally, such as the range of social good measures surveyed and the SDGs. This would both demonstrate increased commitment to these objectives and promote a consolidated view of progress.

The mahi of the development sector is delivered by a hugely committed workforce and contributes to better lives for vulnerable people. We will continue to work alongside the sector to achieve our vision that CID Members are connected, strong and able to deliver positive development outcomes.





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