



# Social Development and Employment Update

Week ending Friday 14 October 2024



**MINISTRY OF SOCIAL  
DEVELOPMENT**  
TE MANATŪ WHAKAHIATO ORA

## Contents

<b>Ministerial Priorities.....</b>	<b>3</b>
<b>Initiatives to support the Target .....</b>	<b>5</b>
<b>Employment.....</b>	<b>7</b>
Early Response Teams support multiple business closures .....	7
Sometimes it takes a team to finish school .....	8
<b>Family and Sexual Violence.....</b>	<b>9</b>
Love Better (Youth Campaign) update.....	9
The Light Project (Rangatahi and Young People) .....	10
<b>Supporting Communities.....</b>	<b>11</b>
Building Financial Capability (BFC) Plus service review and procurement approach update .....	11
<b>Policy .....</b>	<b>12</b>
Support for asylum seekers.....	12
<b>Strategy &amp; Insights.....</b>	<b>13</b>
Findings from projects using Growing Up in New Zealand (GUINZ) data ready for publication .....	13
<b>Social Media Highlights .....</b>	<b>15</b>
Derek's success in Hawke's Bay .....	15
Sean's success in Wairarapa .....	16
Set a PIN on your payment card by 23 September .....	17
Civil defence payments following Dunedin flooding .....	18
Meet new Waikato Regional Director .....	19
<b>Official Information Act requests .....</b>	<b>20</b>
<b>Cabinet Papers.....</b>	<b>21</b>
<b>Publications Pipeline.....</b>	<b>22</b>
<b>Upcoming Reports.....</b>	<b>24</b>

*"Derek's enjoying learning new skills in his role with Xtreme Contracting Ltd,  
Hawke's Bay, supported by MSD Flexi-wage subsidy."*



Tele'a Andrews  
Director, Office of the Chief Executive

# Ministerial Priorities

Your office has requested an update on how MSD is progressing priority pieces of work in your work programme and on recent decisions you have made. Whilst weekly updates will not necessarily be available for every priority area, in this section we will keep you informed of updates as they come to hand.

Item	Update																											
Sanctions	<p>Between 1 February 2024 – 30 September 2024, MSD has seen a <b>87.9% increase in obligation failures imposed, and a 77.3% increase in sanctions applied</b>, compared to the same period in 2023.</p> <table><tr><th>Month</th><th>Obligation Failures</th><th>Sanctions</th></tr><tr><td>February 2024</td><td>3,810</td><td>2,595</td></tr><tr><td>March 2024</td><td>4,497</td><td>3,192</td></tr><tr><td>April 2024</td><td>4,467</td><td>3,312</td></tr><tr><td>May 2024</td><td>5,319</td><td>4,005</td></tr><tr><td>June 2024</td><td>4,353</td><td>3,072</td></tr><tr><td>July 2024</td><td>6,900</td><td>4,419</td></tr><tr><td>August 2024</td><td>7,536</td><td>5,298</td></tr><tr><td>September 2024</td><td>7,005*</td><td>4,692</td></tr></table> <p><i>*For the month of September, 1,966 obligation failures were overturned due to clients having a good and sufficient reason for not meeting their obligations.</i></p> <p>We will provide the next update at the beginning of November. This will provide data around the number of Obligation Failures and Sanctions imposed for October 2024.</p>	Month	Obligation Failures	Sanctions	February 2024	3,810	2,595	March 2024	4,497	3,192	April 2024	4,467	3,312	May 2024	5,319	4,005	June 2024	4,353	3,072	July 2024	6,900	4,419	August 2024	7,536	5,298	September 2024	7,005*	4,692
Month	Obligation Failures	Sanctions																										
February 2024	3,810	2,595																										
March 2024	4,497	3,192																										
April 2024	4,467	3,312																										
May 2024	5,319	4,005																										
June 2024	4,353	3,072																										
July 2024	6,900	4,419																										
August 2024	7,536	5,298																										
September 2024	7,005*	4,692																										
Kōrero Mahi Let's Talk Work	<p>Kōrero Mahi Let's Talk Work is run in all 13 regions. Last week we had around 1,220 people attend.</p> <p>We have recently shared information into the IDI now that we have a significant data pool which will lead to an evaluation. We will provide you with an update on the progress of this in November.</p> <p>Ahead of this evaluation, we are reviewing qualitative reporting from the facilitators running the seminars to understand what success looks like.</p>																											
Case Management	<p>As part of Phone Based Case Management, we have been working to expand first to 6,000 for young jobseekers in our high impact regions. We are on track to get to 6,000 by mid-October; currently there are almost 5,000 clients in the service.</p> <p>We have provided you with advice and options for additional cohorts to include into Phone Based Case Management, to expand the service to 10,000 clients by 1 December 2024.</p>																											



<b>Kōrero Mahi</b>	No update this week.
Work Check-ins	The next update will be in the week ending 18 October.
<b>Job Seeker Targets</b>	The Quarterly Job Seeker Reduction Targets report is currently being finalised, taking into account feedback from DPMC from the previous quarter. This report will be coming to your office this week for your approval, with the final due to DPMC on 18 October.
<b>Flexi-wage</b>	Evaluations findings for Flexi-wage Self Employment (FWSE) and Flexi-wage Subsidy are on track to be delivered by the end of the year. Advice on next steps for FWSE specifically will be provided to you at the same time.
<b>Employment Investment Strategy and rolling out the Investment Approach</b>	<p>We have provided you with a paper on the proposed approach to developing the longer-term Employment Investment Strategy [REP24/8/803]. We have also provided you with an update on the procurement process for the Social Outcomes Model and an outline of the proposed annual actuarial report [REP24/7/676].</p> <p>The next paper on the Employment Investment Strategy, focusing on the balance of investment into different labour market segments will be provided to you in late October/early November. We expect the Strategy to be finalised in December.</p>
<b>Employment Service in Schools</b>	<p>We have provided you and the Minister of Finance with a paper that discusses, among other things, the proposed funding approach for the Employment Service in Schools expansion [REP/24/9/907].</p> <p>Once funding has been confirmed through the October Baseline Update process, we will provide you with an update on implementation. In the interim, we have continued to work on implementation planning in conjunction with key agencies.</p>
<b>Phone based Case Management for youth</b>	<p>We continue to onboard clients into this service. As of 7 October 2024, there are almost 5,000 clients in the service. Waikato and Canterbury young people are now being referred to the service. We are working on further advice on cohorts to target in the future and how we can provide some qualitative analysis of the service.</p> <p>We have provided you with advice and options for additional cohorts to include into Phone Based Case Management, to expand the service to 10,000 clients by 1 December 2024.</p>



# Initiatives to support the Target

The table below shows a collated view of initiatives to support the target as requested by your office:

Initiative	Start date	Rollout numbers	Description
<b>Community coaches</b>	October 2024	Approx. 2,100	All provider contracts have now been confirmed, allowing MSD to deliver the full 2,100 places.  Providers are now taking referrals.
<b>Kōrero Mahi</b> Let's Talk Work	19 February 2024	Approx 1,200 a week currently attending.	One to many seminars with clients in their first few weeks on Jobseeker Support. Gives clients information about supports available and ensures they understand their obligations.  We have recently shared information into the IDI now that we have a significant data pool which will lead to an evaluation. We will provide you with an update on the progress of this in November.
<b>Kōrero Mahi</b> Work Check Ins	24 June 2024	We continue to deliver Work Check In seminars in all 13 regions. We are currently seeing approximately 250 clients per week attend these seminars.	The target cohort are Jobseekers Work Ready who have been on benefit for 26 weeks and are not in case management. This cohort is also being served well through the case management refresh.
<b>Phone based Case Management for youth</b>	1 July 2024	As of 7 October 2024, there are almost 5,000 clients in the service.	13 week phone-based service is dedicated to helping our youth clients find jobs.
<b>Kōrero Mahi</b> Into Work	30 September 2024	Starting with approx. 65 per week	JS clients with work prep obligations, will be primarily JS-HCD.  This seminar targets those with part time work obligations getting them connected to work they can do or preparing for full time work.

<b>Jobseeker Profiles (JSP)</b>	Work remains underway on drafting instructions for the Social Security Legislation Amendment Bill and we will continue to update you on our progress.		
<b>Individual Employment Plans</b>	18 November 2024	Initially this will be targeted at those youth in phone-based case-management. Approx 6,000 staggered over booked appointments	<p>Plan activities will support clients back into employment. Activities will be agreed with CMs and clients, and obligation failures will be imposed for those who don't complete without a good and sufficient reason.</p> <p>We are providing training for our Phone-Based Case Managers first. Training will then roll out to Case Managers most likely to receive clients with a plan from the phone-based teams.</p>
<b>Case Management reset</b>	<p>99% of clients in Employment Case Management services are priority cohort.</p> <p>As at 4 October 2024, the total numbers across all case management services are 67,530.</p>		
<b>\$5k to work</b>	No update this week. The next update will be in the week ending 18 October.		
<b>Approved Doctors: Phase 1 Update</b>	<p>Work is underway to operationalise Phase One by 1 November 2024. A cohort of youth (aged 18-24) who have transferred from JSWR to JS-HCD will be managed and supported through Phone Based Case Management as part of the new caseload additions.</p> <p>Process decisions for the rest of the cohort group are still being worked through but are on track for 1 November.</p>		




# Employment

## Early Response Teams support multiple business closures

*Lead: Hugh Miller, Group General Manager, Employment*

MSD's Early Response Teams have been supporting three large business closures across the country following their closure announcements in September. Providing employment services to affected workers.

s9(2)(ba)(i)



MSD's Early Response Teams support business closures across the country to source alternative employment for affected staff. In the 2023/24 financial year the teams supported 1,308 businesses, and secured employment for 2,010 affected workers. Early Response Teams are currently operating with time limited funding ending June 2025.

***Responsible DCE: Viv Rickard, Deputy Chief Executive Service Delivery***

## Sometimes it takes a team to finish school

*Lead: George Van Ooyen, Group General Manager Client Service Support*

When Jay<sup>1</sup> was referred to Youth Service NEET at age 16, he was at risk of dropping out of school and not achieving NCEA Level 1. He was paired with a youth coach within the Wellington based Youth Service team – who helped him to get back on track.

His coach supported him to set goals and meet them. So far, he's got his learners licence, received sporting awards, played in the national Māori Basketball Tournament, and is expecting to leave school at the end of the year with NCEA Level 3.

Jay is also working with the Jobs and Skills Hub so that he can get the skills he needs to follow in his families' footsteps and get a job in construction. As his coach said, "supporting young people is a team sport...he has a community around him, and we are all here to help him".

Youth Service Wellington is one of two 'in-house' Youth Service providers. As at 30 September, they are supporting 72% of young people in their NEET service to remain in education, training or work-based learning. The remaining 28% are working with their youth coaches to address the barriers that are preventing them from being in education, in the process of finding the right education, training or work-based learning opportunity for them, or looking for work. 46% of young people who exited the NEET service in the past three months achieved NCEA Level 1 before exit.

***Responsible DCE: Viv Rickard, Deputy Chief Executive Service Delivery***

---

<sup>1</sup> Pseudonym has been used for privacy.



# Family and Sexual Violence

## Love Better (Youth Campaign) update

*Lead: Mark Henderson, General Manager, Safe Strong Families and Communities*

### **Spirit of Service and other Awards**

On 26 September, Love Better won the Innovation Award which celebrates new approaches or technologies that are creating positive change at the 2024 Spirit of Service Awards. We are extremely proud of this recognition and acknowledge young people who supported the campaign from pre-conception, as well as the whole team at MSD.

Love Creep (Phase Two) has also just been awarded the best Interactive Campaign internationally by Best Ads.

### **Phase One – Own The Feels final evaluation**

We have completed the 12-month evaluation results of Phase One of Love Better (“Own The Feels”) which show some extremely positive shifts in young people. A summary of the evaluation results will be provided to your office shortly.

### **Phase Two – Love Creep has launched**

Phase Two (Love Creep) has a focus on coercive control, and helping our audience to understand how this looks, feels and sounds.

Following the presentation sent to your office on 25 July, Love Creep launched on 16 September<sup>2</sup> with a digital experience, which has over 250 sound bites, collected from young people, their loved ones and professionals, about their experiences of coercive control. The launch was publicised through social media, out of home advertising/posters, and our media partners.

### **Usage statistics – [lovebetter.org.nz](https://lovebetter.org.nz) and [lovecreep.nz](https://lovecreep.nz)**

The Love Better website ([lovebetter.org.nz](https://lovebetter.org.nz)) has now reached over 39,600 views. We have not yet put paid search engine marketing behind this site, but we will run a summer Own The Feels campaign from Dec 2024 – March 2025 (exact dates and plan yet to be agreed) which will further promote the website.

The digital experience ([lovecreep.nz](https://lovecreep.nz)) has had around 25,000 users and over 200 new patterns created by users in the first three weeks since going live. Social media has had 526,321 engagements across all channels so far.

**Responsible DCE: Mārama Edwards, Deputy Chief Executive Māori Partnerships and Communities**

---

<sup>2</sup> The original go-live date was 11 September as reported in the SDEU on 6 September. We delayed go-live to 16 September to iron out a few final updates. The media and social media all commenced as planned, in the week of 16 September.

## The Light Project (Rangatahi and Young People)

*Lead: Mark Henderson, General Manager Safe Strong Families and Communities*

In 2023, MSD contracted The Light Project to upskill the family and sexual violence sectors to improve help-seeking experiences for youth in New Zealand. The Light Project educated providers on the online pornography landscape, the harms from pornography and its link to sexual violence and intimate partner violence, and how to respond to victims/survivors who have experienced a form of sexual harm seen in pornography.

This work aligned with Actions 11, 19 and 20 of the first Action Plan for Te Aorerekura, the National Strategy to Eliminate Family and Sexual Violence.

To date The Light Project has undertaken 64 training workshops with providers across New Zealand, exceeding the number of contracted deliverables. In total, 657 staff received this training which has markedly increased the capability of the workforce. The workshops received extremely positive feedback, with most participants (98%) reporting increased understanding and knowledge of pornography and young people, and increased tools and strategies to use in their workplace.

The Light Project has also produced the report: *Young people, porn & the new online sexual landscape in Aotearoa: Scoping Project Findings, Gaps and Recommendations Report* (2024). The report's recommendations include:

- Widespread FV/SV sector training to build a workforce equipped to guide and support youth navigating the online sexual landscape.
- Development of national FV/SV sector resources to upskill the workforce on pornography and the online landscape (including prevention strategies and assessment tools).
- Integrating pornography and online sexual content education and capacity building into Te Aorerekura and its Action Plans.

We intend to disseminate this report to relevant stakeholders, including Te Puna Aonui Business Unit, Accident Compensation Corporation (ACC) and Oranga Tamariki.

We are also currently working with ACC, Department of Internal Affairs and Oranga Tamariki to further explore digital online harm being experienced by children and young people, and what can be done to prevent this harm.

***Responsible DCE: Mārama Edwards, Deputy Chief Executive Māori Communities and Partnerships***



# Supporting Communities

## Building Financial Capability (BFC) Plus service review and procurement approach update

*Lead: Mark Henderson, General Manager Safe Strong Families and Communities*

We outlined the future direction of the Building Financial Capability (BFC) Plus service in our March 2024 report [REP/24/3/235 refers]. We have decided to delay re-procuring this service and extend existing contracts for 18-month period.

We are going to use this time to fine-tune the service model and specifications, including exploring social service workforce capability wider than registered social workers to deliver BFC Plus. We will look to refine the workforce capability requirements for this service to ensure that people are receiving quality, safe and consistent service delivery. We will also ensure we align our work with MSD's Policy team's work on preventing harm from the non-regulated social service workforce, including exploring the use of existing mechanisms.

Taking this additional time will allow us to confirm workforce capability requirements, assess the impact of any changes on the existing service improvements intended for the new contracts, and conduct a robust procurement and transition process. The BFC Plus service will continue in its current state until 30 June 2026.

***Responsible DCE: Mārama Edwards, Deputy Chief Executive Māori Communities and Partnerships***

# Policy

## Support for asylum seekers

*Lead: Sam Willis, Policy Manager, Social Impact Policy*

MBIE (with support from MSD) are leading work to consider the support needs of refugee and protection claimants during their claim process. Refugee and protection claimants, often referred to as asylum seekers, are people who have left their home country and are seeking protection in another country because they fear persecution, but whose need for protection is yet to be determined (in NZ, Immigration NZ makes the determination).

There has been a significant increase in asylum claims since the border re-opened post COVID Level 3 lockdowns. Historically, claim numbers have sat at around 400 per year. However, since the border re-opened there has been a significant increase in claims, with a total of 2,345 received in 2023/24. Asylum seekers can access some publicly funded support across government (work rights, welfare, education and health) and INZ currently funds the Asylum Seeker Support Trust (ASST) to provide a navigation and support service. ASST also provide limited emergency housing.

This work responds to a Cabinet commitment under the previous Government for officials from MBIE and MSD in conjunction with the Ministry of Health and other relevant agencies to do further work on the support needs of asylum seekers during their claim process. MBIE officials have met with the Minister of Immigration and Associate Minister of Immigration, who have agreed for MBIE to take this work forward, with a report back scheduled in December 2024.

MSD has been contributing to MBIE's initial analysis by providing information on the existing supports in place to support asylum seekers, for example through the Emergency Benefit and Temporary Additional Support.

***Responsible DCE: Simon MacPherson, Deputy Chief Executive Policy***



# Strategy & Insights

## Findings from projects using Growing Up in New Zealand (GUiNZ) data ready for publication

*Lead: Paul Merwood, GM Performance and Reporting*

### Background to research using GUiNZ data

Since 2016, MSD has supported researchers to undertake research projects with GUiNZ data through the Children and Families Research Fund. Seven annual funding rounds have taken place with open calls for researchers to submit proposals to MSD for policy focused research making use of GUiNZ longitudinal data. Proposals are selected based on quality and cross-agency policy relevance. Since 2016, 46 projects have been funded. All completed research reports are published on MSD's website.

In the SDEU for the week ending Friday 26 July 2024 we noted six projects ready for publication that have since been published. We now have a further three projects from the 2022/23 funding round ready for publication on MSD's website, detailed below.

- **Children's learning and development data in early childhood education: An exploration of analysis methods underpinned by the principles of Te Whāriki and standards for educational assessment.** Tara McLaughlin, Joanne Allen, Ellen Zeng Hui, Massey University.

This report draws upon GUiNZ data to test person-centred early childhood learning and development analysis methods. Five learning and development profiles were identified, each presenting a holistic pattern across multiple learning and development domains. The research illustrates how person-centred analysis can support workforce practices, as well as guide policy investment away from specific programmes (focused on single domain areas) towards more nuanced support across domain areas.

- **Relationships between reading for pleasure and children's wellbeing in Aotearoa New Zealand.** Ruth Boyask, John Milne, Jayne Jackson, Robyn May, Sabine Blokker, AUT.

This study considers how experiences of reading for pleasure and wellbeing may affect one another, especially whether experiences of reading throughout the life course enhance wellbeing. Associations are examined between reading affect, or how children felt about and engaged with reading prior to, during and after COVID-19 pandemic, with how they experienced wellbeing in their COVID-19 bubbles and since. The study draws upon GUiNZ data and focus groups with children at a similar age to GUiNZ cohort. Positive wellbeing outcomes associated with affective experiences of reading are identified.

- **Access to speech-language therapy services in Aotearoa New Zealand for children at 54 months of age.** Bianca Jackson, Christine Sim, Suzanne Purdy, Auckland University.

This study examined the characteristics of maternal concern for speech and language using data collected through GUiNZ. The prevalence and level of maternal concern for speech and language was explored. Characteristics of families who received support regarding these concerns were identified. Findings indicate that amongst GUiNZ cohort, mothers were concerned about communication skills in 16% of two-year old children, but only 25% of those concerned had sought or received professional advice. At 4.5 years, 13% of mothers had concerns, with 56% receiving some intervention for communication. Despite enduring concern, some mothers did not seek or were not able to access services. Disparities existed by ethnicity, gender, age, level of maternal concern and specific area of concern.

### **Next steps**

We can provide your office with further information on these reports if required. MSD intends to publish these three reports on our website before the end of November, alongside previous Children and Families Research Fund reports, after which the researchers may publish further, such as in academic journals or conferences.

***Responsible DCE: Sacha O'Dea, Deputy Chief Executive, Strategy & Insights***

# Social Media Highlights

We use our social media channels to let clients know how we can work with them on their journey to employment, as well as about changes to payments or programmes, client success stories, and to highlight the work of MSD staff. For many of the groups we serve, social media is their preferred method of communication.

The following were some of our top-performing posts between 17 September and 4 October 2024.

## Derek's success in Hawke's Bay

**MSD** Ministry of Social Development NZ •  
September 24 at 10:00 AM · 🌐

Derek thought he would never find the right job – that is until he came across the world of drilling and excavations. He was a stay at home dad with two kids, and decided to head back to the workforce.

"One thing I'd say is you've always got to try something new, you won't know until you try it. I really set a goal though, and I went for it and it did work out".

We referred Derek to Hawke's Bay company Xtreme Contracting Ltd which receives MSD Flexi-wage subsidy to support training and ongoing support for new hires.

Derek is stoked to have a Class 4 Truck Licence under his belt through the role, and is looking forward to exploring a lot more from digger drivers to excavation.

"Derek's been awesome, a really hard worker, he's the first one to jump in the hole and get a drill head off and get a reamer on", says Ziggy, Operations Manager at Xtreme Contracting.

Find out more on the Work and Income website:  
Flexi-wage info if you're looking for a job - <https://www.workandincome.govt.nz/.../a-z.../flexi-wage.html>

Flexi-wage info if you're looking to hire people - <https://www.workandincome.govt.nz/.../sub.../flexi-wage.html>

Download the descriptive transcript: <https://www.msd.govt.nz/.../derek-client-success...>



We reached over 64,300 people on Facebook with a post about Derek, a client who found a job he enjoys with support from MSD's Flexi-wage.

The post received 440 reactions, 70 comments, and was shared 18 times.



## Sean's success in Wairarapa



Ministry of Social Development NZ  
6 days ago · 🌐

...

Sean's worked on many farms and impressed farmers while working as a supervisor in MSD's Enhanced Taskforce Green programme, part of the recovery response to the 2023 weather events.

After that finished, Sean was on the lookout for a similar role where he could use his experience and give back to his own community. He was able to find the perfect fit with some support from Kate, a Work and Income Work Broker.

Sean now works as the supervisor at the community garden for Whaiora, a community-based health service in Wairarapa.

The job keeps Sean busy with weekly harvesting and distributing kai to the community through pataka boxes, hui and gatherings.

"I love that the work is in-depth, community-based and that we're feeding multiple whānau. I can't wait for the alarm to go in the morning," says Sean.

Kate is really proud of Sean. "It's been fabulous working alongside Sean on his journey. The moral of the story is: 'don't turn down opportunities, because you don't know where they will lead you'."



We reached over 25,800 people on Facebook with a post about Sean, a client who has found a supervisor job for a community garden.

Sean's previously worked as part of the Enhanced Taskforce Green programme, which was part of MSD's recovery response to the 2023 weather events.

The post received 612 comments, 33 comments, and was shared 12 times.

## Set a PIN on your payment card by 23 September

**MSD** Ministry of Social Development NZ  
September 17 at 11:34 AM · 🌐

From 23 September, MSD payment cards need a personalised PIN set on them before they can be used in shops that accept them.

If you have a payment card, it's a good idea to get this done now so your card is ready if you need it. From 23 September, you must set a PIN before you can use your card.

Only certain kinds of assistance are paid onto payment cards for clients to use. These are usually one-off payments for urgent or unexpected costs. Setting a personalised PIN keeps your card and money safer.


It's easiest to set your PIN online:

- log into MyMSD or MyStudyLink
- go to 'My payment cards'.

You can reset your PIN in the same way if you forget it. If you lock your card by entering the wrong PIN into an EFTPOS machine too many times, you can unlock it by resetting your PIN. Otherwise, you can wait until the next day to try again.

Find out more on the Work and Income or StudyLink websites:

- <https://workandincome.govt.nz/paymentcard>
- <https://www.studylink.govt.nz/.../payment-cards/index.html>



**Set a PIN on your payment card by 23 September**

**W&I**

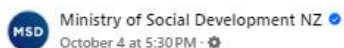
We reached over 15,754 people on Facebook follow-up post reminding clients to set a personalised PIN on their payment card by 23 September 2024.

Certain kinds of assistance are paid onto a payment card. These are usually one-off payments for urgent or unexpected costs.

Setting a personalised PIN will mean clients can continue to use their card and keep the money on it safer.

The post received 265 reactions, 81 comments, and was shared 56 times.

## Civil defence payments following Dunedin flooding



Ministry of Social Development NZ

October 4 at 5:30 PM · 🌐

### 📍DUNEDIN AREA FLOODING – CIVIL DEFENCE PAYMENTS📍

If you and your whānau have been affected by the flooding in the Dunedin City Council area, you may be able to get a Civil Defence Payment.

If you need support related to the flooding, you can call us on 0800 400 100 between 8am-1pm on Saturday and Sunday, and 8am-5pm on Monday.

Our service centres are all open as usual (8:30am to 5pm Monday to Friday, and 9:30am to 5pm on Wednesdays).

You can find out more about Civil Defence payments, and how to apply here:

<https://www.workandincome.govt.nz/.../civil-defence...>

[Dunedin City Council](#)

[Dunedin Civil Defence Emergency Management](#)

Shared image description: Bright pink background with white text that says 'Dunedin Area Flooding. If you've been affected by the flooding in the Dunedin area, support and assistance may be available. Work and Income branded design is on two opposite corners of the image, with a blue Work and Income logo on the bottom right hand corner.



We reached over 13,325 people on Facebook with a post about support and assistance available following the flooding in the Dunedin area.

The post was targeted to the Dunedin area and was shared widely.

This post received 14 reactions, 21 comments, and was shared 64 times.

## Meet new Waikato Regional Director



Ministry of Social Development (MSD)

56,792 followers

1w •

Meet Ngatokoa Gifford-Delamere, the Regional Director for the Ministry of Social Development for the Waikato region.

"I have been here six months and it has been a real whirlwind of challenges, however I love challenges and I am committed for the long haul."

"My vision and goal are to ensure we as a region deliver an appropriate and impactful service for the whānau who access our service, providing the necessary help and support to empower individuals to seize every opportunity in life. I am committed to maintaining sustainability in all our efforts, ensuring our initiatives are not only effective but also enduring and responsible for future generations. Our whānau that access our service must be front and centre in all we do and ensure that all our encounters show manaakitanga and whanaungatanga for the best outcomes of a interaction."

Prior to coming to MSD, Ngatokoa was a Lead Service Manager for Te Ara Poutama Aotearoa (Department of Corrections) Community Probation. She's had 17 years of coaching netball locally, regionally, and internationally and finds the concepts of coaching a team are the same as managing people.

"Many times I use the philosophy of coaching a sport team across managing the people I lead. A whakatauki that always resonates with me is "kia mahi kotahi tatou, mo te orange o te katoa", may we work together as one for the wellbeing of all."



We reached over 6,354 people on LinkedIn with a post introducing Ngatokoa Gifford-Delamere, MSD's Regional Director for the Waikato region.

The post received 118 reactions and 23 comments.

**Responsible DCE: Melissa Gill, Deputy Chief Executive Organisational Assurance and Communication**



## Official Information Act requests

Since the last SDEU to week ending 5 October 2024, you received 3 new requests for official information. Details of current requests are shown in the table below.

Requester	Topic	Due date to the Minister	Due date to Requester
s9(2)(a)	Request for all advice sent to the Minister regarding recommendations in the Royal Commission of Inquiry into the Christchurch Mosque Attacks	3 October 2024	10 October 2024
	All information on the Traffic Light System, 26-week reapplications and associated new sanctions to the Minister	10 October 2024	17 October 2024
	Request for all written advice sent to the Minister in the week of 19 August 2024	11 October 2024	30 October 2024
	All written advice and communications received by the Minister in SDE, CVS, and CPR portfolios during 27 November 2023	14 October 2024	21 October 2024
	All advice to the Minister on the Welfare that Works Programme and evidence or analysis that shows sanctions or money management is effective	14 October 2024	23 October 2024
	All Cabinet Minutes or Cabinet Committee Minutes relating to any Cabinet papers or oral items taken to Cabinet or Cabinet committee during August 2024	15 October 2024	22 October 2024

# Cabinet Papers

The following are your papers to be considered in the upcoming months.

Cabinet Committee	Title	Branch
LEG – 24 October 2024	Oversight of Oranga Tamariki	Policy
CAB – 29 October 2024	System Legislation Amendment Bill	Policy
APH – November 2024 (TBC)	South Auckland Social Wellbeing Board: Appointment of Independent Chair	Strategy & Insights
APH – 19 November 2024	New Zealand Artificial Limb Service: Board appointments	Strategy & Insights
CBC / LEG – 5 December 2024	Final LEG paper to introduce SSLAB [Title TBC]	Policy
EXP - December 2024 (TBC)	Te Pae Tawhiti Programme - Detailed Business Case	Transformation

# Publications Pipeline

The below are publications to be released.

Title	Description	Due date
Social Outcomes Model – Benefit System Insights; Social Outcomes Modelling 2023 – Technical Report	The Social Outcomes Model (SOM) estimates how many New Zealand adults (16+) move into, through, and out of the benefit and social housing systems over their future lifetimes. The report includes data updated to September 2023. [REP/24/7/676refers].	2024 (TBC) (TBC - pending discussion with your office)
When parental aspirations aren't enough: An exploration of the importance of parental aspirations in the socioeconomic gradient in child outcomes ( <i>Motu</i> )	This research found little evidence that parental aspirations are an important driver explaining disparities in child outcomes for children from low socioeconomic backgrounds. <i>Nicholas Watson and Isabelle Sin.</i>	2024 (TBC)
Adverse childhood experiences and childhood obesity: Can positive childhood experiences mitigate the association? ( <i>Auckland University</i> )	Developing an index of nine Adverse Childhood Experiences (ACE), such as emotional or physical abuse, parental substance abuse or parental incarceration, this research found associations between experience of ACE and obesity at 8 years. <i>Ladan Hashemi, Brooklyn Mellar, Maryam Ghasemi, et al.</i>	2024 (TBC)
E Tū Whānau Tikanga Rangahau (instrument) Technical Report	E Tū Whānau (ETW) is an innovative Kaupapa Māori initiative that supports whānau and communities to develop strength, capability, and resilience. A Kaupapa Māori instrument, building a method and database, has been co-designed for use with Māori communities and MSD's ETW team to help evaluate the initiative. The technical report describes the processes employed to develop the instrument, and to identify and quantify the changes resulting from ETW within whānau and communities.	14 November 2024
Total Incomes Annual Report 2024	This report summarises the changes to total incomes for families receiving main benefits between April 2023 and April 2024. We will also publish a technical report and data file alongside the report. [REP/24/8/807, provided to your office on 20 September 2024, refers.]	October 2024(TBC)
Community Kete, Guidelines for E Tū Whānau Tikanga Rangahau	The kete (toolkit) guides whānau and communities in their use of the rangahau in practice, providing detailed, practical guidance to replicate the community research.	14 November 2024
Findings from the 2022 New Zealand	The 2022 New Zealand Income Support Survey (NZISS) interviewed 1,852 people on low- and	2025 (TBC)

Income Support Survey	middle-incomes who appeared eligible for income support payments from MSD or Inland Revenue, in order to provide information on how the income support system helps low- and middle-income New Zealand families [REP/24/5/436 refers].	
-----------------------	--	--



## Upcoming Reports

The following are reports to be considered in the upcoming months set out in order of your priorities.

Title	Description	Due date	Business unit
<b>Priority 1: Getting people into employment and lifting economic outcomes</b>			
Accredited Employer Work Visa	Report to support LMMG discussion on MBIE paper on AEWV.	21 October 2024	Policy
Increasing industry investment in in-work training: Summary of industry engagement and proposed options for implementation	Joint MBIE/MSD advice updating Labour Market Ministers on the outcomes of industry engagement and to get approval for our proposed next steps on the project.	23 October 2024	Policy
Reducing Persistent Disadvantage in the Labour Market	Evidence brief and policy advice on an approach that considers ways for the govt to intervene in the Labour Market to reduce persistent disadvantage.	23 October 2024	Policy
Detailed Policy Design for Labour Market Mobility Tool	Agree further / detailed policy design settings for the new mobility tool, to enable drafting of the Welfare Programme	30 October 2024	Policy
Employment Investment Strategy 2025-2028: Strategic Choice 1	This report provides you with advice to enable you to decide the balance of investment: relative investment on groups closer, medium, or further from the labour market.	October 2024 (TBC)	Strategy & Insights
Changes to the Training Incentive Allowance Welfare Programme	Seeking approval to changes to the TIA Welfare Programme to update references following changes to Fees Free.	November 2024 (TBC)	Policy
Changes to the Apprenticeship Boost Initiative Welfare Programme	Seeking approval to the updated ABI Welfare Programme, reflecting settings agreed through Budget 2024.	November 2024 (TBC)	Policy

Title	Description	Due date	Business unit
Employment Investment Strategy 2025-2028: Strategic Choice 2	This report provides you with advice to enable you to identify target cohorts to focus on within your desired balance of investment.	November 2024 (TBC)	Strategy & Insights
Employment Investment Strategy 2025-2028: Draft Strategy	This report contains the draft strategy content and shows you the look and feel of the public-facing strategy document.	November 2024 (TBC)	Strategy & Insights
Employment Investment Strategy 2025-2028: Final Strategy	This report contains the final version of the strategy.	December 2024 (TBC)	Strategy & Insights
<b>Priority 2: Welfare that Works and Reducing Benefit Dependency</b>			
Welfare that Works: Bonus Payments	This report seeks further clarity and direction on the scope and timing of introducing bonus payments for young people aged 18 to 24 years old receiving the Jobseeker Support benefit and who find work.	16 October 2024	Policy
Options for additional Non-Financial Sanctions	Seeking policy decisions on options to replace previous additional non-financial sanction	16 October 2024	Policy
Welfare that Works: Community providers job coaching	Update on phase two and proposed approach for the rest of the year. Likely to be a suite of three papers: high level policy and design, accountability and procurement.	23 October 2024	Policy
Draft LEG paper to introduce SSLAB [title tbc]	Seeking agreement for Ministerial consultation.	23 October 2024	Policy
Final policy decisions for additional Non-Financial Sanctions	Seeking final policy decisions and agreement to issue drafting instructions to PCO	20 November 2024	Policy
Final LEG paper to introduce SSLAB	Seeking agreement to lodge.	26 November 2024	Policy
<b>Priority 3: Making work pay by ensuring appropriate incentives to work</b>			
s(9)(2)(f)(iv)			



Title	Description	Due date	Business unit
s9(2)(f)(iv)			
Making work pay - initial advice	Advice on progressing the Ministerial Priority "Making work pay by ensuring appropriate financial incentives to work".	30 October 2024	Policy
<b>Priority 4: Other</b>			
<i>Disability</i>			
Meeting with the Carers Alliance	AM to support Minister Simmonds' meeting with the Carers Alliance.	31 October 2024	Policy
<i>Welfare System</i>			
s9(2)(f)(iv) & s9(2)(h)			
<i>Corporate Accountability</i>			
MSD Annual Report 2024 and Vote Social Development Non-Departmental Appropriations Report NDAR 2024 for presentation to the House	Appended to this report are the MSD Annual Report 2024 and Vote Social Development NDAR 2024 for you to present to the House of Representatives.	14 October 2024	Strategy & Insights
South Auckland Social Wellbeing Board: Appointment of Independent Chair: APH paper for consultation	This report contains a draft APH paper for consultation with Ministers and Coalition partners.	October (TBC) 2024	Strategy & Insights
Vote Social Development October Baseline Update 2024	The 2024 October Baseline Update (OBU) is a technical process which updates departments' baselines for changes agreed to by Cabinet or joint Ministers since the 2024 Budget Economic and Fiscal Update (BEFU).	October 2024 (TBC)	Finance
New Zealand Artificial Limb Service: Board Appointments: APH paper for lodging	This report seeks your agreement for the APH paper to be lodged.	6 November 2024	Strategy & Insights

Title	Description	Due date	Business unit
South Auckland Social Wellbeing Board: Appointment of Independent Chair: APH paper for lodging	This report seeks your agreement for the APH paper to be lodged.	November 2024 (TBC)	Strategy & Insights
New Zealand Artificial Limb Service and Social Workers Complaints and Disciplinary Tribunal: Board fees review	This report provides you with advice on MSD's assessment of board member fees for these two entities	November 2024 (TBC)	Strategy & Insights
<i>Older Peoples</i>			
Upgrading the SGC - Next steps	This report provides the Minister for Seniors and yourself analysis and advice on the focus areas that they agreed for MSD officials to work on. (We may need to divide the report into multiple reports - TBC)	30 October 2024	Policy
<i>Housing</i>			
MSD Quarter One Performance Report 2024/25	This report provides you with information on MSD's performance for quarter one of 2024/25 (1 July 2024 to 30 September 2024).	29 November 2024	Strategy & Insights
s9(2)(f)(iv)			
Update on opportunities for early interventions to prevent an urgent housing need	An update on Phase One of the Early Interventions workstream within the EH target Delivery Plan. This focuses on opportunities for improved intervention within the current system.	November (TBC)	Policy



Title	Description	Due date	Business unit
<i>Regional and Communities</i>			
Decentralisation in the Social Development and Employment portfolio	This report provides you with background and examples of decentralisation within the Social Development and Employment portfolio to support a discussion with the Minister.	16 October 2024	Policy
<i>International</i>			
Advice on achieving cost savings through our Social Security Agreements	Provides preliminary advice responding about whether cost savings can be achieved through New Zealand's SSAs.	19 October 2024	Policy
<i>Family and Sexual Violence</i>			
Progress on the implementation of Budget 2022 family violence prevention initiatives ( <i>provisional title</i> )	This is a report back on the Ministry of Social Development's implementation of Budget 2022 family violence prevention funding.	30 October 2024	Māori Partnerships & Communities
Findings and public release of two research reports on abuse of older people	This report provides you with a summary of findings from two research projects commissioned by the Ministry of Social Development (MSD) for the Prevention of abuse of older people (AOP) work programme.	30 October 2024	Māori Partnerships & Communities
<i>Policy Office and Regional Public Service Leadership</i>			
Meeting with the Regional Public Service Commissioners	The Minister requested a meeting with the Regional Public Service Commissioners (RPSC) to understand what makes it easier/more difficult for them to make progress on targets.	15 October 2024	Policy
<b>Priority 5: Fiscal Sustainability</b>			
Nil			



# Social Development and Employment Update

Week ending Friday 18 October 2024



**MINISTRY OF SOCIAL  
DEVELOPMENT**  
TE MANATŪ WHAKAHIATO ORA

## Contents

<b>Ministerial Priorities .....</b>	<b>3</b>
<b>Initiatives to support the Target.....</b>	<b>5</b>
<b>Employment .....</b>	<b>7</b>
Trial to improve employment outcomes for clients with Musculoskeletal impairments and pain, is going live .....	7
<b>Family and Sexual Violence .....</b>	<b>8</b>
Update on the Change Is Possible family violence advertising campaign .....	8
<b>Strategy and Insights .....</b>	<b>9</b>
Te Hao Rangahau website to support work on Kaupapa Inquiries .....	9
Publication of the He Poutama Taitamariki and He Poutama Rangatahi evaluations .....	11
<b>Social Media Highlights.....</b>	<b>13</b>
John's success at Te Kūiti High School .....	13
Civil defence payments in Otago extended to Clutha .....	14
<b>Official Information Act requests.....</b>	<b>15</b>
<b>Cabinet Papers .....</b>	<b>16</b>
<b>Publications Pipeline .....</b>	<b>17</b>
<b>Upcoming Reports .....</b>	<b>19</b>

*"John's doing well as the caretaker at Te Kūiti High School, a role he was able to secure full-time with Flexi-wage support"*



Tele'a Andrews  
Director, Office of the Chief Executive



## Ministerial Priorities

Your office has requested an update on how MSD is progressing priority pieces of work in your work programme and on recent decisions you have made. Whilst weekly updates will not necessarily be available for every priority area, in this section we will keep you informed of updates as they come to hand.

Item	Update
<b>Sanctions</b>	No update this week.  The next update will be on the week ending 8 November 2024 where we will provide an update on Sanctions for the month of October 2024.
<b>Kōrero Mahi</b> Let's Talk Work	Kōrero Mahi – Let's Talk Work seminars were implemented in February 2024. As at September 2024 there had been 4,826 attendees.
<b>Case Management</b>	see below table
<b>Kōrero Mahi</b> Work Check-ins	Kōrero Mahi – Work Check-ins were implemented in June 2024. As at September 2024 there had been 1,127 attendees.
<b>Kōrero Mahi</b> Let's Talk Work	Kōrero Mahi Into Work went live in our regions on 30 September 2024.  We will provide you with a detailed update on how this is progressing in the next update.
<b>Job Seeker Targets</b>	The Quarterly Job Seeker Reduction Targets report is currently being finalised, noting the feedback from DPMC and your office. This report was delivered to DPMC on 18 October.
<b>Flexi-wage</b>	72% of those who were granted Flexi-wage also receive Jobseeker Support as at the end of September 2024, against a target range of 70-75%. An increase of 1% since August 2024.  46% of those were granted Mana in Mahi are receivers of Jobseeker Support as at the end of September 2024, against a target range of 50-55%. An increase of 8% since August 2024.
<b>Employment Investment Strategy and rolling out the Investment Approach</b>	The next paper on the Employment Investment Strategy is likely to be provided by 8 November and will focus on the balance of investment into different labour market segments
<b>Employment Service in Schools</b>	As advised in the last SDEU, the Ministry of Education have confirmed their support for the proposed expansion.  Further advice on the fiscal transfer required for the expansion of ESiS is included as part of a broader Budget 25 report provided to your office on 18 September 2024. Once you have provided direction through this report, we can confirm implementation approach, timeframes, and next steps in an ESiS update report to you.



<b>Phone based Case Management for youth</b>	<p>We continue to onboard clients into this service. As of 16 October 2024, there are now over 5,000 clients in the service. We are working on the additional cohorts and will start building caseloads before the next update.</p> <p>Now that options have been approved for additional cohorts to include into Phone Based Case Management, we will begin to expand the service to 10,000 clients by 1 December 2024.</p>
--	--

## Initiatives to support the Target

The table below shows a collated view of initiatives to support the target as requested by your office:

Initiative	Start date	Rollout numbers	Description
<b>Community coaches</b>	October 2024	Approx. 2,100	All provider contracts have now been confirmed, allowing MSD to deliver the full 2,100 places.  Providers are now taking referrals.
<b>Kōrero Mahi</b> Let's Talk Work	19 February 2024	For the week ending 11 October, we had approximately <b>1,220</b> people attend.	One to many seminars with clients in their first few weeks on Jobseeker Support. Gives clients information about supports available and ensures they understand their obligations.
<b>Kōrero Mahi</b> Work Check Ins	24 June 2024	For the week ending 11 October, we had approximately 270 people attend.	The target cohort are Jobseekers Work Ready who have been on benefit for 26 weeks and are not in case management. This cohort is also being served well through the case management refresh.
<b>Phone based Case Management for youth</b>	1 July 2024	As of 16 October 2024, there are over 5,000 clients in the service.	13-week phone-based service is dedicated to helping our youth clients find jobs
<b>Kōrero Mahi</b> Into Work	30 September 2024	We will provide an update on attendees in the next SDEU update.	JS clients with work prep obligations, will be primarily JS-HCD.  This seminar targets those with part time work obligations getting them connected to work they can do or preparing for full time work.
<b>Jobseeker Profiles (JSP)</b>	No update this week.  The next update will be on 30 October 2024, when you receive the draft LEG paper for the Social Security Legislation Amendment Bill seeking feedback ahead of consultation. This Bill includes the legislative changes required to implement mandatory Job Seeker Profiles.		

<b>Individual Employment Plans</b>	18 November 2024	Initially this will be targeted at those youth in phone-based case-management. Approx 6,000 staggered over booked appointments	Plan activities will support clients back into employment. Activities will be agreed with CMs and clients, and obligation failures will be imposed for those who don't complete without a good and sufficient reason.  Phase 2 in January 2024 will introduce the ability for clients with an IEP to record job search activity in their MyMSD account.
<b>Case Management reset</b>	No update this week. The next update will be in the week ending 25 October 2024.		
<b>\$5k to work</b>	A report seeking detailed policy decisions for the new labour mobility tool is due to you in the week of 21 October 2024.		
<b>Approved Doctors: Phase 1 Update</b>	No update this week. The next update will be in the week ending 25 October 2024.		

# Employment

## Trial to improve employment outcomes for clients with Musculoskeletal impairments and pain, is going live

*Lead: Hugh Miller, Group General Manager, Employment*

MSD has partnered with TBI Health and Habit Health to test delivery of vocational rehabilitation services in Auckland Central and Wellington. These services are tailored to the needs of people living with musculoskeletal pain or impairments, who are ineligible for ACC support.

Participants will be referred to our contracted providers to undergo a work ability assessment (WAA) to identify barriers to work. These barriers will be addressed through relevant and suitable rehabilitation plans which may also include:

- Pain management services, giving participants the tools to manage their pain long term.
- Support to identify what workplace accommodations employers may need to make to enable sustainable employment and promote positive work environments.
- Vocational services, preparing participants for work through interview preparation, CV writing and identifying opportunities for upskilling and training.

MSD's Employment Coordinators (EC's) play a key role in supporting participants to gain employment. EC's will work with prospective employers to connect participants to employment opportunities.

Approximately 27,000 people across New Zealand are receiving a health-related benefit with a musculoskeletal condition recorded as an incapacity. This number contributes to the 86,703 people currently receiving Job Seeker Support due to a health condition or disability.

ACC is currently the largest public funder of vocational rehabilitation services for people who have been injured and are receiving ACC earnings-related compensation. MSD will extend these types of services to 150 people receiving a benefit due to a health condition or disability with musculoskeletal impairments and pain, to improve their health and wellbeing and move towards or in to work.

Auckland Central and Wellington regions will deliver this service from October 2024 through to June 2025.

***Responsible DCE: Viv Rickard, Deputy Chief Executive Service Delivery***



# Family and Sexual Violence

## Update on the Change Is Possible family violence advertising campaign

*Lead: Mark Henderson — General Manager, Safe Strong Families and Communities*

In May 2024, you approved expenditure for the family violence campaign, Change Is Possible [REP/24/5/384 refers]. We have been testing creative concepts for the campaign and have determined the most effective use of expenditure would be to focus advertising on raising awareness of the 'In Your Hands' website. To date, there has been minimal marketing of In Your Hands. Further investment [in awareness of this website](#) is needed to promote it as a resource for accessing information and support related to family violence.

We plan to launch this campaign in late 2024 prior to which, we will offer your office the opportunity to participate in a walkthrough of the campaign content.

As a result, we are pivoting focus to driving awareness of the 'In Your Hands' website by promoting men's stories of change [REP/24/3/184 refers]. To date, there has been minimal marketing of In Your Hands. Further investment is needed to promote it as a resource for accessing information and support related to family violence.

s18(d)

***Responsible DCE: Mārama Edwards, Deputy Chief Executive Māori Partnerships and Communities***

# Strategy and Insights

## Te Hao Rangahau website to support work on Kaupapa Inquiries

*Lead: Gareth Williams, General Manager Evidence & Effectiveness*

### What is Te Hao Rangahau?

Te Hao Rangahau is a website ([www.tehaorangahau.msd.govt.nz](http://www.tehaorangahau.msd.govt.nz)) which responds to the Solicitor-General's 2020 request for government agencies to ensure that researchers, claimants and counsel involved in Waitangi Tribunal Kaupapa Inquiries have reasonable access to relevant documents.

The website has been built in-house with a team of experienced historians from the University of Auckland contracted to undertake the research work, including collating documents and preparing an accompanying chronology.

Te Hao Rangahau comprises a bibliographic database of documents; a chronology of key events in Māori social development history; and a search function. It is an interactive, searchable online annotated bibliography of key MSD research and/or policy documents relevant to Waitangi Tribunal Kaupapa Inquiries, from 1938 (when the New Zealand Social Security Act was passed) to the present day.

To develop the bibliography, researchers sourced documents from MSD archives, ensuring that key topics were properly covered. The first tranche of 1500 documents uploaded into the website are already in the public sphere, although some are now available digitally for the first time. Additional documents, in particular relevant policy, Cabinet papers, briefings and other internal MSD documents, will be added as part of a later tranche pending approval.

MSD's Proactive Release Policy and risk frameworks have been used to assess documents for release onto the website. Going forward, where documents have not previously been released publicly, a bespoke search will be conducted to identify any legal, copyright, personal or organisational risks associated with the potential release. A team of subject matter experts, including representatives from MSD's privacy, legal and media teams, will conduct a final review.

The document 'A Chronology: Social Welfare Policy and Māori' (May 2024) was developed to provide online historical context for the website. The chronology provides a brief history of significant events from 1840, representative of key time periods, and themed to political, social, cultural and economic shifts within the Māori world (te ao Māori). Each downloadable research item has a brief annotation and interactive web content to provide a short background of the wider Māori experience, at that time. The chronology is also available as a standalone pdf document.

Users will be able to search by date range (aligned with the chronology), use a free text field, and/or select from a pre-defined list of themes.

**The website is ready for launch**

We plan to go live with the website in late October 2024 (pending discussion with your office). We will also send the link to other agencies working on Kaupapa Inquiries. If you are interested in more detail, we can arrange to provide your office with a demonstration of the website.

***Responsible DCE: Sacha O'Dea, Deputy Chief Executive, Strategy and Insights***

## Publication of the He Poutama Taitamariki and He Poutama Rangatahi evaluations

*Lead: Gareth Williams, General Manager, Evidence and Effectiveness*

He Poutama Taitamariki (HPT) and He Poutama Rangatahi (HPR) are complementary programmes that aim to improve outcomes for rangatahi aged 15-24 who are not currently in employment, education, or training and are most at risk of long-term unemployment. HPT is delivered in Te Tai Tokerau/Northland through MSD staff, while HPR is delivered by community providers in the rest of the country.

The programmes were evaluated in 2023 to examine the extent the initiatives assisted participants to attain social connectedness and educational, training and/or employment goals. The evaluation reports have been completed and both programmes have since been rated as *Effective* in the Employment Assistance Evidence catalogue.

### **Key evaluation findings include:**

- Analysis of the HPR and HPT pilot programme participants (the earliest cohorts of the programmes in 2018-2019) showed positive short-term employment outcomes, however, outcomes were not sustained over time<sup>1</sup>. Based on learnings from these pilot years, changes were made to the programmes to achieve improved longer-term outcomes (covered below).
- For He Poutama Taitamariki, whakawhanaungatanga and te Ao Māori were key enablers in helping taitamariki develop a greater sense of belonging and connection with others, increased self-confidence, improved emotional wellbeing and strengthened cultural identity.
- He Poutama Rangatahi assisted participants to overcome barriers (such as health issues, complex home environments, and limited soft skills) to positive outcomes in the labour market and their lives.

### **Evaluation findings are being used to improve the services and longer-term outcomes for participants:**

- He Poutama Taitamariki is developing more hauora and mental-health-focused service supports and has an improved recruitment strategy and a specialised trainer for its youth-sector staff.
- He Poutama Rangatahi is awarding longer-term contracts to providers to allow for extended pastoral care to provide more ongoing support for rangatahi to find and stay in employment.

---

<sup>1</sup> Due to data availability limitations, IDI analysis was only possible for the participants of the pilot programmes (2018-2019), so results are only reflective of the programmes during their pilot years. Any subsequent changes made to the delivery of the programmes are therefore not included in these results.



- Improvements have been made to data collection which mean impact analysis and regular outcome monitoring using the IDI will be possible for both programmes towards the middle of 2025, when we will be able to compare more recent cohorts of the programmes with previous ones to determine if there has been change over time.

### **Next steps**

- We plan to publish these reports with an accompanying technical report on our website. We will work with your office regarding an approach to publishing the findings including timings and key messages. We can provide you with further information on the reports if required.
- We will be undertaking impact analysis and regular outcome monitoring using the IDI for both programmes from mid-2025 when we will be able to compare more recent cohorts of the programmes with previous cohorts.

***Responsible DCE: Sacha O'Dea, Deputy Chief Executive, Strategy and Insights***

## Social Media Highlights

We use our social media channels to let clients know how we can work with them on their journey to employment, as well as about changes to payments or programmes, client success stories, and to highlight the work of MSD staff. For many of the groups we serve, social media is their preferred method of communication.

The following were some of our top-performing posts between 7 – 14 October 2024.

### John's success at Te Kūiti High School

**MSD** Ministry of Social Development NZ · 6 days ago · 🌐

Whether it's a broken door or a blocked sink that needs fixing, John is proud to be the go-to guy at Te Kūiti High School.

John was ready to get back into work when he came to MSD, after taking some time to look after his young daughter. He was struggling and needed a change.

Within a few months, he'd been told about the caretaker role at Te Kūiti High School through the Mayors Taskforce for Jobs (MTFJ) Community Employment Programme, funded by MSD.

John was then able to secure the role full-time with some support from MSD.

"It's given me a sense of purpose. I just love it here. Love working with the staff, love working with the students. That's my main goal."

If you need some support to get started in a job, we may be able to help you with Flexi-wage. Find out more: <https://www.workandincome.govt.nz/a-z/flexi-wage.html>

Download the descriptive transcript: <https://www.msd.govt.nz/john-te-kuiti-success...>



reactions, 137 comments, and was shared 39 times.

We reached over 77,800 people on Facebook with a post about John, a client who found a job as a caretaker at Te Kūiti High School.

John found out about the role through the Mayors' Taskforce for Jobs (MTFJ) Community Employment Programme, funded by MSD. He was able to secure the role full-time with support from MSD.

This has been one of our top-performing posts of the year on Facebook, with John getting a very positive response to his achievements, particularly from people in Te Kūiti.

The post received 1418

## Civil defence payments in Otago extended to Clutha



Ministry of Social Development NZ  
October 8 at 10:29 AM · 🌐

### 📍 DUNEDIN AREA AND CLUTHA DISTRICT FLOODING – CIVIL DEFENCE PAYMENTS 📍

Civil Defence payments have been extended to include some parts of Clutha district affected by flooding, in addition to Dunedin City Council area.

If you and your whānau have been affected by flooding in one of the areas below, you may be able to get a Civil Defence Payment:

- Dunedin City Council area
- Bruce Ward (includes Milton and Toko Mouth)
- Kaitangata Matau Ward
- Balclutha
- Catlins Ward (includes Owaka and Papatowai)

If you need support related to the flooding, you can call us on 0800 400 100 between 8am-5pm until Thursday 10 October.

Our service centres are all open as usual (8:30am to 5pm Monday to Friday, and 9:30am to 5pm on Wednesdays).

You can find out more about Civil Defence payments, and how to apply here:

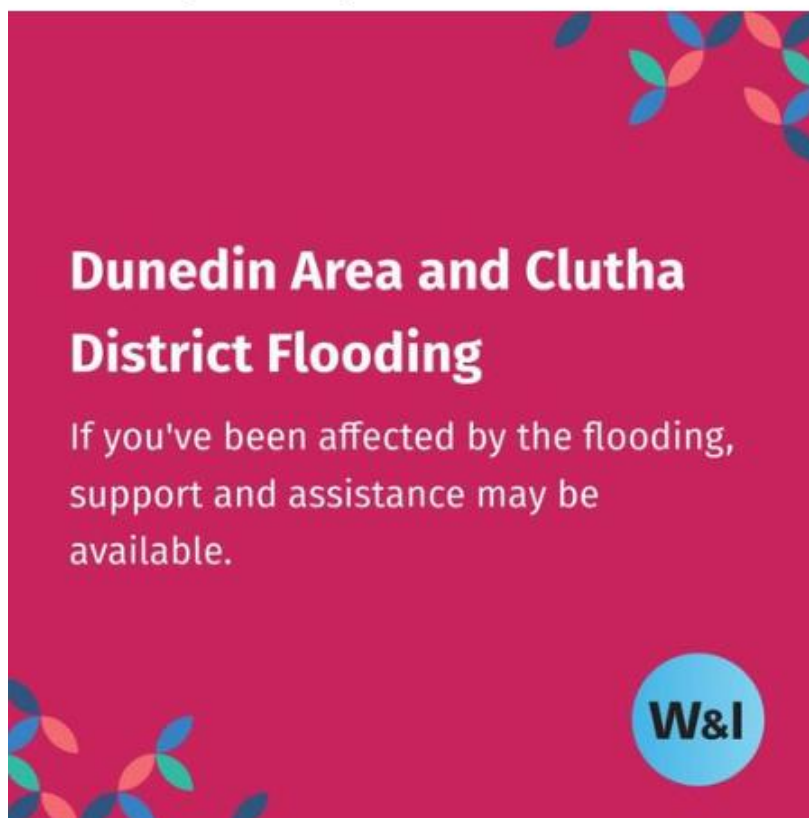
<https://www.workandincome.govt.nz/.../civil-defence...>

[Dunedin City Council](#)

[Otago Civil Defence and Emergency Management](#)

[Clutha District Council](#)

Shared image description: Bright pink background with white text that says 'Dunedin Area and Clutha District Flooding. If you've been affected by the flooding, support and assistance may be available'. Work and Income branded design is on two opposite corners of the image, with a blue Work and Income logo on the bottom right hand corner.



We reached over 3,600 people on Facebook with a post about support and assistance available following the flooding in the Southern region.

This was a follow-up post to let people know the dedicated support line would be extended along with Civil Defence payments being available to some parts of Clutha district.

The post was targeted so it could only be seen in the Dunedin area and relevant parts of Clutha district.

This post received 45 reactions, six comments, and was shared 11 times.

**Responsible DCE: Melissa Gill, Deputy Chief Executive Organisational Assurance and Communication**

## Official Information Act requests

Since the last SDEU to week ending 11 October 2024, you received 2 new requests for official information. Details of current requests are shown in the table below.

Requester	Topic	Due date to the Minister	Due date to Requester
s9(2)(a)	All information on the Traffic Light System, 26-week reapplications and associated new sanctions to the Minister	18 October 2024	25 October 2024
	Request for all written advice sent to the Minister in the week of 19 August 2024	18 October 2024	30 October 2024
	All advice to the Minister on the Welfare that Works programme and evidence or analysis that shows sanctions or money management is effective	14 October 2024	23 October 2024
	All written advice and communications received by the Minister and SDE, CVS and CPR portfolios during November 2023	14 October 2024	21 October 2024
	All Cabinet Minutes or Cabinet Committee Minutes relating to any Cabinet papers or oral items taken to Cabinet or Cabinet Committee during August 2024	15 October 2024	22 October 2024
	All advice provided to Minister Upston on the Growing Up in New Zealand (GUINZ) study between 1 August to 20 September 2024	28 October 2024	4 November 2024
	Eight reports provided to Minister Upston during August 2024	28 October 2024	4 November 2024



# Cabinet Papers

The following are your papers to be considered in the upcoming months.

Cabinet Committee	Title	Branch
LEG – 24 October 2024	Oversight of Oranga Tamariki	Policy
CAB – 29 October 2024	System Legislation Amendment Bill	Policy
APH – 19 November 2024	South Auckland Social Wellbeing Board: Appointment of Independent Chair	Strategy & Insights
APH – 19 November 2024	New Zealand Artificial Limb Service: Board appointments	Strategy & Insights
LEG – 5 December 2024	Final LEG paper to introduce SSLAB [Title TBC]	Policy
EXP - December 2024 (TBC)	Te Pae Tawhiti Programme - Detailed Business Case	Transformation

# Publications Pipeline

The below are publications to be released.

Title	Description	Publication date
Total Incomes Annual Report 2024	This report summarises the changes to total incomes for families receiving main benefits between April 2023 and April 2024. We will also publish a technical report and data file alongside the report. [REP/24/8/807, provided to your office on 20 September 2024, refers.]	October 2024 (TBC)
Children's learning and development data in early childhood education: An exploration of analysis methods underpinned by the principles of Te Whāriki and standards for educational assessment. (Massey University)	Drawing upon GUINZ data, person-centred early childhood learning and development analysis methods are tested. The research illustrates how person-centred analysis can support workforce practices, as well as guide policy investment. <i>Tara McLaughlin, Joanne Allen, Ellen Zeng Hui.</i>	11 November 2024
Relationships between reading for pleasure and children's wellbeing in Aotearoa New Zealand. (AUT)	This study considers how experiences of ready for pleasure and wellbeing may affect one another. Using GUINZ data and focus groups, positive wellbeing outcomes associated with affective experiences of reading are identified. <i>Ruth Boyask, John Milne, Jayne Jackson, Robyn May, Sabine Blokker.</i>	11 November 2024
Access to speech-language therapy services in Aotearoa New Zealand for children at 54 months of age. (Auckland University)	Amongst GUINZ cohort, more mothers were concerned about their child's communications skills than were able to access professional advice. Disparities existed by ethnicity, gender, age, level of maternal concern and specific area of concern. <i>Bianca Jackson, Christine Sim, Suzanne Purdy.</i>	11 November 2024
E Tū Whānau Tikanga Rangahau (instrument) Technical Report	E Tū Whānau (ETW) is an innovative Kaupapa Māori initiative that supports whānau and communities to develop strength, capability, and resilience. A Kaupapa Māori instrument, building a method and database, has been co-designed for use with Māori communities and MSD's ETW team to help evaluate the initiative. The technical report describes the processes employed to develop the instrument, and to identify and quantify the changes resulting from ETW within whānau and communities.	14 November 2024



Community Kete, Guidelines for E Tū Whānau Tikanga Rangahau	The kete (toolkit) guides whānau and communities in their use of the rangahau in practice, providing detailed, practical guidance to replicate the community research.	14 November 2024
When parental aspirations aren't enough: An exploration of the importance of parental aspirations in the socioeconomic gradient in child outcomes ( <i>Motu</i> )	This research found little evidence that parental aspirations are an important driver explaining disparities in child outcomes for children from low socioeconomic backgrounds. <i>Nicholas Watson and Isabelle Sin.</i>	2024 (TBC)
Adverse childhood experiences and childhood obesity: Can positive childhood experiences mitigate the association? ( <i>Auckland University</i> )	Developing an index of nine Adverse Childhood Experiences (ACE), such as emotional or physical abuse, parental substance abuse or parental incarceration, this research found associations between experience of ACE and obesity at 8 years. <i>Ladan Hashemi, Brooklyn Mellar, Maryam Ghasemi, et al.</i>	2024 (TBC)
Social Outcomes Model – Benefit System Insights; Social Outcomes Modelling 2023 – Technical Report	The Social Outcomes Model (SOM) estimates how many New Zealand adults (16+) move into, through, and out of the benefit and social housing systems over their future lifetimes. The report includes data updated to September 2023-[REP/24/7/676 refers].	2024 (TBC - pending discussion with your office)
Findings from the 2022 New Zealand Income Support Survey	The 2022 New Zealand Income Support Survey (NZISS) interviewed 1,852 people on low- and middle-incomes who appeared eligible for income support payments from MSD or Inland Revenue, in order to provide information on how the income support system helps low- and middle-income New Zealand families [REP/24/5/436 refers].	2025 (TBC)

## Upcoming Reports

The following are reports to be considered in the upcoming months set out in order of your priorities.

Title	Description	Due date	Business unit
<b>Priority 1: Getting people into employment and lifting economic outcomes</b>			
Accredited Employer Work Visa	Report to support LMMG discussion on MBIE paper on AEWV.	21 October 2024	Policy
Increasing industry investment in in-work training: Summary of industry engagement and proposed options for implementation	Joint MBIE/MSD advice updating Labour Market Ministers on the outcomes of industry engagement and to get approval for our proposed next steps on the project.	23 October 2024	Policy
Reducing Persistent Disadvantage in the Labour Market	Evidence brief and policy advice on an approach that considers ways for the government to intervene in the Labour Market to reduce persistent disadvantage.	23 October 2024	Policy
Detailed Policy Design for Labour Market Mobility Tool	Agree further / detailed policy design settings for the new mobility tool, to enable drafting of the Welfare Programme	23 October 2024	Policy
Employment Investment Strategy 2025-2028: Strategic Choice 1	This report provides you with advice to enable you to decide the balance of investment: relative investment on groups closer, medium, or further from the labour market.	8 November 2024	Strategy & Insights
TBC: Amend eligibility settings for periodic tenancy reviews and to the Ministerial Direction on Continued Eligibility for Social Housing (MD)	Draft Cabinet paper proposing a limited expansion of the cohort of tenants eligible for periodic review through amending eligibility settings and the MD. This will increase the exemption age to 70 where in multiple bedroom properties; and limit exemption for those with dependent child/children to under 14.	29 November 2024	Policy



Title	Description	Due date	Business unit
Changes to the Training Incentive Allowance Welfare Programme	Seeking approval to changes to the TIA Welfare Programme to update references following changes to Fees Free.	November 2024 (TBC)	Policy
Changes to the Apprenticeship Boost Initiative Welfare Programme	Seeking approval to the updated ABI Welfare Programme, reflecting settings agreed through Budget 2024.	November 2024 (TBC)	Policy
Employment Investment Strategy 2025-2028: Strategic Choice 2	This report provides you with advice to enable you to identify target cohorts to focus on within your desired balance of investment.	November 2024 (TBC)	Strategy & Insights
Employment Investment Strategy 2025-2028: Draft Strategy	This report contains the draft strategy content and shows you the look and feel of the public-facing strategy document.	December 2024 (TBC)	Strategy & Insights
Employment Investment Strategy 2025-2028: Final Strategy	This report contains the final version of the strategy.	December 2024 (TBC)	Strategy & Insights
<b>Priority 2: Welfare that Works and Reducing Benefit Dependency</b>			
Welfare that Works: Bonus Payments	This report seeks further clarity and direction on the scope and timing of introducing bonus payments for young people aged 18 to 24 years old receiving the Jobseeker Support benefit and who find work.	23 October 2024	Policy
Welfare that Works: Community providers job coaching	Update on phase two and proposed approach for the rest of the year. Likely to be a suite of three papers: high level policy and design, accountability and procurement.	23 October 2024	Policy
Draft LEG paper to introduce SSLAB [title tbc]	Seeking your agreement for Ministerial consultation.	23 October 2024	Policy
Final policy decisions for additional Non-Financial Sanctions	Seeking final policy decisions and agreement to issue drafting instructions to PCO.	20 November 2024	Policy
Final LEG paper to introduce SSLAB	Seeking agreement to lodge.	26 November 2024	Policy

Title	Description	Due date	Business unit
<b>Priority 3: Making work pay by ensuring appropriate incentives to work</b>			
Making work pay - initial advice	Advice on progressing the Ministerial Priority "Making work pay by ensuring appropriate financial incentives to work".	30 October 2024	Policy
<b>Priority 4: Other</b>			
<i>Disability</i>			
Meeting with the Carers Alliance	AM to support Minister Simmonds' meeting with the Carers Alliance.	31 October 2024	Policy
<i>Corporate Accountability</i>			
South Auckland Social Wellbeing Board: Appointment of Independent Chair: APH paper for consultation	This report contains a draft APH paper for consultation with Ministers and Coalition partners.	31 October 2024	Strategy & Insights
New Zealand Artificial Limb Service: Board Appointments: APH paper for lodging	This report seeks your agreement for the APH paper to be lodged.	12 November 2024	Strategy & Insights
South Auckland Social Wellbeing Board: Appointment of Independent Chair: APH paper for lodging	This report seeks your agreement for the APH paper to be lodged.	12 November 2024	Strategy & Insights
MSD Quarter One Performance Report 2024/25	This report provides you with information on MSD's performance for quarter one of 2024/25 (1 July 2024 to 30 September 2024).	29 November 2024	Strategy & Insights
New Zealand Artificial Limb Service and Social Workers Complaints and Disciplinary Tribunal: Board fees review	This report provides you with advice on MSD's assessment of board member fees for these two entities	29 November 2024	Strategy & Insights



Title	Description	Due date	Business unit
<i>Social Investment</i>			
Prototyping social investment outcomes contracts: Next steps	This joint report with the Social Investment Agency (SIA) provides information on proposed providers and next steps further to REP/24/9/892, SIA 24/25 – 087.	31 October 2024	Strategy & Insights
<i>Older Peoples</i>			
Upgrading the SGC - Next steps	This report provides the Minister for Seniors and yourself analysis and advice on the focus areas that they agreed for MSD officials to work on. (We may need to divide the report into multiple reports - TBC)	30 October 2024	Policy
<i>Office for Seniors</i>			
Meeting with Grey Power NZ	This AM provides you with discussion points on Accommodation Supplement, HCSS and various health concerns.	23 October 2024	Policy
Meeting with Grey Power Manawatu	This provides you with a speech and AM in support of meeting Grey Power Manawatu.	24 October 2024	Policy
Meeting with Abbeyfield Palmerston North House	This provides you with an AM in support of meeting and discussion around Abbeyfield model.	29 October 2024	Policy
s9(2)(f)(iv)			

Title	Description	Due date	Business unit
Update on opportunities for early interventions to prevent an urgent housing need	An update on Phase One of the Early Interventions workstream within the EH target Delivery Plan. This focuses on opportunities for improved intervention within the current system.	November (TBC)	Policy
<i>Regional and Communities</i>			
Decentralisation in the Social Development and Employment portfolio	This report provides background and examples of decentralisation within the Social Development and Employment portfolio to support a discussion with the Minister.	23 October 2024	Policy
<i>Family and Sexual Violence</i>			
Progress on the implementation of Budget 2022 family violence prevention initiatives ( <i>provisional title</i> )	This is a report back on the Ministry of Social Development's implementation of Budget 2022 family violence prevention funding.	30 October 2024	Māori Partnerships & Communities
Findings and public release of two research reports on abuse of older people	This report provides you with a summary of findings from two research projects commissioned by the Ministry of Social Development (MSD) for the Prevention of abuse of older people (AOP) work programme.	30 October 2024	Māori Partnerships & Communities
<b>Priority 5: Fiscal Sustainability</b>			
Nil			





# Social Development and Employment Update

Week ending Friday 1 November 2024



**MINISTRY OF SOCIAL  
DEVELOPMENT**  
TE MANATŪ WHAKAHIATO ORA

# Contents

<b>Contents .....</b>	<b>2</b>
<b>Ministerial Priorities.....</b>	<b>1</b>
<b>Initiatives to support the Target .....</b>	<b>3</b>
<b>Client Service Delivery .....</b>	<b>5</b>
Alliance Smithfield redundancy support offered by MSD .....	5
<b>s9(2)(f)(iv)</b>	
<b>Youth .....</b>	<b>9</b>
Achieving a lot in six months through Youth Service .....	9
<b>Family and Sexual Violence.....</b>	<b>10</b>
Ethnic Communities Violence Prevention Update .....	10
<b>Policy .....</b>	<b>11</b>
Supporting older people with compounding disadvantage: progress update..	11
<b>OIA requests.....</b>	<b>12</b>
<b>Social Media Highlights .....</b>	<b>13</b>
Harry's success at New World Motueka.....	13
Support and services for SuperGold card holders .....	14
Jobs for Mums partnership .....	16
<b>Cabinet Papers.....</b>	<b>17</b>
<b>Publications Pipeline.....</b>	<b>18</b>
<b>Upcoming Reports.....</b>	<b>21</b>

*"Harry found his first full-time job since leaving school at New World Motueka, with support from his Work Broker."*



Tele'a Andrews  
Director, Office of the Chief Executive



# Ministerial Priorities

Your office has requested an update on how MSD is progressing priority pieces of work in your work programme and on recent decisions you have made. Whilst weekly updates will not necessarily be available for every priority area, in this section we will keep you informed of updates as they come to hand.

Item	Update
<b>Sanctions</b>	No update this week.  The next update will be on the week ending 8 November 2024 where we will provide an update on Sanctions for the month of October 2024.
<b>Kōrero Mahi</b> Let's Talk Work	Kōrero Mahi – Let's Talk Work seminars were implemented in February 2024. In the week ending 18 October (most recent week data is available), there were 1,118 attendees.
<b>Case Management</b>	MSD currently has over 60,000 clients in some type of case management service. There are over 50,000 clients in employment case management and 99% of these are priority cohorts.  Our engagement rate with client's in-service is 85%, and 75% of clients in case management have a future appointment booked.
<b>Kōrero Mahi</b> Work Check-ins	Kōrero Mahi – Work Check-ins were implemented in June 2024. As at September 2024 there had been 1,127 attendees.  In the week ending 18 October (most recent work data is available for), there were 263 attendees.
<b>Kōrero Mahi</b> Let's Talk Work	Kōrero Mahi Into Work went live in our regions on 30 September 2024.  In the week ending 18 October, there were 20 attendees.
<b>Job Seeker Targets</b>	No update this week.  The next update will be provided in the week ending 15 November.
<b>Flexi-wage</b>	No update this week.  The next update will be mid-November, providing you with data for October uptake.
<b>Employment Investment Strategy and rolling out the Investment Approach</b>	No update this week.  The next paper on the Employment Investment Strategy is likely to be provided by 9 November and will focus on the balance of investment into different labour market segments.
<b>Employment Service in Schools</b>	We are awaiting formal confirmation of funding as part of the OBU process. In the interim we have continued work on implementation planning, based around known and future potential demand for ESiS. Once OBU confirmation is received we will provide you with a further report on proposed timeframes and deliverables.

<b>Phone based Case Management for youth</b>	No update. The next update will be provided in the week ending 8 November 2024.
--	--



## Initiatives to support the Target

The table below shows a collated view of initiatives to support the target as requested by your office:

Initiative	Start date	Rollout numbers	Description
<b>Community coaches</b>	October 2024	Approx. 2,100	All programmes are operational, and providers are now taking referrals. There is work underway for reporting to be available within the next few weeks.
<b>Kōrero Mahi</b> Let's Talk Work	19 February 2024	For the week ending 18 October, we had approximately <b>1,118</b> people attend.	One to many seminars with clients in their first few weeks on Jobseeker Support. Gives clients information about supports available and ensures they understand their obligations.
<b>Kōrero Mahi</b> Work Check Ins	24 June 2024	For the week ending 18 October, data showed approximately 263 people attend.	The target cohort are Jobseekers Work Ready who have been on benefit for 26 weeks and are not in case management. This cohort is also being served well through the case management refresh.
<b>Phone based Case Management for youth</b>	1 July 2024	No update this week. The next update will be provided in the week ending 8 November 2024.	13-week phone-based service is dedicated to helping our youth clients find jobs
<b>Kōrero Mahi</b> Into Work	30 September 2024	For the week ending 18 October, approximately <b>20</b> people attend.	JS clients with work prep obligations, will be primarily JS-HCD.  This seminar targets those with part time work obligations getting them connected to work they can do or preparing for full time work.
<b>Jobseeker Profiles (JSP)</b>	On 30 October 2024 you will receive the draft LEG paper for the Social Security Legislation Amendment Bill seeking feedback ahead of consultation. This Bill includes the legislative changes required to implement mandatory Job Seeker Profiles.		

<b>Individual Employment Plans</b>	18 November 2024	No update this week.	<p>Plan activities will support clients back into employment. Activities will be agreed with CMs and clients, and obligation failures will be imposed for those who don't complete without a good and sufficient reason.</p> <p>Phase 2 in January 2024 will introduce the ability for clients with an IEP to record job search activity in their MyMSD account.</p>
<b>Case Management reset</b>	<p>Employment Case Management services remain aligned to the recent reset. 99% of those in Employment Case Management services are JS-WR priority cohort.</p> <p>The Ministry has a good engagement rate with clients in-service (85%), this considers a client's engagement with the Ministry over the course of a month. Clients who are not engaging with the Ministry, without a good and sufficient reason would be obligation failed.</p>		
<b>\$5k to work</b>	<p>You have received a report seeking detailed policy decisions for the new labour mobility tool (REP/24/10/952 refers). Once decisions on this report are made, we will begin drafting a new Welfare Programme for the mobility tool.</p>		
<b>Approved Doctors: Phase 1 Update</b>	<p>Work to operationalise Phase One is complete for the cohort of youth (aged 18-24) who have been in receipt of JS-HCD for 52 weeks or less.</p> <p>This will go live in Auckland and Central regions on Friday, 1 November.</p> <p>The cohort of youth (aged 18-24) who have transferred from JS-WR to JS-HCD will be managed and supported through Phone Based Case Management as part of the new caseload additions. This cohort is tracking to go live by 1 December 2024.</p>		

# Client Service Delivery

## Alliance Smithfield redundancy support offered by MSD

*Lead: Jayne Russell, Group General Manager, Client Service Delivery*

On 18 October, Alliance Group confirmed a proposal to close its Smithfield meat processing plant in Timaru, South Canterbury, which affected 607 workers. Of the 607, all but 70 workers finished immediately, with the venison chain and some ancillary staff finishing by December 2024.

**Late September:** MSD's Early Response team in Southern Region engaged early with the employer as soon as they were made aware of the possible closure.

**October:** MSD's early engagement meant that following the announcement, we have been actively working with Alliance, unions, city leaders, local MPs and community groups on the response to support workers.

### Employment Intervention

- MSD facilitated 13 informational and employment seminars alongside Inland Revenue from October 30 to 1 November. A job board at the events displayed vacancies from employers who had reached out wishing to tap into the Smithfield workers' expertise.
- MSD is facilitating a Job Fair on **5 November**, with 33 exhibitors already registered including Fonterra, McCain, Sanford, Oceania Dairy, Silver Fern Farms, Hilton Haulage, NZ Aluminium Smelter (Tiwai), Southern Seafoods and two Australian-based Meat Processing operations.
- MSD has been and will continue to support workers with seminars, updating their MyMSD Job Search Profiles, creating CVs, and applying for roles. ARA has provided a computer suite free of charge to allow for online applications at these seminars. At this stage, ten seminars are scheduled until **15 November** and we will reassess after that. Many community agencies are assisting with support at these seminars.
- Timaru District Council have set up a Smithfield information page on their website [Smithfield Support](#) – and this has been shared across social media and emailed out to Smithfield workers via the Meatworkers Union.
- Alliance Pukeuri meat processing plant facilitated a recruitment day in Oamaru on **30 October**; at least ten of the people we provided CVs for last week attended this. Pukeuri has around 100 vacancies and is keen to pick up Smithfield workers.

- Silver Fern Farms Pareora and Finegand have reached out about meat worker vacancies, and Duncan South (Mosgiel) / Duncan Processors (Rotorua) are also keen to pick up Smithfield workers.
- Recruitment agency Canstaff is hosting a Recruitment Event promoting Australian and NZ Meat Industry jobs **on Wednesday, 6 November**.
- With Alliance's "notice in lieu" of redundancy, which includes holiday pay and sick leave, it is expected to take 6 to 8 weeks before MSD can assess how many individuals will apply for Jobseeker. MSD continues to collaborate with Alliance and the unions to encourage workers to reach out to them before utilising all of their payout funds.
- Anecdotally, we are hearing that around 20-30 families are exploring heading to Australia for work, and around six are looking to relocate to Christchurch for work opportunities.

***Responsible DCE: Viv Rickard, Deputy Chief Executive Service Delivery***







# Youth

## Achieving a lot in six months through Youth Service

*Lead: George van Ooyen, Group General Manager, Client Service Support*

s9(2)(a) was 16 when his mum contacted s9(2)(a) to enrol him into Youth Service NEET. s9(2)(a) he'd just been stood down from school and was facing expulsion for fighting and an alleged incident involving a knife.

Although reluctant to get support from Youth Service at first, s9(2)(a) let his youth coach know he didn't have any support outside of his immediate family.

Since signing up to Youth Service NEET, s9(2)(a) has been helped by his Youth Coach to enrol in the electrical pathway in WINTEC, complete work experience at McDonald's and start a part-time job, completed a First Aid course, get an eye test, pass his learner's driver licence test, received counselling, and regularly goes to the gym. He's also been supported by the Programme Fund to purchase suitable footwear for work and his course.

His youth coach says he's doing well at his course and is on track to achieve his goal to become an electrician. Next for s9(2)(a) is to get his own bank account so he can be more financially independent.

s9(2)(a) is currently supporting 25 young people not in education, employment, or training in s9(2)(a) 65% of young people enrolled in their service are either in fulltime education or sustainable employment (minimum performance standard is 55%). The remainder all have a plan in place to address their barriers and get into education or full-time employment.

s9(2)(a)

***Responsible DCE: Viv Rickard, Deputy Chief Executive Service Delivery***

# Family and Sexual Violence

## Ethnic Communities Violence Prevention Update

*Lead: Rena Hona, General Manager, Māori Partnerships and Programmes*

In the SDEU on 23 August 2024, we updated you on the co-designing and trialling of prevention initiatives for South Asian communities in Auckland under the Ethnic Communities Violence Prevention (ECVP) work programme.

On 2 October 2024, we hosted a celebration of progress made by the eight community partners engaging in the project and, to acknowledge the completion of the four-month rapid co-design phase. The event was held in Auckland and brought together community partners, their friends, families and colleagues, members of the MSD Auckland Regional office, and officials from the Ministry for Ethnic Communities.

The South Asian project has now progressed on to the testing phase. The community partners will trial their initiatives with the community over an eight-month period, from October 2024 to June 2025. The testing and trialling phase includes monthly check-ins and report backs to MSD on initial findings and learnings and continued capability building on FVSV prevention.

The project closes at the end of the ECVP work programme in June 2025.

***Responsible DCE: Mārama Edwards, Deputy Chief Executive Māori Communities and Partnerships***



# Policy

## Supporting older people with compounding disadvantage: progress update

*Lead: Miriam Mathews, Policy Manager, Older Peoples Policy*

In March 2024, you agreed for MSD to scope a work programme that explores how cross-government supports can more sustainably meet the current and future needs of older people experiencing compounding disadvantage.<sup>1</sup> In April 2024, you met with the Minister for Seniors to discuss this and other issues affecting older people. You expressed joint interest in focusing the work on older people with higher needs, including prevention of poor outcomes and earlier/more efficient referrals to align cross-government services, with ongoing input from community stakeholders.

MSD has been progressing work aligned with this direction to frame a work programme which aims to better support this group of older people. In the short-term, this includes continuing to use our existing data/evidence base to support partnership and inform wider Government priorities. For example, SuperGold Card upgrades, a refreshed Carers Plan, the Health-led aged care models review, and wider priorities within the Seniors portfolio.<sup>2</sup> We are also analysing a cohort of older people being referred to community providers with complex unmet support needs, often presenting as self-neglect behaviours. This includes engaging with MSD's contracted providers to assess perceived causes, available services, and referral pathways.

Future work could explore how to better align cross-government supports to improve the outcomes of these cohorts and create efficiencies within the social sector. This is important in the face of an ageing population and longer-term structural trends relating to housing<sup>3</sup> and health expectancy<sup>4</sup> which pose serious challenges to the outcomes of older people. We will keep you updated on this work programme and will provide you with advice in 2025 on how this could be progressed over the medium to longer term, alongside your wider portfolio priorities.

***Responsible DCE: Simon MacPherson, Deputy Chief Executive, Policy***

---

<sup>1</sup> REP/24/3/208 refers.

<sup>2</sup> Such as improving housing and reducing the cost of living.

<sup>3</sup> There is an ongoing decrease in home-ownership rates for older people and an increase in the proportion of older people on fixed incomes with rental costs in later life.

<sup>4</sup> Life expectancy is increasing faster than 'health expectancy' (i.e., while people are living longer, they are spending more time proportionally in poor health).

## OIA requests

Since the last SDEU to week ending 25 October 2024, you received 3 new requests for official information. Details of current requests are shown in the table below.

Requester	Topic	Due date to the Minister	Due date to Requester
s9(2)(a)	Eight reports provided to Minister Upston during August 2024	29 October 2024	4 November 2024
	All Cabinet Minutes or Cabinet Committee Minutes relating to any Cabinet papers or oral items taken to Cabinet or Cabinet Committee during August 2024	30 October 2024	6 November 2024
	Eleven reports provided to Minister Upston during August 2024	6 November 2024	13 November 2024
	All written advice provided to the Minister Upston between 23 Feb 2024 to 23 March 2024	6 November 2024	13 November 2024

## Social Media Highlights

We use our social media channels to let clients know how we can work with them on their journey to employment, as well as about changes to payments or programmes, client success stories, and to highlight the work of MSD staff. For many of the groups we serve, social media is their preferred method of communication.

The following were some of our top-performing posts between 14 – 29 October 2024.

### Harry's success at New World Motueka

**MSD** Ministry of Social Development NZ  
October 14 at 10:30 AM · 🌐

At his first full-time job since leaving school, Harry Stephens is proving to be a fast learner. Harry found the role at New World Motueka within a week with some speedy help from a local Work and Income work broker.

He's enjoying earning wage: "It's good having money in the bank, you can just buy yourself a car, pay rent, and just move out...it's basically freedom."

He works in the bakery section and is a great fit according to Lorraine Erikson, the HR Manager: He is always on time for his early morning start and is a 'dedicated' and 'positive' part of the New World team in Motueka.

His employer worked with the local Work and Income team to bring Harry on board. If you need support with getting ready for a new job, check out the Work and Income website: <https://www.workandincome.govt.nz/.../get.../index.html>

Download the descriptive transcript: <https://www.msd.govt.nz/.../harry-at-new-world-transcript...>

We reached over 23,300 people on Facebook with a post about Harry, a young client who found a job at New World within a week of approaching Work and Income.

The post received 163 reactions, 31 comments, and was shared four times.



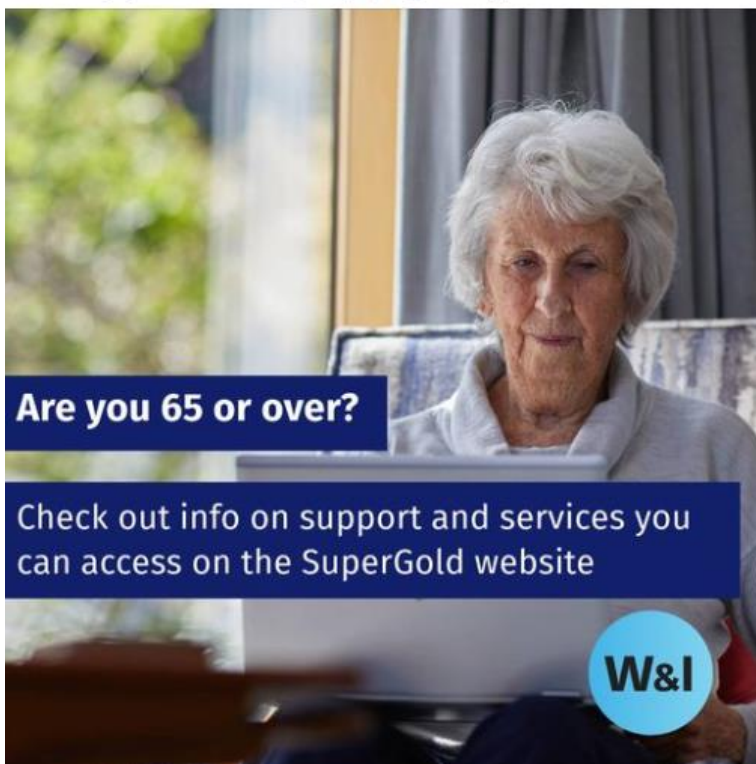
## Support and services for SuperGold card holders



We reached over 7,500 people on Facebook with a post about support and services available to SuperGold card holders.

The post shares a link to the SuperGold Information Hub on the Super Gold website. This webpage includes a list of offers, support and services for card holders.

This post received 80 reactions, 11 comments, and was shared 20 times.





## Checking traffic light status using MyMSD



Ministry of Social Development NZ

5h · 🌐

...

The traffic light system is a simple way to check whether you're on track with the things you need to do while you're getting a benefit, like looking for work, attending interviews or doing training that will help you get a job.

Most people are at green and on track.

We've updated MyMSD so you can check what colour you're at if you're getting a benefit from us. If you get Supported Living Payment you may not be in the traffic light system. This is because you do not have an obligation to find work.

Log in to MyMSD: <https://my.msd.govt.nz/>

Once you've logged in to MyMSD, you can find this info under 'My financial information'.

If you're at orange or red in the traffic light system, you'll also see an alert when you first log in to MyMSD.

For step-by-step instructions, check out the video above.

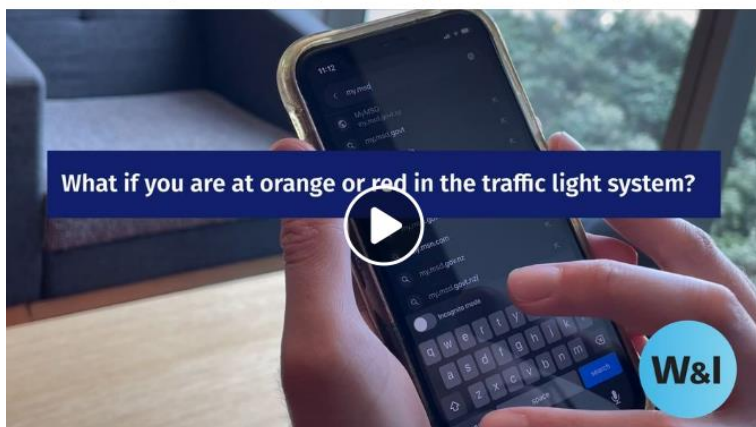
Find out more about the traffic light system:

<https://www.workandincome.govt.nz/.../traffic.../index.html>

Download the descriptive transcript: <https://www.msd.govt.nz/.../traffic-light-mysd...>

We reached over 5,800 people on Facebook with a video walk-through of how to check if you are at green, orange, or red in the traffic light system in MyMSD.

This post received 13 reactions, one comment, and was shared five times.



## Jobs for Mums partnership



We reached over 3,300 people on LinkedIn with a post about MSD's partnership with Jobs for Mums to offer flexible working, particularly for parents and caregivers.

The Jobs for Mums website connects job seekers with family-friendly employers, promoting part-time, flexible full-time, school hours, and project-based opportunities.

The post received 46 reactions and was shared four times.

**Responsible DCE: Melissa Gill, Deputy Chief Executive Organisational Assurance and Communication**

## Cabinet Papers

The following are your papers to be considered in the upcoming months.

Cabinet Committee	Title	Branch
APH – 19 November 2024	South Auckland Social Wellbeing Board: Appointment of Independent Chair	Strategy & Insights
APH – 19 November 2024	New Zealand Artificial Limb Service: Board appointments	Strategy & Insights
CBC – 2 December 2024 LEG – 5 December 2024	Final LEG paper to introduce SSLAB [Title TBC]	Policy
SOU – 11 December 2024	Expanding legislative authority for Automated Decision-Making in the Welfare System	Policy
EXP - December 2024 (TBC)	Te Pae Tawhiti Programme - Detailed Business Case	Transformation
SOU – February 2025 (TBC)	Amendments to the eligibility settings for periodic tenancy reviews for social housing tenants	Policy



## Publications Pipeline

The below are publications to be released.

Date to the Minister	Title	Date
Children's learning and development data in early childhood education: An exploration of analysis methods underpinned by the principles of Te Whāriki and standards for educational assessment. (Massey University)	Drawing upon GUINZ data, person-centred early childhood learning and development analysis methods are tested. The research illustrates how person-centred analysis can support workforce practices, as well as guide policy investment. <i>Tara McLaughlin, Joanne Allen, Ellen Zeng Hui.</i>	11 November 2024
Relationships between reading for pleasure and children's wellbeing in Aotearoa New Zealand. (AUT)	This study considers how experiences of ready for pleasure and wellbeing may affect one another. Using GUINZ data and focus groups, positive wellbeing outcomes associated with affective experiences of reading are identified. <i>Ruth Boyask, John Milne, Jayne Jackson, Robyn May, Sabine Blokker.</i>	11 November 2024
Access to speech-language therapy services in Aotearoa New Zealand for children at 54 months of age. (Auckland University)	Amongst GUINZ cohort, more mothers were concerned about their child's communications skills than were able to access professional advice. Disparities existed by ethnicity, gender, age, level of maternal concern and specific area of concern. <i>Bianca Jackson, Christine Sim, Suzanne Purdy.</i>	11 November 2024
E Tū Whānau Tikanga Rangahau (instrument) Technical Report	E Tū Whānau (ETW) is an innovative Kaupapa Māori initiative that supports whānau and communities to develop strength, capability, and resilience. A Kaupapa Māori instrument, building a method and database, has been co-designed for use with Māori communities and MSD's ETW team to help evaluate the initiative. The technical report describes the processes employed to develop the instrument, and to	14 November 2024



	identify and quantify the changes resulting from ETW within whānau and communities.	
Community Kete, Guidelines for E Tū Whānau Tikanga Rangahau	The kete (toolkit) guides whānau and communities in their use of the rangahau in practice, providing detailed, practical guidance to replicate the community research.	14 November 2024
EA effectiveness report for 2021/22 financial year	This annual report updates the effectiveness results of MSD-funded employment assistance interventions for 2021/22. The analysis evaluates the impact of the interventions on participants' outcomes and assigns an effectiveness rating to each employment programme. The report summarizes these ratings based on the level of expenditure in each category from effective through to not feasible to evaluate.	14 November 2024
He Poutama Taitamariki and He Poutama Rangatahi evaluations	He Poutama Taitamariki (HPT) and He Poutama Rangatahi (HPR) are complementary programmes that aim to improve outcomes for rangatahi aged 15-24 who are not currently in employment, education, or training and are most at risk of long-term unemployment.	November 2024 (TBC)
Te Hao Rangahau website	Te Hao Rangahau is a website developed to support work on Waitangi Tribunal Kaupapa Inquiries. It is an interactive, searchable online annotated bibliography of MSD research and/or policy documents. A team of experienced historians were contracted to undertake the research work, including collating documents and preparing an accompanying chronology.	November 2024 (TBC)
When parental aspirations aren't enough: An exploration of the importance of parental aspirations in the socioeconomic gradient in child outcomes ( <i>Motu</i> )	This research found little evidence that parental aspirations are an important driver explaining disparities in child outcomes for children from low socioeconomic backgrounds. <i>Nicholas Watson and Isabelle Sin.</i>	2024 (TBC)
Adverse childhood experiences and childhood obesity: Can positive childhood experiences mitigate the association?	Developing an index of nine Adverse Childhood Experiences (ACE), such as emotional or physical abuse, parental substance abuse or parental incarceration, this research found associations between experience of ACE and obesity at 8 years. <i>Ladan Hashemi, Brooklyn Mellor, Maryam Ghasemi, et al.</i>	2024 (TBC)

<i>(Auckland University)</i>		
Findings from the 2022 New Zealand Income Support Survey	The 2022 New Zealand Income Support Survey (NZISS) interviewed 1,852 people on low- and middle-incomes who appeared eligible for income support payments from MSD or Inland Revenue, in order to provide information on how the income support system helps low- and middle-income New Zealand families [REP/24/5/436 refers].	2025 (TBC)
EA effectiveness report for 2022/23 financial year	This annual report updates the effectiveness results of MSD-funded employment assistance interventions for 2022/23. The analysis evaluates the impact of the interventions on participants' outcomes and assigns an effectiveness rating to each employment programme. The report summarizes these ratings based on the level of expenditure in each category from effective through to not feasible to evaluate.	First quarter of 2025 (TBC)
EA effectiveness report for 2023/24 financial year	This annual report updates the effectiveness results of MSD-funded employment assistance interventions for 2023/24. The analysis evaluates the impact of the interventions on participants' outcomes and assigns an effectiveness rating to each employment programme. The report summarizes these ratings based on the level of expenditure in each category from effective through to not feasible to evaluate.	First quarter of 2025 (TBC)



## Upcoming Reports

The following are reports to be considered in the upcoming months set out in order of your priorities.

Title	Description	Due Date	Business Unit
<b>Priority 1: Getting people into employment and lifting economic outcomes</b>			
Opportunities for using government procurement to support jobseekers into work	Providing you with the current state and advice about how government procurement can support jobseekers into stable work.	6 November 2024	Policy
Employment Investment Strategy 2025-2028: Strategic Choice 1	This report provides you with advice to enable you to decide the balance of investment: relative investment on groups closer, medium, or further from the labour market.	8 November 2024	Strategy & Insights
Changes to the Apprenticeship Boost Initiative Welfare Programme	This report seeks your approval to the updated ABI Welfare Programme, reflecting settings agreed through Budget 2024 .	13 November 2024	Policy
Reducing Persistent Disadvantage in the Labour Market	This report provides an evidence brief and policy advice on an approach that considers ways for the govt to intervene in the LM to reduce persistent disadvantage.	20 November 2024	Policy
Implications of recent migrant trends for the job prospects of New Zealand jobseekers	Joint MBIE/MSD analysis and findings on the implications of recent migrant trends on competition/displacement for job seekers with an indication of future areas of work.	20 November 2024	Policy
Update on the AEWV review	Providing you with an update on the AEWV review, including MSDs role within the job check and accreditation gateways.	November 2024 (TBC)	Policy
Employment Investment Strategy 2025-2028: Strategic Choice 2	This report provides you with advice to enable you to identify target cohorts to focus on within your desired balance of investment.	November 2024 (TBC)	Strategy & Insights
Employment Investment Strategy 2025-2028: Draft Strategy	This report contains the draft strategy content and shows you the look and feel of the public-facing strategy document.	December 2024 (TBC)	Strategy & Insights

Employment Investment Strategy 2025-2028: Final Strategy	This report contains the final version of the strategy.	December 2024 (TBC)	Strategy & Insights
<b>Priority 2: Welfare that Works and Reducing Benefit Dependency</b>			
Final policy decisions for additional Non-Financial Sanctions	This report seeks final policy decisions and agreement to issue drafting instructions to PCO.	20 November 2024	Policy
Social Security Amendment Bill - material for first reading	Cover report with supporting material for first reading	20 November 2024	Policy
Aide memoire: Social Security Legislation Amendment Bill - approval for introduction	Supports you at CBC Committee to seek approval to introduce the Bill.	26 November 2024	Policy
<b>Priority 3: Making work pay by ensuring appropriate incentives to work</b>			
Nil			
<b>Priority 4: Other</b>			
<i>Welfare System</i>			
s9(2)(f)(iv) & s9(2)(h)			
Implementation of social obligations [TBC]	Provides advice you requested on the implementation of social obligations to support the Government's school attendance target.	20 November 2024	Policy
s9(2)(f)(iv) & s9(2)(h)			
<i>Housing</i>			
Update on opportunities for early interventions to prevent an urgent housing need	This report provides an update on Phase One of the Early Interventions workstream within the EH target Delivery Plan. This focuses on opportunities for	28 November 2024	Policy



	improved intervention within the current system.		
s9(2)(f)(iv)			
<i>International</i>			
Advice on achieving cost savings through our Social Security Agreements	Provides preliminary advice responding to the Ministers advice about whether cost savings can be achieved through New Zealand's SSAs.	1 November 2024	Policy
<i>Office for Seniors</i>			
Meeting with the Hamilton City Council Mayor on Age Friendly	This provides you with an AM in support of a Hamilton City Council Mayor meeting.	7 November 2024	Policy
<i>Inquiries</i>			
Ministerial Group Meeting for the Crown Response to the Abuse in Care Inquiry	This AM provides support for the Ministerial Group Meeting for the Crown Response to Abuse in Care Inquiry. The meeting will probably be focused on redress, particularly the decisions that are needed to support the public apology on 12 November 2024.	1 November 2024	Policy
<i>Corporate Accountability</i>			
New Zealand Artificial Limb Service – request to borrow capital	This report contains advice for you and the Minister of Finance on NZALS's request to borrow capital from a commercial lender.	7 November 2024	Strategy & Insights
Children and Young People's Commission: Amendment to 2024/25 Statement of Performance Expectations	This report provides you with a draft amendment to the Children and Young People's Commission Statement of Performance Expectations for 2024/25.	7 November 2024	Strategy & Insights
New Zealand Artificial Limb Service: Board Appointments: APH paper for lodging	This report seeks your agreement for the APH paper to be lodged.	12 November 2024	Strategy & Insights

South Auckland Social Wellbeing Board: Appointment of Independent Chair: APH paper for lodging	This report seeks your agreement for the APH paper to be lodged.	12 November 2024	Strategy & Insights
MSD Quarter One Performance Report 2024/25	This report provides you with information on MSD's performance for quarter one of 2024/25 (1 July 2024 to 30 September 2024).	29 November 2024	Strategy & Insights
New Zealand Artificial Limb Service and Social Workers Complaints and Disciplinary Tribunal: Board fees review	This report provides you with advice on MSD's assessment of board member fees for these two entities.	29 November 2024	Strategy & Insights



# Social Development and Employment Update

Week ending Friday 8 November 2024



**MINISTRY OF SOCIAL  
DEVELOPMENT**  
TE MANATŪ WHAKAHIATO ORA



# Contents

<b>Contents .....</b>	<b>2</b>
<b>Ministerial Priorities.....</b>	<b>1</b>
<b>Initiatives to support the Target .....</b>	<b>3</b>
<b>Employment.....</b>	<b>5</b>
Auckland Jobs and Skills Hub signs MoU with Icon Construction .....	5
<b>Industry Partnerships .....</b>	<b>6</b>
New AI courses provided on Digital Passport .....	6
<b>Family and Sexual Violence.....</b>	<b>7</b>
More awards and recognition for Love Better.....	7
E Tū Whānau measurement tools finalised .....	8
Draft Community Mobilisation toolkit for ethnic communities .....	9
<b>OIA requests and Media .....</b>	<b>10</b>
OIA requests .....	10
Social Media Highlights.....	11
Porirua Navigators – Bronsin and Reuben .....	11
Mericia’s success in Te Puke .....	12
<b>Cabinet Papers and Report Planner.....</b>	<b>13</b>
Cabinet Papers.....	13
<b>Publications Pipeline.....</b>	<b>14</b>
<b>Upcoming Reports.....</b>	<b>17</b>

*"Bronsin and Reuben work to keep train and bus travellers secure and connected at Porirua station as part of a six-month MSD-funded project."*



Tele'a Andrews  
Director, Office of the Chief Executive



# Ministerial Priorities

Your office has requested an update on how MSD is progressing priority pieces of work in your work programme and on recent decisions you have made. Whilst weekly updates will not necessarily be available for every priority area, in this section we will keep you informed of updates as they come to hand.

Item	Update																														
<b>Sanctions</b>	<p>Between 1 February 2024 – 31 October 2024, MSD has seen a 97.7% increase in obligation failures imposed, and an 81.8% increase in the number of sanctions applied, compared to the same period in 2023.</p> <table><tr><th>Month</th><th>Obligation Failures</th><th>Sanctions</th></tr><tr><td>Feb-24</td><td>3,810</td><td>2,595</td></tr><tr><td>Mar-24</td><td>4,497</td><td>3,192</td></tr><tr><td>Apr-24</td><td>4,467</td><td>3,312</td></tr><tr><td>May-24</td><td>5,319</td><td>4,005</td></tr><tr><td>Jun-24</td><td>4,353</td><td>3,072</td></tr><tr><td>Jul-24</td><td>6,900</td><td>4,419</td></tr><tr><td>Aug-24</td><td>7,536</td><td>5,298</td></tr><tr><td>Sep-24</td><td>7,005</td><td>4,692</td></tr><tr><td>Oct-24</td><td>7,908</td><td>4,836</td></tr></table>	Month	Obligation Failures	Sanctions	Feb-24	3,810	2,595	Mar-24	4,497	3,192	Apr-24	4,467	3,312	May-24	5,319	4,005	Jun-24	4,353	3,072	Jul-24	6,900	4,419	Aug-24	7,536	5,298	Sep-24	7,005	4,692	Oct-24	7,908	4,836
Month	Obligation Failures	Sanctions																													
Feb-24	3,810	2,595																													
Mar-24	4,497	3,192																													
Apr-24	4,467	3,312																													
May-24	5,319	4,005																													
Jun-24	4,353	3,072																													
Jul-24	6,900	4,419																													
Aug-24	7,536	5,298																													
Sep-24	7,005	4,692																													
Oct-24	7,908	4,836																													
<b>Kōrero Mahi Let's Talk Work</b>	<p>Kōrero Mahi – Let's Talk Work seminars were implemented in Feb-24 and there were 4,826 attendees in Sep-24.</p> <p>In the week ending 1 November, there were 1,001 attendees.</p>																														
<b>Case Management</b>	<p>MSD currently has over 60,000 clients in some type of case management service. There are over 50,000 clients in employment case management and 99% of these are priority cohorts.</p> <p>Our engagement rate with client's in-service is 85%, and 77% of clients in case management have a future appointment booked.</p>																														
<b>Kōrero Mahi Work Check-ins</b>	<p>Kōrero Mahi – Work Check-ins started in June-24 with 1,127 attendees in Sep-24.</p> <p>In the week ending 1 November, there were 258 attendees.</p>																														
<b>Kōrero Mahi Into Work</b>	<p>Kōrero Mahi Into Work went live in our regions on 30 September 2024.</p> <p>In the week ending 1 November, there were 24 attendees.</p>																														
<b>Job Seeker Targets</b>	<p>A JS Monthly Target report will be provided to your office on 15 November 2024.</p>																														

<b>Flexi-wage</b>	<p>No update this week.</p> <p>The next update will be mid-November, providing you with date for October uptake.</p>
<b>Employment Investment Strategy and rolling out the Investment Approach</b>	<p>The next paper on the Employment Investment Strategy will be provided on 8 November and will provide options for discussion on the balance of investment into different labour market segments.</p>
<b>Employment Service in Schools</b>	<p>We are preparing advice on the Community Participation underspend.</p>
<b>Phone based Case Management for youth</b>	<p>As at 1 November, there are 5,100 JS-WR youth clients in PBCM and this is expected to transition further client cohorts into the PBCM service. MSD will meet the 1 December deadline for 10,000 clients to be in the PBCM service.</p>

## Initiatives to support the Target

The table below shows a collated view of initiatives to support the target as requested by your office:

Initiative	Start date	Rollout numbers	Description
<b>Community coaches</b>	October 2024	Approx. 2,100	All programmes are operational, and providers are now taking referrals. There is work underway to create a new report which will included in the next quarterly employment suite that you will receive in January 2025.
<b>Kōrero Mahi</b> Let's Talk Work	19 February 2024	For the week ending 1 November, we had approximately <b>1,001</b> people attend.	One to many seminars with clients in their first few weeks on Jobseeker Support. Gives clients information about supports available and ensures they understand their obligations.  A JS Monthly Target report will be provided next week which will show accurate trends for Kōrero Mahi seminars
<b>Kōrero Mahi</b> Work Check Ins	24 June 2024	For the week ending 1 November, we had approximately <b>258</b> people attend.	The target cohort are Jobseekers Work Ready who have been on benefit for 26 weeks and are not in case management. This cohort is also being served well through the case management refresh.  A JS Monthly Target report will be provided next week which will show accurate trends for Kōrero Mahi seminars
<b>Phone based Case Management for youth</b>	1 July 2024	For the week ending 1 November, there were <b>5,100</b> clients in service.	13-week phone-based service is dedicated to helping our youth clients find jobs.
<b>Kōrero Mahi</b> Into Work	30 September 2024	For the week ending 1 November, we had approximately <b>24</b> people attend.	JS clients with work prep obligations, will be primarily JS-HCD.



			This seminar targets those with part time work obligations getting them connected to work they can do or preparing for full time work.
<b>Jobseeker Profiles (JSP)</b>	On 30 October 2024 you received the draft LEG paper for the Social Security Amendment Bill seeking feedback ahead of consultation. This Bill includes the legislative changes required to implement mandatory Job Seeker Profiles. Simultaneous agency and Ministerial consultation on the Bill commenced on 7 November.		
<b>Individual Employment Plans</b>	18 November 2024	Individual Employment Plans are going live on 18 November where they will be introduced for phone based case managers as well as employment case managers in the Canterbury region. Training sessions and demonstrations are underway for staff and management and have been well received to date.	Plan activities will support clients back into employment. Activities will be agreed with CMs and clients, and obligation failures will be imposed for those who don't complete without a good and sufficient reason.  Phase 2 in January 2024 will introduce the ability for clients with an IEP to record job search activity in their MyMSD account.
<b>Case Management reset</b>	Employment Case Management services remain aligned to the recent reset. 99% of those in Employment Case Management services are JS-WR priority cohort.  The Ministry has a good engagement rate with clients in-service (85%), this considers a client's engagement with the Ministry over the course of a month. Clients who are not engaging with the Ministry, without a good and sufficient reason would be obligation failed.		
<b>\$5k to work</b>	You have received a report seeking detailed policy decisions for the new labour mobility tool (REP/24/10/952 refers). Once decisions on this report are made, we will begin drafting a new Welfare Programme for the mobility tool.		
<b>Approved Doctors: Phase 1 Update</b>	All of Auckland and Central regions have begun to actively work with the cohort of youth (aged 18-24) who have been in receipt of JS-HCD for 52 weeks or less and have part-time work obligations. Approximately 95 Youth in this cohort have been identified in our initial report across the four regions. This report will be updated daily to ensure accuracy.  Information and resources are being developed and regional toolkits are being updated to support PBCM who will be supporting youth transferring from JS-WR to JS-HCID in Cohort One.		



# Employment

## Auckland Jobs and Skills Hub signs MoU with Icon Construction

*Lead: Shaun Coleman, Acting Group General Manager, Employment*

s9(2)(a) recently secured full-time employment—an achievement made possible through the Jobs and Skills Hub's partnership with Icon Construction and their commitment to supporting local communities.

After facing challenges in previous interviews, s9(2)(a) was given a chance to interview again thanks to the dedicated efforts of the Hub team, supporting him to enrol in the training course 'Above and Below – Pipeline Construction and Maintenance'.

s9(2)(a) has been offered immediate employment as a s9(2)(a) with the potential for further development, paving the way for a brighter future in the construction sector.

This success story reflects our shared goal of supporting more people into sustainable employment. The recently signed Memorandum of Understanding (MOU) between the MSD Auckland Jobs and Skills Hubs and Icon Construction highlights this commitment, to drive collaboration that supports local opportunities for local communities by connecting all Auckland Hubs with aligned subcontractors that are working on all their construction projects.

Since July 2022, collectively across the three Jobs and Skills Hubs in Auckland, we have achieved 1,399 job placements and 5,170 training outcomes. Of these, 96 have been with Icon Construction projects across Auckland. Overall, the Jobs and Skills Hubs have facilitated 2,077 job placements and 6,843 training outcomes from July 2022 to October 2024.

MSD's Jobs and Skills Hubs offer recruitment and training facilitation services to support Aotearoa's construction and infrastructure sectors, promoting sustainable employment outcomes through close collaboration between government agencies, employers, and industry partners.

***Responsible DCE: Viv Rickard, Deputy Chief Executive Service Delivery***

# Industry Partnerships

## New AI courses provided on Digital Passport

*Lead: Jayne Russell, Group General Manager, Client Service Delivery*

The Digital Passport platform now features three new learning modules focused on building AI skills. Launched on November 1st, these courses are integrated into the Digital Passport to help job seekers progressively develop a comprehensive understanding of AI. As AI becomes increasingly central to many industries, a basic grasp of these concepts is crucial for job seekers to enhance their employability and adapt to the evolving job market.

The training is organised into three levels, each containing 10 modules. These modules range from introductory topics, such as how AI impacts everyday life, to more comprehensive insights into how AI is transforming workplaces across various sectors.

Digital Passport remains freely accessible to all New Zealanders, offering online training and a badging system that participants can add to their CVs, showcasing their acquired skills and knowledge to prospective employers. To date, over 13,000 people have signed up for the platform including over 8,000 MSD clients, and we anticipate significant interest in the new AI modules.

***Responsible DCE: Viv Rickard, Deputy Chief Executive Service Delivery***

# Family and Sexual Violence

## More awards and recognition for Love Better

*Lead: Mark Henderson, General Manager, Safe Strong Families and Communities*

Further to our update on 11 October where we shared with you our win at the 2024 Spirit of Service Awards, Love Better, our youth campaign, has been further recognised at both the 2024 Effie Awards (advertising industry awards) and the 2024 NZ Research Awards.

Clemenger Unlimited (our advertising partner) won silver for their work on Love Better in the social marketing category (no golds were awarded in this category) and a bronze for the content category at the Effies (the highest awarded in this category). This is a recognition of the quality of the content and the approach of the campaign.

Verian (our research and evaluation partner) won gold for their work on Love Better in the social and community category, as well as the Supreme Award at the NZ Research Awards. These two awards are a recognition of the thorough, considered, and robust approach that Verian and MSD have taken to both research (to guide the direction of the campaign) and evaluation (to ensure the campaign is working).

MSD are extremely proud of these awards, and grateful to our partners for their dedication and commitment to ensuring that Love Better is the best it can be for young people in New Zealand.

***Responsible DCE: Mārama Edwards, Deputy Chief Executive Māori Communities and Partnerships***

## E Tū Whānau measurement tools finalised

*Lead: Rena Hona, General Manager, Māori Partnerships and Programmes*

E Tū Whānau have been working with researchers, experts, and community partners to develop three kaupapa Māori tools to strengthen data and insights and help measure change within E Tū Whānau community contexts. This work was signalled to you in our March report on our violence prevention work programme [REP/24/3/182 refers] and the SDEU week ending 16 August.

The tools have now been finalised and this milestone will be marked by a small celebration at National office on 14 November 2024. This event will be attended by internal staff from across MSD and some external people who were part of the development process have been invited to attend. This is an opportunity to share these new community resources and acknowledge those who contributed to their development.

Each of the tools has a different measurement focus, however, they have all had significant input from E Tū Whānau community partners to ensure that they are relevant and meaningful within these contexts. The three tools are:

- **Te Pikitia a te Whānau (Whānau Wellbeing Tool)** a psychometric tool which helps whānau/family to measure their progress in relation to whānau-level wellbeing outcomes.
- **Te Whakaoreore Aromatawai Hāpai ki te Hapori (Community Mobilisation Assessment Tool)** a tool to support communities to assess progress on community-level outcomes (specifically in relation to mobilising as a community to strengthen wellbeing and prevent violence).
- **Tikanga Rangahau Community Kete** or toolkit provides detailed, practical guidance to support E Tū Whānau community partners to undertake research and to evaluate changes for their community and whānau over time.

We will continue to provide you with updates around the implementation of these tools within MSD community spaces.

***Responsible DCE: Mārama Edwards, Deputy Chief Executive Māori Communities and Partnerships***



## Draft Community Mobilisation toolkit for ethnic communities

*Lead: Rena Hona, General Manager, Māori Partnerships and Programmes*

The Ethnic Communities Violence Prevention (ECVP) team, in collaboration with an expert in prevention, developed a draft Community Mobilisation toolkit. The purpose of this toolkit is to support ethnically diverse community groups and organisations to develop effective initiatives to prevent family and/or sexual violence. This is to support implementation of prevention initiatives and enable assessment of progress to ensure continued improvement.

This is an important resource and the first of its kind for marginalised ethnic communities. It includes topics that cover:

- community mobilisation as an evidence-based prevention method
- risk and protective factors for communities
- family violence and sexual violence prevention
- wellbeing and collective care.

Currently, the toolkit, which is in the form of an activity workbook, is being tested by community partners from the two ECVP community-led projects – Ethnic Communities Innovation Fund and South Asian Project in Auckland. They can choose to integrate the workbook into initiatives they are delivering, where relevant. The toolkit will also be tested with other key stakeholders, including prevention experts from MSD and ACC. The feedback from this testing will inform the finalisation of the toolkit by June 2025. Following finalisation, it is intended to be available for wider use across New Zealand.

***Responsible DCE: Mārama Edwards, Deputy Chief Executive Māori Communities and Partnerships***

# OIA requests and Media

## OIA requests

Since the last SDEU to week ending 1 November 2024, you received 1 new request for official information. Details of current requests are shown in the table below.

Requester	Topic	Due date to the Minister	Due date to Requester
s9(2)(a)	Eleven reports provided to Minister Upston during August 2024	6 November 2024	13 November 2024
	All written advice provided to the Minister Upston between 23 Feb 2024 to 23 March 2024	6 November 2024	13 November 2024
	All written advice provided to the Minister during the week of 7 October 2024	7 November 2024	14 November 2024
	Request for ten named reports sent to the Minister in September 2024	21 November 2024	28 November 2024

## Social Media Highlights

We use our social media channels to let clients know how we can work with them on their journey to employment, as well as about changes to payments or programmes, client success stories, and to highlight the work of MSD staff. For many of the groups we serve, social media is their preferred method of communication.

The following were some of our top-performing posts between 29 October – 4 November 2024.

### Porirua Navigators – Bronsin and Reuben



Ministry of Social Development NZ

5h · 🌐

Two young Porirua residents are the guardians of peace at their city's central train station, supported by MSD Flexi-wage.

Bronsin and Reuben have secured employment as the Mau Te Rongo Navigators – they work to keep train and bus travellers secure and connected.

The two locals have strong ties with the community which come in handy in their role.

The busy station can be a hotspot of activity with [Porirua City Council](#) working closely with community organisations to trial safety officers at the station from late last year. Bronsin and Reuben are employed as part of a six-month MSD-funded project.

"I'd been on a benefit and caring for a child. When this opportunity came along, I jumped at it. We're making a difference in our community," Bronsin said.

Reuben had been on Jobseeker Support and was caring for his grandmother.

"I have a major passion for youth and this role gives me the chance to keep them safe," he said. "It feels good not to have to go to Work and Income and to be making proper money."

The Navigators will coordinate with police to provide visibility and offer insights into risks at the station.

Download the descriptive transcript here: <https://www.msd.govt.nz/.../porirua-navigators...>



We reached over 30,300 people on Facebook with a post about Bronsin and Reuben, two clients who were hired to keep train and bus travellers secure and connected at Porirua train station.

The job has helped them gain valuable work experience.

They were hired as part of a six-month project funded by MSD.

The post received 437 reactions, 35 comments, and was shared 15 times.

## Mericia's success in Te Puke



Ministry of Social Development NZ

Mericia is in her element working at a kiwifruit orchard in Te Puke. 🌱🌱

At the start of the year, we referred Mericia on to Garcia Contracting Ltd, a Te Puke contractor. Mericia has progressed to a team leader role where she helps to train and support the Te Puke team.

"I love being outside, I've worked in the packhouses for many years and I just enjoy outside."

As part of her work, Mericia travelled to orchards across Western Bay of Plenty. We were able to help cover her travel costs through the NZ Seasonal Work Scheme (NZSWS).

NZSWS supports eligible people move into horticulture or viticulture work with costs like travel, work clothing or temporarily moving home.

If you are interested in seasonal work, check out how we can help 🙌

<https://www.workandincome.govt.nz/.../nz-seasonal-work...>

Download the descriptive transcript here 🙌 <https://www.msd.govt.nz/.../mericia-te-puke-descriptive...>



We reached over 21,300 people on Facebook with a post about Mericia, a client based in Te Puke who works in an orchard.

She received support from MSD's NZ Seasonal Work Scheme and has progressed to a team leader role with her employer.

This post received 216 reactions, 18 comments, and was shared

**Responsible DCE: Melissa Gill, Organisational Assurance and Communication**



# Cabinet Papers and Report Planner

## Cabinet Papers

The following are your papers to be considered in the upcoming months.

Cabinet Committee	Title	Branch
APH – 19 November 2024	South Auckland Social Wellbeing Board: Appointment of Independent Chair	Strategy & Insights
APH – 19 November 2024	New Zealand Artificial Limb Service: Board appointments	Strategy & Insights
CBC – 2 December 2024 LEG – 5 December 2024	Social Security Amendment Bill: Approval for Introduction	Policy
SOU – 11 December 2024	Expanding legislative authority for Automated Decision-Making in the Welfare System	Policy
EXP - December 2024 (TBC)	Te Pae Tawhiti Programme - Detailed Business Case	Transformation
SOU – February 2025 (TBC)	Amendments to the eligibility settings for periodic tenancy reviews for social housing tenants	Policy

# Publications Pipeline

The below are publications to be released.

Date to the Minister	Title	Date
Children's learning and development data in early childhood education: An exploration of analysis methods underpinned by the principles of Te Whāriki and standards for educational assessment. (Massey University)	Drawing upon GUINZ data, person-centred early childhood learning and development analysis methods are tested. The research illustrates how person-centred analysis can support workforce practices, as well as guide policy investment. <i>Tara McLaughlin, Joanne Allen, Ellen Zeng Hui.</i>	11 November 2024
Relationships between reading for pleasure and children's wellbeing in Aotearoa New Zealand. (AUT)	This study considers how experiences of ready for pleasure and wellbeing may affect one another. Using GUINZ data and focus groups, positive wellbeing outcomes associated with affective experiences of reading are identified. <i>Ruth Boyask, John Milne, Jayne Jackson, Robyn May, Sabine Blokker.</i>	11 November 2024
Access to speech-language therapy services in Aotearoa New Zealand for children at 54 months of age. (Auckland University)	Amongst GUINZ cohort, more mothers were concerned about their child's communications skills than were able to access professional advice. Disparities existed by ethnicity, gender, age, level of maternal concern and specific area of concern. <i>Bianca Jackson, Christine Sim, Suzanne Purdy.</i>	11 November 2024
E Tū Whānau Tikanga Rangahau (instrument) Technical Report	E Tū Whānau (ETW) is an innovative Kaupapa Māori initiative that supports whānau and communities to develop strength, capability, and resilience. A Kaupapa Māori instrument, building a method and database, has been co-designed for use with Māori communities and MSD's ETW team to help evaluate the initiative. The technical report describes the processes employed to develop the instrument, and to	14 November 2024



	identify and quantify the changes resulting from ETW within whānau and communities.	
Community Kete, Guidelines for E Tū Whānau Tikanga Rangahau	The kete (toolkit) guides whānau and communities in their use of the rangahau in practice, providing detailed, practical guidance to replicate the community research.	14 November 2024
EA effectiveness report for 2021/22 financial year	This annual report updates the effectiveness results of MSD-funded employment assistance interventions for 2021/22. The analysis evaluates the impact of the interventions on participants' outcomes and assigns an effectiveness rating to each employment programme. The report summarizes these ratings based on the level of expenditure in each category from effective through to not feasible to evaluate.	14 November 2024
He Poutama Taitamariki and He Poutama Rangatahi evaluations	He Poutama Taitamariki (HPT) and He Poutama Rangatahi (HPR) are complementary programmes that aim to improve outcomes for rangatahi aged 15-24 who are not currently in employment, education, or training and are most at risk of long-term unemployment.	November 2024 (TBC)
Te Hao Rangahau website	Te Hao Rangahau is a website developed to support work on Waitangi Tribunal Kaupapa Inquiries. It is an interactive, searchable online annotated bibliography of MSD research and/or policy documents. A team of experienced historians were contracted to undertake the research work, including collating documents and preparing an accompanying chronology.	November 2024 (TBC)
When parental aspirations aren't enough: An exploration of the importance of parental aspirations in the socioeconomic gradient in child outcomes ( <i>Motu</i> )	This research found little evidence that parental aspirations are an important driver explaining disparities in child outcomes for children from low socioeconomic backgrounds. <i>Nicholas Watson and Isabelle Sin.</i>	2024 (TBC)
Adverse childhood experiences and childhood obesity: Can positive childhood experiences mitigate the association?	Developing an index of nine Adverse Childhood Experiences (ACE), such as emotional or physical abuse, parental substance abuse or parental incarceration, this research found associations between experience of ACE and obesity at 8 years. <i>Ladan Hashemi, Brooklyn Mellor, Maryam Ghasemi, et al.</i>	2024 (TBC)

<i>(Auckland University)</i>		
Findings from the 2022 New Zealand Income Support Survey	The 2022 New Zealand Income Support Survey (NZISS) interviewed 1,852 people on low- and middle-incomes who appeared eligible for income support payments from MSD or Inland Revenue, in order to provide information on how the income support system helps low- and middle-income New Zealand families [REP/24/5/436 refers].	2025 (TBC)
EA effectiveness report for 2022/23 financial year	This annual report updates the effectiveness results of MSD-funded employment assistance interventions for 2022/23. The analysis evaluates the impact of the interventions on participants' outcomes and assigns an effectiveness rating to each employment programme. The report summarizes these ratings based on the level of expenditure in each category from effective through to not feasible to evaluate.	First quarter of 2025 (TBC)
EA effectiveness report for 2023/24 financial year	This annual report updates the effectiveness results of MSD-funded employment assistance interventions for 2023/24. The analysis evaluates the impact of the interventions on participants' outcomes and assigns an effectiveness rating to each employment programme. The report summarizes these ratings based on the level of expenditure in each category from effective through to not feasible to evaluate.	First quarter of 2025 (TBC)



## Upcoming Reports

The following are reports to be considered in the upcoming months set out in order of your priorities.

Title	Description	Due Date	Business Unit
<b>Priority 1: Getting people into employment and lifting economic outcomes</b>			
Changes to the Apprenticeship Boost Initiative Welfare Programme	This report seeks your approval to the updated ABI Welfare Programme, reflecting settings agreed through Budget 2024.	13 November 2024	Policy
Employment Service in Schools	This report provides advice on the Community Participation underspend.	13 November 2024	Māori, Communities and Partnerships
Bi-lateral discussion on AEWV review	This report provides you with advice to support MSDE discussion with MoI on the policy direction of the AEWV review, including MSDs role within the job check and accreditation gateways. Advice can also support discussion at LMMG on 20 Nov.	14 November 2024	Policy
VET reforms: financial support for 18-24 years in specific regions	This report provides an overview of the current state of social development and education regional spend on 16-24 year olds to support education and training outcomes.	14 November 2024	Policy
Employment Investment Strategy 2025-2028: Strategic Choice 2	This report provides you with advice to enable you to identify target cohorts to focus on within your desired balance of investment.	25 November 2024	Strategy & Insights
Employment Investment Strategy 2025-	This report contains the draft strategy content and shows you the look and feel of the	December 2024 (TBC)	Strategy & Insights

2028: Draft Strategy	public-facing strategy document.		
Employment Investment Strategy 2025-2028: Final Strategy	This report contains the final version of the strategy.	December 2024 (TBC)	Strategy & Insights
<b>Priority 2: Welfare that Works and Reducing Benefit Dependency</b>			
Final policy decisions for additional Non-Financial Sanctions	This report seeks final policy decisions and agreement to issue drafting instructions to PCO.	20 November 2024	Policy
Aide memoire: Social Security Legislation Amendment Bill - approval for introduction	Supports you at CBC Committee to seek approval to introduce the Bill.	26 November 2024	Policy
Social Security Amendment Bill - material for first reading	This cover report provides you with supporting material for first reading.	4 December 2024	Policy
<b>Priority 3: Making work pay by ensuring appropriate incentives to work</b>			
Nil			
<b>Priority 4: Other</b>			
<b>Corporate Accountability</b>			
Children and Young People's Commission: Amendment to 2024/25 Statement of Performance Expectations	This report provides you with a draft amendment to the Children and Young People's Commission Statement of Performance Expectations for 2024/25.	20 November 2024	Strategy & Insights

Timing and process for MSD's next Statement of Intent and review of performance framework	This report provides you with indicative timing for MSD's next Statement of Intent and updates you on the process to review MSD's performance framework, including when you will have the opportunity to provide feedback on both.	20 November 2024	Strategy & Insights
New Zealand Artificial Limb Service – request to borrow capital	This report contains advice for you and the Minister of Finance on NZALS's request to borrow capital from a commercial lender.	20 November 2024	Strategy & Insights
MSD Quarter One Performance Report 2024/25	This report provides you with information on MSD's performance for quarter one of 2024/25 (1 July 2024 to 30 September 2024).	3 December 2024	Strategy & Insights
New Zealand Artificial Limb Service and Social Workers Complaints and Disciplinary Tribunal: Board fees review	This report provides you with advice on MSD's assessment of board member fees for these two entities.	11 December 2024	Strategy & Insights
<i>Welfare System</i>			
s9(2)(f)(iv) & s9(2)(h)			



s9(2)(f)(iv) & s9(2)(h)			
Implementation of social obligations <i>[title tbc]</i>	Provides advice that you have requested on the implementation of social obligations to support the Government's school attendance target.	20 November 2024	Policy
<i>Housing</i>			
Update on opportunities for early interventions to prevent an urgent housing need	This report provides an update on Phase One of the Early Interventions workstream within the EH target Delivery Plan. This focuses on opportunities for improved intervention within the current system.	28 November 2024	Policy
s9(2)(f)(iv)			



s9(2)(f)(iv)			
<i>International</i>			
New Zealand's Response to the United Nations Committee against Torture's recommendations	This aide-memoire supports your discussion at the Cabinet Social Outcomes Committee and Cabinet meetings regarding the Minister of Justice's Cabinet Paper on New Zealand's Response to the United Nations Committee against Torture's recommendations	13 November 2024	Policy
Options to Progress the Regulatory Systems (Social Security) Amendment Bill No. 2.	This report provides options to progress the Bill following the Business Committee's decision not to approve the Bill's introduction.	20 November 2024	Policy

New Zealand's fifth periodic report under the UN International Covenant on Economic, Social and Cultural Rights	This aide-memoire supports your discussion at the Cabinet Social Outcomes Committee and Cabinet meetings regarding the Minister of Justice's Cabinet Paper on New Zealand's fifth periodic report under the UN International Covenant on Economic, Social and Cultural Rights	25 November 2024	Policy
<i>Regional and Communities</i>			
Options for transferring welfare leadership in emergencies	This paper outlines issues and opportunities with the current leadership arrangements for the welfare function in emergencies, provides advice and seeks your direction on your preferred option to strengthen these arrangements.	27 November 2024	Policy
<i>Family and Sexual Violence</i>			
Progress on the implementation of Budget 2022 family violence prevention initiatives ( <i>provisional title</i> )	This is a report back on the Ministry of Social Development's implementation of Budget 2022 family violence prevention funding.	13 November 2024	Māori Communities and Partnerships





# Social Development and Employment Update

Week ending Friday 15 November



**MINISTRY OF SOCIAL  
DEVELOPMENT**  
TE MANATŪ WHAKAHIATO ORA

# Contents

<b>Contents .....</b>	<b>2</b>
<b>Ministerial Priorities.....</b>	<b>1</b>
<b>Initiatives to support the Target .....</b>	<b>3</b>
<b>Client Service Delivery .....</b>	<b>5</b>
Empowering locals through Kaikohe collaborative project .....	5
<b>Youth .....</b>	<b>6</b>
Financial literacy is not something you're born with .....	6
<b>Strategy &amp; Insights.....</b>	<b>7</b>
Decoupling Oranga Tamariki from the Information Analytics Platform.....	7
Collaboration between the OECD and the Dunedin Study on 'Life Course Social Risks' .....	8
<b>Media and OIA requests .....</b>	<b>10</b>
OIA Requests .....	10
<b>Social Media Highlights .....</b>	<b>11</b>
Amy's success in a role in social media.....	11
<b>Cabinet Papers and Report Planner.....</b>	<b>12</b>
<b>Publications Pipeline.....</b>	<b>13</b>
Ready to release Publications .....	13
<b>Upcoming Reports.....</b>	<b>14</b>

*"Amy thriving in a new career with support from MSD Flexi-wage (Project in the Community)"*



Tele'a Andrews  
Director, Office of the Chief Executive



## Ministerial Priorities

Your office has requested an update on how MSD is progressing priority pieces of work in your work programme and on recent decisions you have made. Whilst weekly updates will not necessarily be available for every priority area, in this section we will keep you informed of updates as they come to hand.

Item	Update
<b>Sanctions</b>	No update this week.  The next update will be in early December, providing you with Sanctions data for the month of November 2024.
<b>Kōrero Mahi Let's Talk Work</b>	Kōrero Mahi – Let's Talk Work seminars were implemented in Feb-24 and there were 4,826 attendees in Sep-24.  In the week ending 8 November, there were 897 attendees.
<b>Case Management</b>	No update this week.  The next update will be provided in the week ending 2 November 2024.
<b>Kōrero Mahi Work Check-ins</b>	Kōrero Mahi – Work Check-ins started in June-24 with 1,127 attendees in Sep-24.  In the week ending 8 November, there were 242 attendees.
<b>Kōrero Mahi Into Work</b>	Kōrero Mahi Into Work went live in our regions on 30 September 2024.  In the week ending 8 November, there were 31 attendees.
<b>Job Seeker Targets</b>	Your office will receive the Monthly Jobseeker Target report on 15 November 2024.
<b>Flexi-wage</b>	Flexi-wage uptake of Jobseeker Support at the end of October 2024 was 73% against a target range of 70-75%, this was an increase of 2% since August 2024.  Mana in Mahi uptake of Jobseeker Support at the end of October 2024 was 48% against a target range of 50-55%, this was an increase of 10% since August 2024.
<b>Employment Investment Strategy and rolling out the Investment Approach</b>	Your office has received the first strategic choice paper, providing options for discussion on the balance of investment into different labour market segments. We can discuss this further in our meeting with you next week on Employment Effectiveness. The next strategic choice paper, to be provided in the week beginning 25 November, will provide you with advice to enable you to identify target cohorts to focus on within your desired balance of investment.
<b>Employment Service in Schools</b>	We have provided your office with advice on the Community Participation underspend.

<b>Phone based Case Management for youth</b>	<p>We have identified and tagged approximately 9,500 clients who are currently being on-boarded into the service and we continue to identify the remaining 500 clients to ensure that we have 10,000 clients in service by 1 December 2024.</p> <p>The Minister can expect an update on the full number of clients in service in the week beginning 2 December 2024.</p>																									
<b>Income Support Weekly Update</b>	<p>Recently you agreed to changes to MSD’s weekly income support reporting [REP/24/7/699 refers]. The following high-level statistics for the last four weeks – the numbers for all main benefits, Jobseeker Support (JS), JS – Work Ready, and JS – Health Condition or Disability - will be included in the SDEU going forward.</p> <table><tr><th>Week Ending</th><th>All main benefits</th><th>Jobseeker Support</th><th>JS - Work Ready</th><th>JS - Health Condition or Disability</th></tr><tr><td>18 October 2024</td><td>391,884</td><td>204,390</td><td>115,527</td><td>88,863</td></tr><tr><td>25 October 2024</td><td>392,211</td><td>204,360</td><td>115,491</td><td>88,869</td></tr><tr><td>1 November 2024</td><td>392,277</td><td>204,072</td><td>115,266</td><td>88,809</td></tr><tr><td>8 November 24</td><td>393,351</td><td>204,495</td><td>114,948</td><td>89,544</td></tr></table>	Week Ending	All main benefits	Jobseeker Support	JS - Work Ready	JS - Health Condition or Disability	18 October 2024	391,884	204,390	115,527	88,863	25 October 2024	392,211	204,360	115,491	88,869	1 November 2024	392,277	204,072	115,266	88,809	8 November 24	393,351	204,495	114,948	89,544
Week Ending	All main benefits	Jobseeker Support	JS - Work Ready	JS - Health Condition or Disability																						
18 October 2024	391,884	204,390	115,527	88,863																						
25 October 2024	392,211	204,360	115,491	88,869																						
1 November 2024	392,277	204,072	115,266	88,809																						
8 November 24	393,351	204,495	114,948	89,544																						



## Initiatives to support the Target

The table below shows a collated view of initiatives to support the target as requested by your office:

Initiative	Start date	Rollout numbers	Description
<b>Community coaches</b>	October 2024	Approx. 2,100	<p>All programmes are operational, and providers are now taking referrals. There is work underway for reporting to be available within the next few weeks.</p> <p>We have now developed a draft dashboard, in preparation of the first Community Coaches update being sent to you in January 2025 within the Quarterly Employment Reporting Suite.</p>
<b>Kōrero Mahi</b> Let's Talk Work	19 February 2024	For the week ending 8 November, we had approximately <b>897</b> people attend.	One to many seminars with clients in their first few weeks on Jobseeker Support. Gives clients information about supports available and ensures they understand their obligations.
<b>Kōrero Mahi</b> Work Check Ins	24 June 2024	For the week ending 8 November, we had approximately <b>242</b> people attend.	The target cohort are Jobseekers Work Ready who have been on benefit for 26 weeks and are not in case management. This cohort is also being served well through the case management refresh.
<b>Phone based Case Management for youth</b>	1 July 2024	We have identified and tagged approximately 9,500 clients who are currently being on-boarded into the service and we continue to identify the remaining 500 clients to ensure that we have 10,000 clients in service by 1 December 2024.	•

<b>Kōrero Mahi</b> Into Work	30 September 2024	For the week ending 8 November, we had approximately <b>31</b> people attend.	JS clients with work prep obligations, will be primarily JS-HCD.  This seminar targets those with part time work obligations getting them connected to work they can do or preparing for full time work.
<b>Jobseeker Profiles (JSP)</b>	Agency and ministerial consultation on the draft LEG paper for the Social Security Amendment Bill is still underway. This Bill includes the legislative changes required to implement mandatory Job Seeker Profiles. We will report back to you by 26 November 2024 with a final Cabinet paper and Bill for introduction.		
<b>Individual Employment Plans</b>	18 November 2024	Individual Employment Plans are going live on 18 November and will initially be introduced for phone-based case managers, employment case managers in the Canterbury region, and for new applicants who have left school or finished study. Training sessions and demonstrations are underway for staff and management and have been well received to date.	Plan activities will support clients towards employment. Activities will be agreed with CMs and clients, and obligation failures will be imposed for those who don't complete without a good and sufficient reason.  Phase 2 in January 2025 will introduce the ability for clients with an IEP to record job search activity in their MyMSD account
<b>Case Management reset</b>	Employment Case Management services remain aligned to the recent re-set. 99% of those in Employment Case Management services are JS-WR priority cohort. The Ministry has a good engagement rate with clients in-service (85%), this considers a client's engagement with the Ministry over the course of a month. Clients who are not engaging with the Ministry, without a good and sufficient reason would be obligation failed.		
<b>\$5k to work</b>	We are finalising advice on the new labour mobility tool, to respond to questions from your office. This advice will come over in the week beginning Monday 18 November.		
<b>Approved Doctors: Phase 1 Update</b>	No update this week.  The next update will be in the week ending 29 November 2024.		



# Client Service Delivery

## Empowering locals through Kaikohe collaborative project

*Lead: Jayne Russell, Group General Manager, Client Service Delivery*

A collaborative project in Kaikohe is enhancing the health of the Taheke River while creating sustainable employment opportunities for local residents. Named Punakitere Tumaha, the project, P is jointly funded by the Northland Regional Council and MSD.

Launched in April 2024, Punakitere Tumaha provided ten long-term unemployed individuals with a six-month employment contract focused on river restoration. Participants worked to clear invasive plants from the banks where the Otaua River, Punakitere River, and Taheke River converge. MSD referred those interested and supported the ten successful clients through Transition to Work grants (TTW), transport costs, clothing, and by providing Extra Help for continued financial support.

For s9(2)(a), the opportunity to help restore the river (awa) linked to his genealogy (whakapapa) is profoundly fulfilling. "I get up every morning excited to come to work, and I can see the progress we make each day. I've fished this river, and it's wonderful to see it clean again. I feel proud to be part of this group (rōpū)." he shares.

Upon completing, all ten participants earned their NZ Certificate in Forestry Level 2, Site Safe certifications, driver licenses, and First Aid certifications. All ten participants then went on to successfully secure full-time sustainable employment in the forestry, construction, and horticulture sectors with local employers.

This co-funded partnership is a vital mechanism for connecting employers, job seekers, and communities, to foster skills and capabilities that will benefit local areas. The next Punakitere Tumaha programme is set to begin on 18 November, offering opportunities for an additional ten participants.

From January to September 2024, 3,144 clients from the Northland region have had their benefits cancelled due to transitioning into employment.



**Responsible DCE: Viv Rickard, Deputy Chief Executive Service Delivery**

# Youth

## Financial literacy is not something you're born with

*Lead: George van Ooyen, Group General Manager, Client Service Support*

Getting teens excited about budgeting isn't an easy task, but it's something Youth Service budget programme facilitators Petra and Jhial from Kāpiti Youth Support have got a knack for. Every school holiday they run a budgeting programme for up to 15 young people who are receiving Young Parent Payment or Youth Payment (YP/YPP).

The programme is designed for young people. They use tools like the Sorted.org.nz online calculators and cover practical things like KiwiSaver and how it can help them buy their first home. They also cover insurance and ways to avoid getting into unmanageable debt.

One of their most popular activities they do is calculating how much they might spend on things like energy drinks, alcohol, vaping or drugs. Jhial (who is also a drug and alcohol counsellor) says 'when they work out how much they spend over time, many of them are quite surprised. Often, it's the push they need to seek help to quit'. Kāpiti Youth Support is a Youth One Stop Shop and can refer them immediately to services in-house.

Petra says that these young people have been "thrown into the deep end and have to grow up quickly. With any luck, when they leave Youth Service, they are leagues ahead in managing money."

### **About Youth Service**

Young people receiving Youth Payment or Young Parent Payment who have completed a budgeting programme and have managed their money well over three months can get a \$10 Budgeting Incentive Payment weekly. As of 1 November 2024, 72% of young people enrolled in Youth Service with Kāpiti Youth Support have completed the budgeting programme.

***Responsible DCE: Viv Rickard, Deputy Chief Executive Service Delivery***

# Strategy & Insights

## Decoupling Oranga Tamariki from the Information Analytics Platform

*Lead: Jason Dwen, General Manager, Data Management and Information Delivery*

Oranga Tamariki and MSD are decoupling from the Information Analytics Platform (IAP), with Oranga Tamariki moving to its own Enterprise Data Analytics Platform (EDAP). The decoupling will be completed by 30 November 2024. MSD's final tasks, including data decommissioning and secure disposal, are expected to be completed by February 2025.

Since 2017, Oranga Tamariki has accessed data warehousing and analytics through MSD's IAP, via a shared services agreement. The decoupling process is essential to enable Oranga Tamariki to establish independent control of its data analytics capabilities through the EDAP, facilitating full oversight and governance of its analytics. By 20 November 2024, Oranga Tamariki will assume complete operational control of its data, enabling it to meet analytics and reporting needs independently.

Key milestones are:

- 20 November 2024: Oranga Tamariki's access to the IAP will be removed, and it will assume full authoritative control over its data (confirmed by a joint memo).
- 30 November 2024: Complete decoupling of Oranga Tamariki from MSD's IAP.
- By February 2025: MSD's Data Management and Information Delivery will complete any residual decoupling and decommission Oranga Tamariki data from MSD's IAP.

MSD has been working closely with both internal MSD stakeholders and Oranga Tamariki to ensure a smooth transition and will continue to maintain active risk monitoring to ensure operational continuity with minimal disruptions.

***Responsible DCE: Sacha O'Dea, Deputy Chief Executive, Strategy & Insights***



## Collaboration between the OECD and the Dunedin Study on 'Life Course Social Risks'

*Lead: Tim Garlick, Principal Advisor, Strategy, Investment and Organisational Performance*

The OECD is collaborating with the Dunedin Multidisciplinary Health and Development Study on a research study focused on 'Life Course Social Risks'. This aims to use life-course data to help them further understand how inequalities and disadvantage compound over the lifetime. As you know, the Dunedin study is a birth cohort study that has been following the lives of more than 1,000 people born in Dunedin in 1972-1973, with data currently available on people up to age 45. The OECD project aims to draw on the Dunedin study to demonstrate how life-course data can be used through three related analyses:

- **Mapping life-course social risks** - this analysis will examine life-course exposure to four key social risks (low skills; non-employment; poor physical health; and poor mental health). It aims to explore how these risks interact and identify the different "risk trajectories" that individuals may follow over their lifetimes. This will be followed by an analysis of the early-life factors predicting risk trajectory group membership.
- **Pathways out of education and into work** – this aims to identify the various trajectories young people follow out of school and into work, including those who disengage from education, training and the labour market ("NEETs"). This will be followed by analyses of membership of each identified school-to-work trajectory, including early life factors predicting different trajectories (socio-economic background, childhood health, adverse childhood experiences, and childhood anti-social behaviour), and late youth outcomes associated with those trajectories (economic, social, and emotional).
- **Family background, early life experiences and long-term social benefit use during early adulthood.** This analysis will examine the duration of, and exit from, benefit receipt among the Dunedin Study cohort up to age 45. Analysis will pay particular attention to reciprocity-driven duration of receipt - that is, whether benefit receipt causes benefit "dependency". This will be followed by an analysis of the early-life factors potentially associated with long-term benefit use, such as socio-economic background, childhood health, and adverse childhood experiences.

The study appears aligned with your priorities and has the potential to help inform future work on addressing long-term benefit dependency, and assisting young people at risk of long-term benefit receipt. We can provide you with further information, such as the more detailed project proposal, if you wish.

We understand that outputs from the analysis will likely be produced next year. MSD will have opportunities to engage with the work via the OECD secretariat, and comment on draft outputs prior to their release.

***Responsible DCE: Sacha O'Dea, Deputy Chief Executive, Strategy & Insights***

# Media and OIA requests

## OIA Requests

Since the last SDEU to week ending 8 November 2024, you received 1 new request for official information. Details of current requests are shown in the table below.

Requester	Topic	Due date to the Minister	Due date to Requester
s9(2)(a)	Request for any letters sent to other Ministers by Minister Upston in the past six months	18 November 2024	2 December 2024
	Eleven reports provided to Minister Upston during August 2024	20 November 2024	27 November 2024
	Request for ten named reports sent to the Minister in September 2024	21 November 2024	28 November 2024

# Social Media Highlights

We use our social media channels to let clients know how we can work with them on their journey to employment, as well as about changes to payments or programmes, client success stories, and to highlight the work of MSD staff. For many of the groups we serve, social media is their preferred method of communication.

Below is our top-performing post between 5 – 11 November 2024.

## Amy's success in a role in social media

**MSD** Ministry of Social Development NZ  
November 5 at 10:00 AM · 🌐

Amy is trading beauty salons for storytelling in her new role as a social media videographer for [Sustainable Taranaki](#).

The experienced beauty therapist was up against some challenges continuing in her previous job due to chronic pain and health issues, and since 2022 she's been receiving a range of MSD support.

Amy learnt about the social media role through her Case Manager and a Work Broker in New Plymouth and decided to give something new a go.

Her full-time job is supported through a Flexi-wage Project in the Community subsidy which allows organisations to take on an MSD client for a specific project.

"They [Sustainable Taranaki] liked my eagerness and personality," says Amy, who now creates engaging instructional videos for YouTube and Tiktok. She's learnt video and editing skills as well as how to fly a drone.

While her contract ends in December, Amy is keen to further a career in creating videos and telling stories. MSD will support her in her next steps, to plan and look for other work opportunities.

The not-for-profit says Amy is a good fit for her new role. Joe Turton, Operations Team Leader at Sustainable Taranaki says: "Everyone on the team is really happy with her because she's so positive and creative."

"She will go away and produce a great video and it will flower into something cool." It was clear from her interview that she really wanted the job and was going to grow in it, based on her passion and commitment, he says.

Amy's advice to others grappling with anxiety and with questions about their employment journey is: "If you have an ounce of resilience, it's so important to push through and you reap the benefits."

Find out more about Flexi-wage: <https://www.workandincome.govt.nz/.../a-z.../flexi-wage.html>



We reached over 9,880 people on Facebook with a post about Amy, a client who found a new career pathway after facing health and chronic pain issues in her previous job.

Amy's role as a social media videographer for not-for-profit organisation Sustainable Taranaki is funded through MSD's Flexi-wage Project in the Community subsidy which allows organisations to take on an MSD client for a specific project.

When her contract ends later this year, MSD will support her to plan and look for other work opportunities.

The post received 96 reactions, 16 comments, and was shared five times.

**Responsible DCE: Melissa Gill, Organisational Assurance and Communication**



# Cabinet Papers and Report Planner

## Upcoming Cabinet papers

The following are your papers to be considered in the upcoming months.

Cabinet Committee	Title	Branch
APH – 19 November 2024	New Zealand Artificial Limb Service: Board appointments	Strategy & Insights
APH – 19 November 2024	South Auckland Social Wellbeing Board: Appointment of Independent Chair	Strategy & Insights
CBC- 2 December 2024 LEG - 5 December 2024	Social Security Amendment Bill: Approval for Introduction	Policy
SOU – (TBC)	Expanding legislative authority for Automated Decision-Making in the Welfare System	Policy
SOU - February 2025 (TBC)	Amendments to the eligibility settings for periodic tenancy reviews for social housing tenants	Policy

# Publications Pipeline

## Ready to release Publications

The following publications have been completed and will be published on MSD's website.

Title	Description	Publication date
Te Hao Rangahau website	Te Hao Rangahau is a website developed to support work on Waitangi Tribunal Kaupapa Inquiries. It is an interactive, searchable online annotated bibliography of MSD research and/or policy documents. A team of experienced historians were contracted to undertake the research work, including collating documents and preparing an accompanying chronology.	21 November 2024
He Poutama Taitamariki and He Poutama Rangatahi evaluations	He Poutama Taitamariki (HPT) and He Poutama Rangatahi (HPR) are complementary programmes that aim to improve outcomes for Rangatahi aged 15-24 who are not currently in employment, education, or training and are most at risk of long-term unemployment.	28 November 2024 (proposed)
Access to speech-language therapy services in Aotearoa New Zealand for children at 54 months of age. (Auckland University)	Amongst GUINZ cohort, more mothers were concerned about their child's communications skills than were able to access professional advice. Disparities existed by ethnicity, gender, age, level of maternal concern and specific area of concern. <i>Bianca Jackson, Christine Sim, Suzanne Purdy.</i>	2024 (TBC)
When parental aspirations aren't enough: An exploration of the importance of parental aspirations in the socioeconomic gradient in child outcomes (Motu)	This research found little evidence that parental aspirations are an important driver explaining disparities in child outcomes for children from low socioeconomic backgrounds. <i>Nicholas Watson and Isabelle Sin.</i>	2024 (TBC)

## Upcoming Reports

The following are reports to be considered in the upcoming months set out in order of your priorities.

Title	Description	Due Date	Business Unit
<i>Priority 1: Getting people into employment and lifting economic outcomes</i>			
Bi-lateral discussion on AEWV review	This report provides you with advice to support MSDE discussion with MoI on the policy direction of the AEWV review, including MSDs role within the job check and accreditation gateways. Advice can also support discussion at LMMG on 20 Nov.	18 November 2024	Policy
Employment Investment Strategy 2025-2028: Strategic Choice 2	This report provides you with advice to enable you to identify target cohorts to focus on within your desired balance of investment.	25 November 2024	Strategy & Insights
Employment Investment Strategy 2025-2028: Draft Strategy	This report contains the draft strategy content and shows you the look and feel of the public-facing strategy document.	December 2024 (TBC)	Strategy & Insights
Employment Investment Strategy 2025-2028: Final Strategy	This report contains the final version of the strategy.	December 2024 (TBC)	Strategy & Insights
<i>Priority 2: Welfare that Works and Reducing Benefit Dependency</i>			
Final policy decisions for additional Non-Financial Sanctions	This report seeks final policy decisions and agreement to issue drafting instructions to PCO.	20 November 2024	Policy



Aide memoire: Social Security Legislation Amendment Bill - approval for introduction	Supports you at CBC Committee to seek approval to introduce the Bill.	26 November 2024	Policy
Social Security Amendment Bill - material for first reading	This cover report provides you with supporting material for first reading.	4 December 2024	Policy
<i>Priority 3: Making work pay by ensuring appropriate incentives to work</i>			
Nil			
<i>Priority 4: Other</i>			
<i>Corporate Accountability</i>			
Children and Young People's Commission: Amendment to 2024/25 Statement of Performance Expectations	This report provides you with a draft amendment to the Children and Young People's Commission Statement of Performance Expectations for 2024/25.	20 November 2024	Strategy & Insights
Timing and process for MSD's next Statement of Intent and review of performance framework	This report provides you with indicative timing for MSD's next Statement of Intent and updates you on the process to review MSD's performance framework, including when you will have the opportunity to provide feedback on both.	20 November 2024	Strategy & Insights
New Zealand Artificial Limb Service – request to borrow capital	This report contains advice for you and the Minister of Finance on NZALS's request to borrow capital from a commercial lender.	20 November 2024	Strategy & Insights



MSD Quarter One Performance Report 2024/25	This report provides you with information on MSD's performance for quarter one of 2024/25 (1 July 2024 to 30 September 2024).	3 December 2024	Strategy & Insights
Crown entity fees reviews	This report provides you with advice on MSD's assessment of board member fees, with recommendations for your consideration.	11 December 2024	Strategy & Insights
<i>Priority 5: Other</i>			
<i>Welfare System</i>			
Implementation of social obligations [title tbc]	Provides advice that you have requested on the implementation of social obligations to support the Government's school attendance target.	20 November 2024	Policy
s9(2)(f)(iv) & s9(2)(h)			
<i>Housing</i>			
Update on opportunities for early interventions to prevent an urgent housing need	This report provides an update on Phase One of the Early Interventions workstream within the EH target Delivery Plan. This focuses on opportunities for improved intervention within the current system.	28 November 2024	Policy

s9(2)(f)(iv)

*International*

Options to Progress the Regulatory Systems (Social Security) Amendment Bill No. 2.	This report provides options to progress the Bill following the Business Committee's decision not to approve the Bill's introduction.	20 November 2024	Policy
New Zealand's fifth periodic report under the UN International Covenant on Economic, Social and Cultural Rights	This aide-memoire supports your discussion at the Cabinet Social Outcomes Committee and Cabinet meetings regarding the Minister of Justice's Cabinet Paper on New Zealand's fifth periodic report under the UN International Covenant on Economic, Social and Cultural Rights	25 November 2024	Policy

*Older People*

Review of Retirement Income Policies: 2022 final response and 2025 terms of reference	This aide-memoire supports your discussion at the Cabinet Economic Policy Committee and Cabinet meetings regarding the Minister of Commerce and Consumer Affairs paper on The Governments final response to the 2022 Review of Retirement Income Policies and the terms of reference for the 2025 Review.	November 2024 (TBC)	Policy
<i>Regional and Communities</i>			
Options for transferring welfare leadership in emergencies	This paper outlines issues and opportunities with the current leadership arrangements for the welfare function in emergencies, provides advice and seeks your direction on your preferred option to strengthen these arrangements.	27 November 2024	Policy
<i>Family and Sexual Violence</i>			
Progress on the implementation of Budget 2022 family violence prevention initiatives ( <i>provisional title</i> )	This is a report back on the Ministry of Social Development's implementation of Budget 2022 family violence prevention funding.	20 November 2024	Māori Communities & Partnerships



# Social and Employment Update

Week ending Friday 6 December 2024



**MINISTRY OF SOCIAL  
DEVELOPMENT**  
TE MANATŪ WHAKAHIATO ORA



# Contents

<b>Contents .....</b>	<b>2</b>
<b>Minister's Priorities.....</b>	<b>4</b>
<b>Initiatives to support the Targets .....</b>	<b>7</b>
<b>s9(2)(ba)(i)</b>	
<b>Employment.....</b>	<b>15</b>
Digital Passport to Success - from Job Seeker to Full-Time Employment .....	15
Nailing it – Hawke's Bay Jobs and Skills Hub .....	16
<b>Family and Sexual Violence.....</b>	<b>17</b>
Are You OK and a new help seeking campaign.....	17
Sexual violence services procurement commencing.....	18
Change Is Possible campaign launching .....	18
<b>Supporting Communities.....</b>	<b>21</b>
Heartland Services - Shifting funding from Helensville to Whitianga .....	21
<b>Policy .....</b>	<b>22</b>
Update on Automated Decision-Making Cabinet timeframes.....	22
<b>People and Capability.....</b>	<b>23</b>
More people connecting with us following PM apology .....	23
MSD tops invoicing charts .....	24
<b>Strategy and Insights .....</b>	<b>25</b>
Statement of Intent update .....	25
<b>Media and OIA requests.....</b>	<b>26</b>
Official Information Act requests .....	26
<b>Social Media Highlights .....</b>	<b>27</b>
Kamonn's success in supporting youth in Kaipara .....	27
Promoting Disability Support Services survey .....	28
LJ's success from LSV to employment .....	29
Celebrating Public Service Award winner Rena Hona.....	30
<b>Cabinet Papers and Report Planner.....</b>	<b>31</b>
Upcoming Cabinet papers .....	31
<b>Publications Pipeline.....</b>	<b>32</b>

Ready to release Publications ..... 32

**Upcoming Reports.....34**

“Kamonn, a former gang member, changes his life around and becomes a role model for youth in Kaipara as the Youth Mentor.”

## Minister's Priorities

Your office has requested an update on how MSD is progressing priority pieces of work in your work programme and on recent decisions you have made. Whilst weekly updates will not necessarily be available for every priority area, in this section we will keep you informed of updates as they come to hand.

Item	Update																																	
<b>Sanctions</b>	Between 1 February 2024 – 30 November 2024, MSD has seen a 102.7% increase in obligation failures imposed, and an 85.2% increase in the number of sanctions applied, compared to the same period in 2023.																																	
	<table><tr><th>Month</th><th>Obligation Failures</th><th>Sanctions</th></tr><tr><td>February 2024</td><td>3,810</td><td>2,595</td></tr><tr><td>March 2024</td><td>4,497</td><td>3,192</td></tr><tr><td>April 2024</td><td>4,467</td><td>3,312</td></tr><tr><td>May 2024</td><td>5,319</td><td>4,005</td></tr><tr><td>June 2024</td><td>4,353</td><td>3,072</td></tr><tr><td>July 2024</td><td>6,900</td><td>4,419</td></tr><tr><td>August 2024</td><td>7,536</td><td>5,298</td></tr><tr><td>September 2024</td><td>7,005</td><td>4,692</td></tr><tr><td>October 2024</td><td>7,908</td><td>4,836</td></tr><tr><td>November2024</td><td>7,674</td><td>4,887</td></tr></table>	Month	Obligation Failures	Sanctions	February 2024	3,810	2,595	March 2024	4,497	3,192	April 2024	4,467	3,312	May 2024	5,319	4,005	June 2024	4,353	3,072	July 2024	6,900	4,419	August 2024	7,536	5,298	September 2024	7,005	4,692	October 2024	7,908	4,836	November2024	7,674	4,887
	Month	Obligation Failures	Sanctions																															
	February 2024	3,810	2,595																															
	March 2024	4,497	3,192																															
	April 2024	4,467	3,312																															
	May 2024	5,319	4,005																															
	June 2024	4,353	3,072																															
	July 2024	6,900	4,419																															
	August 2024	7,536	5,298																															
	September 2024	7,005	4,692																															
	October 2024	7,908	4,836																															
November2024	7,674	4,887																																
<b>Kōrero Mahi</b>	Kōrero Mahi – Let’s Talk Work seminars were implemented in Feb-24.																																	
<b>Let’s Talk Work</b>	In the week ending 30 November, there were 1,033 attendees.																																	
<b>Case Management</b>	No update this week. See update on Phone Based Case Management																																	
<b>Kōrero Mahi</b>	Kōrero Mahi – Work Check-ins started in June-24.																																	
<b>Work Check-ins</b>	In the week ending 30 November, there were 336 attendees.																																	

<b>Kōrero Mahi Into Work</b>	<p>Kōrero Mahi Into Work went live in our regions on 30 September 2024.</p> <p>In the week ending 30 November, there were 57 attendees.</p>
<b>Job Seeker Targets</b>	Your office will receive the Monthly Jobseeker Target report on 11 December 2024.
<b>Flexi-wage</b>	No update this week. Month end data for November is still in the process of being finalised.
<b>Employment Investment Strategy and rolling out the Investment Approach</b>	Your office has received the first strategic choice paper, providing options for discussion on the balance of investment into different labour market segments. We received confirmation of your preferred balance on 18 November along with additional questions. The next strategic choice paper will now be provided on 11 December and will provide you with advice to enable you to identify target cohorts to focus on within your desired balance of investment. We will then prepare a draft Strategy once we have had an opportunity to discuss this advice with you in January 2025.
s9(2)(f)(iv)	
<b>Phone based Case Management for youth</b>	As of 1 December, we have achieved the goal of 10,000 clients in service for Phone Based Case Management. This is made up of approximately 4,000 Jobseeker Work Ready youth clients and 6,000 of the new cohorts.



<b>Income Support Weekly Update</b>	Benefit Numbers				
	<b>Week Ending</b>	<b>All main benefits</b>	<b>Jobseeker Support</b>	<b>JS - Work Ready</b>	<b>JS - Health Condition or Disability</b>
	8 November 2024	393,351	204,495	114,948	89,544
	15 November 2024	394,842	205,098	115,035	90,066
	22 November 2024	396,381	205,764	115,197	90,570
	29 November 2024	397,620	205,911	115,536	90,375

## Initiatives to support the Targets

The table below shows a collated view of initiatives to support the target as requested by your office:

Initiative	Start date	Rollout numbers	Description
<b>Community coaches</b>	October 2024	Approx. 2,100	<p>All programmes are operational, and providers are now taking referrals. There is work underway for reporting to be available within the next few weeks.</p> <p>We have now developed a draft dashboard, in preparation of the first Community Coaches update being sent to you in January 2025 within the Quarterly Employment Reporting Suite.</p>
<b>Kōrero Mahi</b> Let's Talk Work	19 February 2024	For the week ending 30 November, we had approximately <b>1,033</b> people attend.	One to many seminars with clients in their first few weeks on Jobseeker Support. Gives clients information about supports available and ensures they understand their obligations.
<b>Kōrero Mahi</b> Work Check Ins	24 June 2024	For the week ending 30 November, we had approximately <b>336</b> people attend.	The target cohort are Jobseekers Work Ready who have been on benefit for 26 weeks and are not in case management. This cohort is also being served well through the case management refresh.
<b>Phone based Case Management for youth</b>	1 July 2024	As of 1 December, we now have approximately 10,000 clients in service. This is made up of approximately 4,000 Jobseeker Work Ready Youth	13-week phone-based service is dedicated to helping our youth clients find jobs.

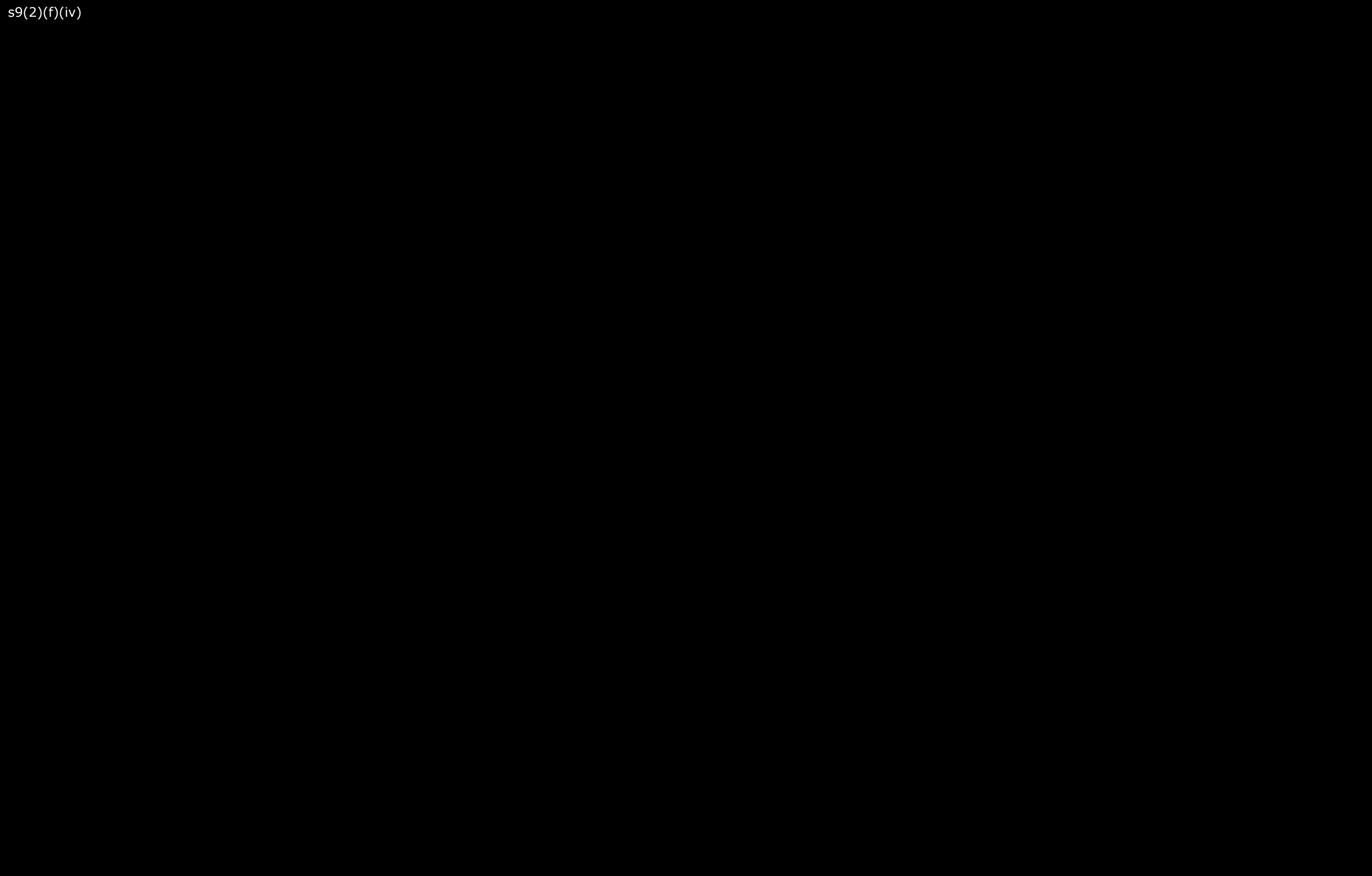
		clients and 6,000 of the new cohorts.	
<b>Kōrero Mahi</b> Into Work	30 September 2024	For the week ending 30 November, we had approximately <b>57</b> people attend.	This seminar targets those with part time work obligations getting them connected to work they can do or preparing for full time work. The seminars are part of people's part time work obligations and obligation failures will be imposed for those who don't complete without a good and sufficient reason.
<b>Jobseeker Profiles (JSP)</b>	On Thursday 5 December, Cabinet Legislation Committee considered the draft Social Security Amendment Bill for approval to introduce. This Bill includes the legislative changes required to implement mandatory Job Seeker Profiles. We will continue to support you on next steps towards first reading of the Bill.		
<b>Individual Employment Plans</b>	18 November 2024	Individual Employment Plans went live on 18 November for phone-based case managers. From 2 December, it went live for employment case managers in the Canterbury region, and for new applicants who have left school or finished study.	Plan activities will support clients towards employment. Activities will be agreed with CMs and clients, and obligation failures will be imposed for those who don't complete without a good and sufficient reason.  Phase 2 in January 2025 will introduce the ability for clients with an IEP to record job search activity in their MyMSD account
<b>Case Management reset</b>	Employment Case Management services remain aligned to the recent re-set. 99% of those in Employment Case Management services are JS-WR priority cohort. The Ministry has a good engagement rate with clients in-service (85%), this considers a client's engagement with the Ministry over the course of a month. Clients who are not engaging with the Ministry, without a good and sufficient reason would be obligation failed.		
<b>\$5k to work</b>	Following your decisions on the detailed design for the new Relocate for Work Support, we are drafting the welfare programme and continuing with implementation. We will provide a briefing to you in		



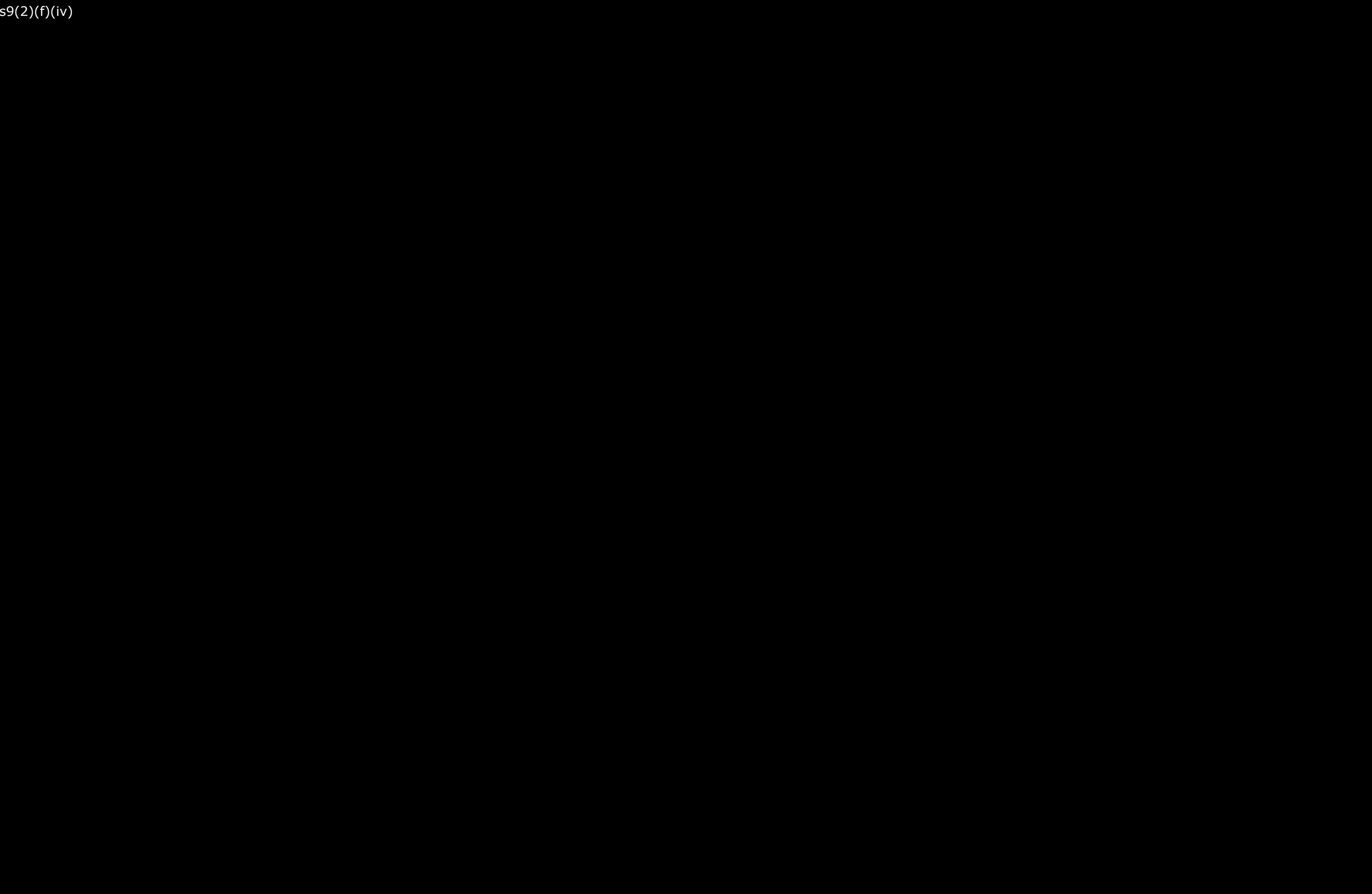
	February 2025 to approve the welfare programme, for the new support to be implemented in late March 2025.
<b>Approved Doctors: Phase 1 Update</b>	<p>All of Auckland and Central regions continue to actively work with the cohort of youth (aged 18-24) who have been in receipt of JS-HCD for 52 weeks or less and have part-time work obligations. Approximately 101 Youth in this cohort have been identified in our reporting across the four regions. This report is updated daily to ensure accuracy.</p> <p>As of 2 December, youth transferring from JS-WR to JS-HCD with Part time work obligations will be managed by our Phone Based Case Managers in Auckland, Waikato, Bay of Plenty, Wellington and Canterbury. The caseloads of our PBCM's will replenish as clients exit the PBCM service and capacity becomes available.</p> <p>Work is underway to coordinate dedicated support for this cohort in our remaining non-PBCM regions. As PBCM is not available in all regions, we are working to implement the support pathway using our regional FTE staff while minimising impacts to JS-WR cohort priorities. This is tracking to go live in February 2025.</p>



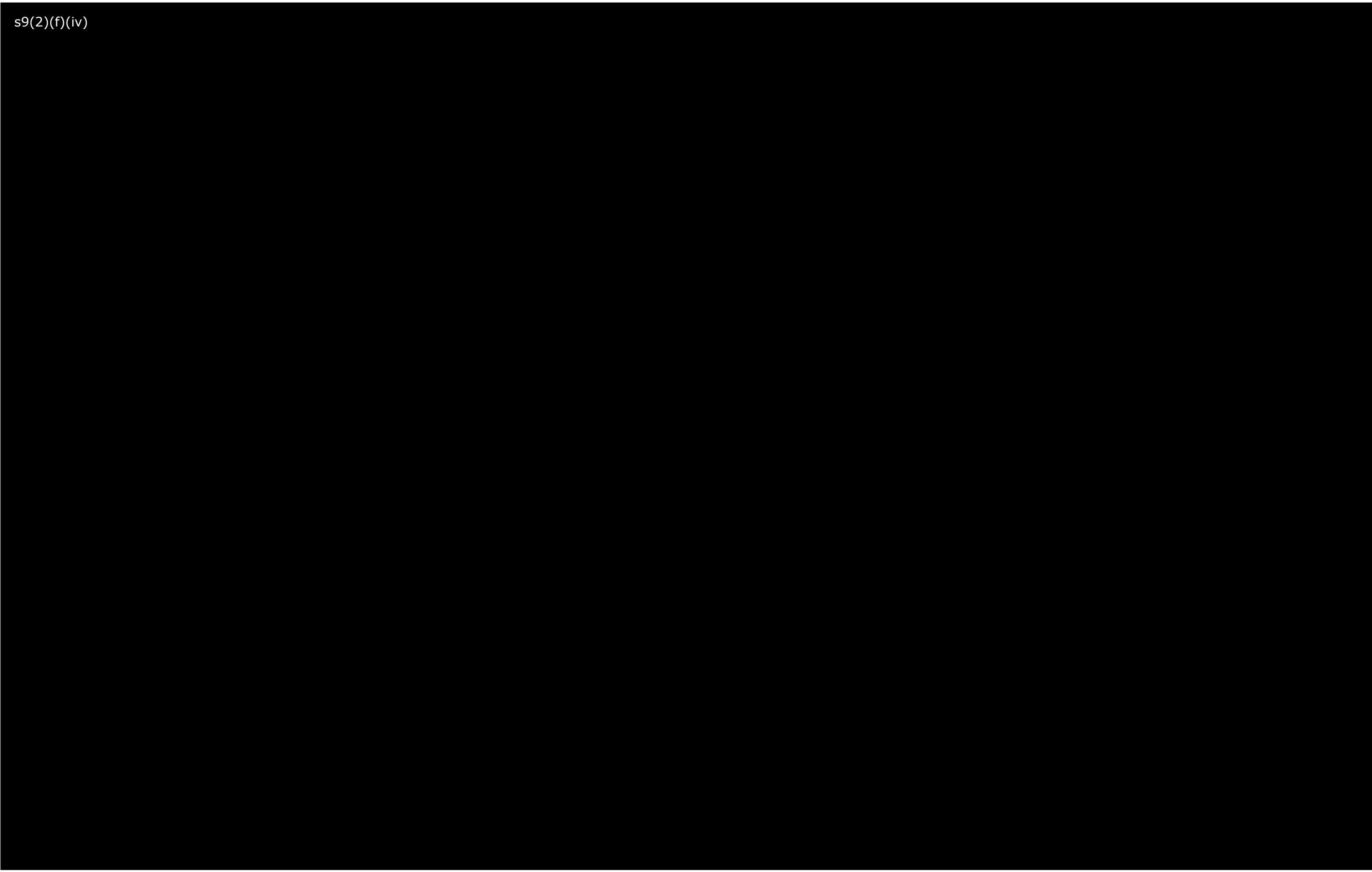
s9(2)(f)(iv)



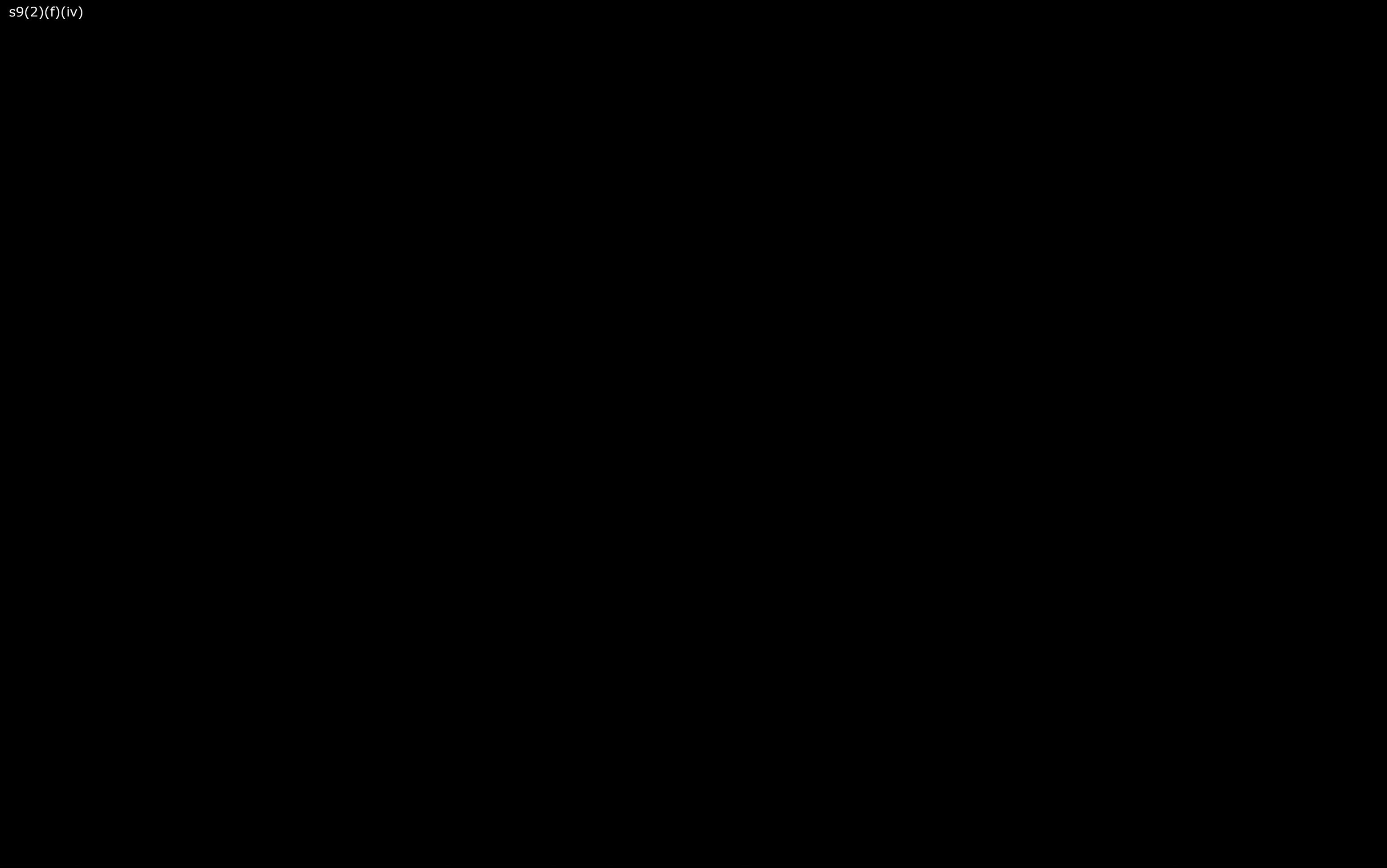
s9(2)(f)(iv)



s9(2)(f)(iv)

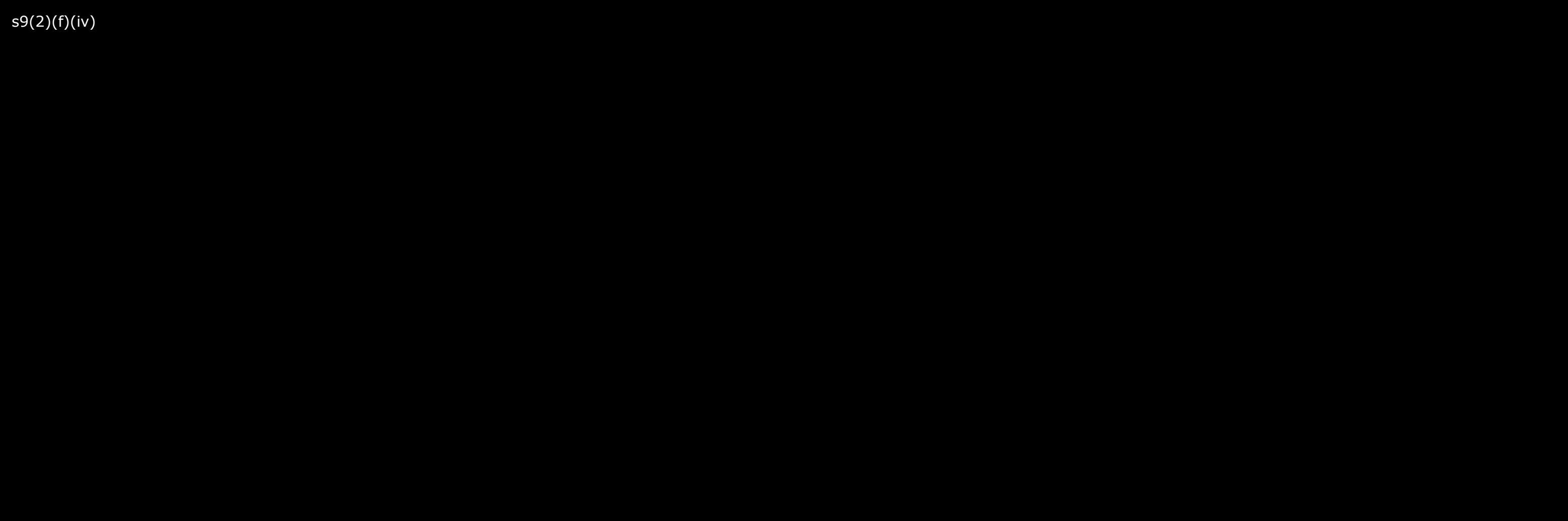


s9(2)(f)(iv)





s9(2)(f)(iv)



# Employment

## Digital Passport to Success - from Job Seeker to Full-Time Employment

*Lead: Jayne Russell, Group General Manager Client Service Delivery*

When s9(2)(a) signed up to learn digital and soft skills online with Industry Partnerships 'Digital Passport', he didn't expect to be popping into the Rotorua service centre to collect an i-phone.

To encourage people to work their way through the ten modules within the three Digital Passport levels, the provider, academyEX, offered participants the opportunity to go into a draw for a phone.

In August, the then job seeker, signed up after receiving an email from MSD telling him about the programme.

s9(2)(a)

s9(2)(a)

Enjoying the course, s9(2)(a) went on to complete all levels. He credits the job-ready components to his recently being referred to, and gaining, full time permanent work with a timber processing company in September.

"I've done seasonal work in the past but really needed full time work. I think the Digital Passport gave me confidence when I went for my job".

"I tried finding by myself and on-line, and couldn't do it", he says. "I'm excited and grateful to MSD for helping me and leading me to my job. Fulltime work has changed my life – I'm happy now".

s9(2)(a) case manager s9(2)(a) says it was incredibly rewarding to be able to present s9(2)(a) with the phone. "The phone was well deserved. s9(2)(a) willingness to do whatever it took to find permanent work was amazing".

Industry Partnerships has developed a variety of digital programs for job seekers, now used by over 43,000 New Zealanders, 54% of whom are MSD clients. Since July 2023, Digital Suite programs have helped 8,500 clients on their path toward sustainable employment.

**Responsible DCE: Viv Rickard, Deputy Chief Executive Service Delivery**

## Nailing it – Hawke's Bay Jobs and Skills Hub

*Lead: Hugh Miller, Group General Manager, Employment*

The Hawke's Bay Jobs and Skills Hub recently facilitated a recruitment process for a local manufacturing employer, identifying suitable candidates, training them in the skills needed for the role, through to organising interviews before placing them into work.

The Recruitment Facilitators connected with an employer who hadn't used our services for a while, but indicated they needed help and would consider taking on some of our people. They identified the opportunity to move some job seekers into work and build a strong relationship with the employer.

The Training Facilitator delivered a one-day workshop from the Hub; on 'standard nail-gun operating procedures' a micro credential the employer required for all new employees. They also took the opportunity to include site safe VR training with candidates attaining their Hazard ID, Working at Heights, and Time Management certification.

Once candidates had completed the training, interviews were arranged, and as a result, 7 people moved into full-time work and exited from benefit.

The Jobs and Skills Hubs (based in Auckland's Northshore, City Centre, and Manukau, Tairāwhiti, Hawke's Bay and Lower Hutt) have achieved 414 employment outcomes since July 2024, of this 70% were exits off benefit, 43% of employment placements were young people aged 18-24 (as of October 24).

***Responsible DCE: Viv Rickard, Deputy Chief Executive Service Delivery***

# Family and Sexual Violence

## Are You OK and a new help seeking campaign

*Lead: Mark Henderson, General Manager Safe Strong Families and Communities*

MSD was allocated \$4 million over two years from the Budget 20 COVID-19 Response and Recovery Fund to establish nationwide, easily accessible help and digital tools for people impacted by family violence. This funding enabled the development of two digital products: *In Your Hands* and *Are You OK*.

*Are You OK (AYO)* is an online portal with easily accessible tools and online help for people experiencing intimate partner violence (IPV). Research indicates that around 70% of people experiencing violence never ask for help despite wanting it.

Intervening with support early relieves pressure on face-to-face services, reduces the risk of exposure to more severe violence and keeps more women out of the health and justice systems.

Currently there are no active marketing campaigns specifically targeting help-seeking for individuals experiencing violence from an intimate partner.

We are wanting to develop and implement a campaign to encourage women experiencing violence but currently not receiving help, to access the portal. The objective of the campaign will be to encourage help-seeking for victims of IPV at an earlier stage, and reduce barriers to help-seeking by:

- increasing knowledge of what constitutes IPV
- increasing awareness and knowledge about the help that is available
- normalising and encouraging help-seeking
- driving people to AYO for help and support.

A report seeking your approval to develop this campaign and to engage an advertising agency to undertake the work will follow. The cost of this work will be met through an October Baseline Update transfer.

***Responsible DCE: Mārama Edwards, Deputy Chief Executive Māori Communities and Partnerships***



## Sexual violence services procurement commencing

*Lead: Mark Henderson, General Manager, Safe Strong Families and Communities*

In our March report on our sexual violence work programme [REP/24/3/183 refers], we advised that a significant number of MSD funded sexual violence services have contracts ending 30 June 2025.

As indicated in that report, we have taken the upcoming contract expirations as an opportunity to review all sexual violence services via a phased procurement approach, to ensure people affected by sexual violence can access the support they need, when they need it.

On 12 December, we will be communicating our intentions to direct source providers to deliver Male Survivors of Sexual Abuse, Harmful Sexual Behaviour and Concerning Sexual Ideation (CSI) services. We will offer five-year contract extensions to existing providers of these services. This will ensure existing providers can continue to effectively support those seeking help and will maintain the trusting relationships we have built with providers over time.

We will continue to keep you informed of procurement plans for other sexual violence services as decisions are made.

***Responsible DCE: Mārama Edwards, DCE Māori Communities and Partnerships***

## Change Is Possible campaign launching

*Lead: Mark Henderson, General Manager, Safe Strong Families and Communities*

In May 2024, you approved expenditure for the family violence campaign, *Change is Possible* [REP/24/5/384 refers]. In the SDEU you received 18 October 2024, we outlined the campaign's initial focus on driving awareness of the *Change is Possible* (previously In Your Hands) website.

We are now preparing to launch the first phase of the *Change is Possible* campaign - *Get Better Everythings*. The media schedule is yet to be confirmed. A launch date will be confirmed shortly, but it is most likely to go live in mid-January 2025.

The *Get Better Everythings* campaign engages change-ready men and motivates them to take the next step by visiting the *Change is Possible* website and seeking help. It shows men the benefits of becoming violence free – for them, their partners and their children.

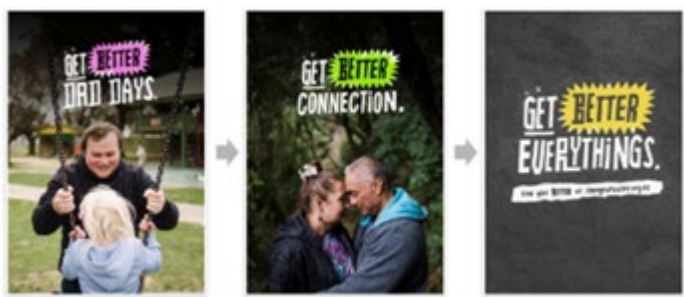
The campaign concepts and messages have been tested with men who are on stopping violence programmes, and the results were overwhelmingly positive. Men felt it was relevant and would work for those who are actively considering change by deepening their motivation.

*"Better offers hope and the spark for change... it is a common, relatable term that encourages change."*

*"It brought tears to my eyes. Yes, I can relate to this... I want to break the cycle."*

*Get Better Everythings* features real men who tell their stories of change on the website. All of the men have agreed to new Police checks and will be given support for the duration of the campaign. Specific messaging for men with children and men who share custody of their children has been developed alongside more generic messaging.

The campaign advertising will appear on digital and on-demand channels, radio, billboards and posters in relevant locations including buses, bus stops, key driving routes and barber shops. Examples of the visual elements of the campaign and some messaging are depicted below.





Note: this artwork is not final, but the examples are indicative of the tone, look and feel and the messaging. They illustrate how the campaign content will be used in different channels and environments.

We have engaged with key stakeholders, including:

- Ang Jury (National Collective of Independent Women's Refuges (NICWR)), Deborah McKenzie (the Backbone Collective) and Merran Lawler (Te Kupenga Whakaoti Mahi Patunga – National Network of Family Violence Services).
- Users of violence practice experts – including academics, programme facilitators and men who are violence-free champions.
- Te Puna Aonui (TPA) communications leads.
- Updates have been prepared for the TPA and MSD sector newsletters.

Feedback from all stakeholders has been very positive.

The total cost to run this campaign for the eight week period is \$655,000. We can do a run-through of the campaign and audience testing with your office if preferred.

**Responsible DCE: Mārama Edwards, DCE Māori Communities and Partnerships**

# Supporting Communities

## Heartland Services - Shifting funding from Helensville to Whitianga

*Lead: Mark Henderson - General Manager, Safe Strong Families and Communities*

In the SDEU you received for 9 February 2024, we advised that the procurement process for the 21 existing Heartlands sites was complete, and we were communicating procurement outcomes to respondents.

s9(2)(ba)(i)

It was agreed that due to its proximity to Auckland, Helensville was no longer an optimal location for the service. We decided that it would be more effective to instead establish a site in a community that experiences geographical isolation and barriers to accessing government and non-government services.

We considered alternative locations using a Heartlands location analysis conducted in 2022, alongside regional consultation. Criteria used to determine an alternative location included:

- proximity to urban locations and other Heartlands services (approximately 60 plus minute drive)
- population reach to ensure the service is located in an area that can have the most impact
- socioeconomic factors (including unemployment rates) to ensure we are reaching populations of most need.

From this, Whitianga emerged as a potential site that meets the criteria and would greatly benefit from the introduction of the service. It is remotely located and experiences high rates of unemployment (4.2%) and socioeconomic deprivation. In recent years, Whitianga has experienced the detrimental impacts of extreme weather events, including damaged roading infrastructure leading to increased isolation from services and surrounding communities.

As such, we are reallocating the funding for the Helensville service to establish a service in Whitianga. Next steps will involve procurement planning to ensure we are able to achieve a positive outcome for the Whitianga community. Following this procurement, we anticipate Heartlands will be available in Whitianga by May 2025.

***Responsible DCE: Mārama Edwards, Deputy Chief Executive Māori Communities and Partnerships***



# Policy

## Update on Automated Decision-Making Cabinet timeframes

*Lead: Leah Asmus, Manager, Welfare System policy*

In May 2024, you agreed to enact a general authorising provision for the use of Automated Decision-Making (ADM), alongside appropriate safeguards, to be included in the s9(2)(f)(iv) Amendment Bill [REP/24/3/258 and REP/24/3/259 refer].

In October 2024, we advised we would provide you with a draft Cabinet paper in November in order to seek Cabinet decisions in December 2024 [REP/24/8/801 refers]. This timeline has been delayed, to prioritise work on ADM processes required to support the treatment of housing contributions from Borders initiative. We now will be providing you a draft Cabinet paper in early 2025 in order to seek Cabinet decisions in February 2025. We do not expect this will further delay any timeframes for issuing drafting instructions to the Parliamentary Counsel Office.

s9(2)(f)(iv) & s9(2)(h)

***Responsible DCE: Simon MacPherson, Deputy Chief Executive, Policy***

# People and Capability

## More people connecting with us following PM apology

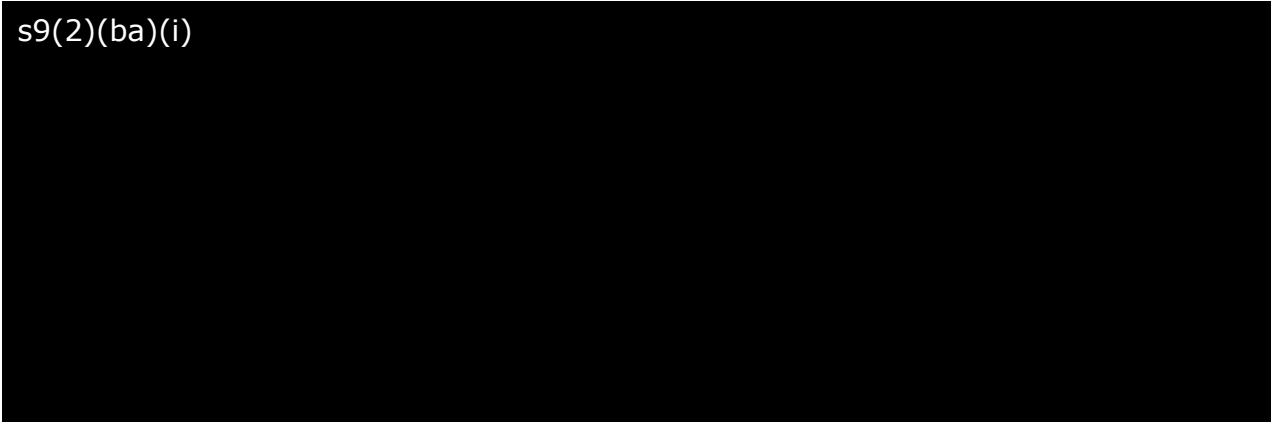
*Lead: Linda Hrstich-Meyer, GM Historic Claims*

Following the public apologies from Chief Executives and the Prime Minister on 12 November 2024, we have seen a further increase in people registering claims with the Ministry's Historic Claims team.

This new increase has accelerated the trend we've seen since the tabling of the Royal Commission of Inquiry into Abuse in Care's final report in Parliament. Prior to this report, MSD had an average of 88 people contact us to lodge a claim per month. Between July and November, we saw an increase to 173 per month, and we have already received over 230 claims in November.

Since the apology, we have also had more people contact us about other matters. We have had claimants call us to share with us how they felt about the apology and express their thanks for the work we do. Members of the public such as support workers have also contacted us to understand more about our claims process.

s9(2)(ba)(i)



The Historic Claims team continue to be focussed on helping as many claimants as they can while a new system is designed and implemented next year and are on track to meet our new target of 1,090 claims assessed.

***Responsible DCE: Nadine Kilmister, Deputy Chief Executive People and Capability***

## MSD tops invoicing charts

*Lead: Karen Dawson, GGM Commercial operations*

In September we reported that MBIE, the system leader for invoicing, had recognised MSD as a leader in invoicing work.

To build on this success, we have worked with our suppliers to make sure that the benefits of this new technology are felt as quickly as possible.

On 15 November 2024, MBIE published their quarterly 'procure to pay' survey. This survey showed that we have both the highest number of invoices received in the public sector, as well as the highest proportion of invoices (1,369 invoices, or 12.8%). The next highest volume from a large agency was MBIE at 953 invoices, or 10.6% of their total volume.

This has allowed us to pay our suppliers faster and more easily, with 92% paid within 5 working days (as opposed to the standard 10 working days for regular invoices).

***Responsible DCE: Nadine Kilmister, Deputy Chief Executive People and Capability***

# Strategy and Insights

## Statement of Intent update

*Lead: Sean Maxwell, General Manager, Strategy, Investment and Organisational Performance*

We have resumed work on a new MSD Statement of Intent (SOI) and have started work on our annual review of Estimates performance information. This work will enable us to reflect your priorities and align our performance framework across key accountability and performance products.

In the new year, we will engage with you on the draft SOI and our proposed suite of Key Performance Indicators (KPIs). This will include our plan to incorporate Disability Support Services into these products.

We will provide you with the final SOI by 1 June 2025. This new SOI will be in place for the start of the 2025/26 financial year.

Earlier this week, we provided your office with the MSD Quarter One Performance Report. This is an opportunity for you to provide general feedback on existing performance information.

In March 2025, we will engage with you on proposed changes to existing Estimates performance information ahead of the Budget 2025 process. Our focus is on reviewing measures impacted by technical adjustments and operational changes, and addressing specific feedback from the Treasury, Audit New Zealand and the Office of the Auditor General on areas to improve. We will align our Estimates performance information with our new SOI.

***Responsible DCE: Sacha O'Dea, Deputy Chief Executive, Strategy & Insights***



# Media and OIA requests

## Official Information Act requests

Since the last SDEU to week ending 29 November 2024, you received 2 new requests for official information. Details of current requests are shown in the table below.

Requester	Topic	Due date to the Minister	Due date to Requester
s9(2)(a)	Request for ten named reports sent to the Minister in September 2024	25 November 2024	13 December 2024
	Briefings and advice relating to the Oversight of Oranga Tamariki System	11 December 2024	18 December 2024
	Request for 18 named reports	13 December 2024	20 December 2024

# Social Media Highlights

We use our social media channels to let clients know how we can work with them on their journey to employment, as well as about changes to payments or programmes, client success stories, and to highlight the work of MSD staff. For many of the groups we serve, social media is their preferred method of communication.

Below are our top-performing posts between 11 November – 2 December 2024.

## Kamonn's success in supporting youth in Kaipara



A comment from Kamonn's son set him on a life-changing path. "Dad, when I grow up I want to be just like you. I just cried, I didn't want him to be like me at all".

Kamonn's decision to leave his old life behind and pursue a career in social work is sending positive ripples throughout the Kaipara community.

Described by his manager as a rough diamond, he works with 16-25 year olds as a social worker for Te Uri O Hau – Tangata Development Ltd.

He provides support, instills confidence, and connects youth with local employment, education and training opportunities.

Kamonn's Manager Tania says his past has been an asset in his mahi. "No one can say to him, 'You don't know what it's like', because he does know. For those who have a similar background or past, Kamonn is proof that positive change is achievable and we, as employers, also need to give them a chance."

With a network spanning across the Kaipara, the employers and local schools that Kamonn works alongside report positive changes in the students and young people engaged in his services.

Kamonn is absolutely thriving in his role with Te Uri o Hau Tangata Development Ltd and we're pleased we could support them with Flexi-wage to help him gain the skills he needed for the job. You can find out more about Flexi-wage on the Work and Income website below.

Flexi-wage info if you're looking for a job 📄 <https://www.workandincome.govt.nz/.../a-z.../flexi-wage.html>

Flexi-wage info if you're looking to hire people 📄 <https://www.workandincome.govt.nz/.../sub.../flexi-wage.html>

Download the descriptive transcript here 📄 <https://www.msd.govt.nz/.../kamonn-s-success-descriptive...>



We reached over 58,000 people on Facebook with a post about Kamonn, a client and former gang member who's changed his life around.

He works as a Rangatahi Kāirahi (Youth Mentor) for Te Uri O Hau, a social services provider.

The post has done really well and is our second highest post for engagement in 2024 – this refers to overall reactions, likes, shares, and comments.

The post has received 3,042 reactions, 310 comments, and was shared 141 times.

## Promoting Disability Support Services survey



We want your feedback on the future of disability support services.

Our public survey on future disability support services runs until November 22.

Take the survey here:

<https://www.disabilitysupport.govt.nz/>

Image description: White text reads 'Disability Support Services, we want your feedback' against a dark green background with lighter green pattern which is part of the branding for Disability Support Services.



We reached over 8,115 people on Facebook with an ad on November 14 to promote the community consultation survey run by Disability Support Services (DSS).

This is part of the first round of public engagement and consultation with the disability community to inform the DSS Taskforce's work on how disability support services should be provided in the future.

The post received 535 link clicks (the objective of the ad), 40 reactions, 72 comments, and was shared 28 times.

## LJ's success from LSV to employment



Ministry of Social Development NZ

Published by Ferry Peter

12m

"You just have to be really determined when looking for a job and have the right tools. MSD helped me in my job search and made sure I was work-ready" LJ says. "This guidance eased my transition into the workforce".

After graduating from MSD's six-week residential training programme Limited Service Volunteer (LSV), LJ met with an MSD Work Broker, Jo Villanueva, who put him forward for an interview with Bidfood late last year.

"LJ was given an opportunity, and he took it. Now he is thriving because he was willing to learn, had a great attitude and is consistent", says Jo.

"I enjoy my job and this supportive environment inspires me to give my best. I am looking forward to the opportunities for growth and development that are available here".

His employers have seen big changes in LJ since he started. "From the quiet, non-assertive young man who entered our workplace, LJ is now a confident employee who manages an aisle in our warehouse of over 7000 lines, ensuring all stock is in place and accurately allocated as well as supporting and guiding colleagues in 'his' space," says Heather Clark, People and Culture Manager at Bidfood.

"He is making a great contribution to our team."

Looking for a job or thinking about what's next? Support is available:

<https://www.workandincome.govt.nz/work/index.html>



We reached over 6,100 people on Facebook with a post about LJ, a client who completed the six-week Limited Service Volunteer programme and went on to gain employment with Bidfood in Auckland.

The post received 243 reactions, 40 comments, and was shared four times.



## Celebrating Public Service Award winner Rena Hona



Ministry of Social Development (MSD)  
57,128 followers  
2w • 🌐

**Rena Hona** – the Māori, Partnerships and Programmes Manager at MSD – was awarded the New Zealand Public Service Medal yesterday at the Te Rā Ratonga Tūmatanui Public Service Day Awards.

Since beginning her public service career as a young Māori Cadet with the Māori Affairs Department 40 years ago, Rena has stayed committed to improving the lives of tangata Māori in New Zealand throughout her career.

At MSD, Rena has led significant initiatives that include Te Pae Tata – our Māori Strategy and Action Plan, and E Tū Whānau – MSD's community-led approach to support whānau and communities to live free from violence. She also played a pivotal role in our iwi partnerships including the Tūhoe Head Funding Agreement, bringing Tūhoe and the Crown together to improve housing, health, education, social support, and development of Tūhoe.

Thank you Rena for being an advocate for improving the lives of tangata, and for putting people and communities at the heart of your service.

The Award is part of the New Zealand Royal Honours system and recognises Rena as an exceptional public servant and leader who has delivered significant benefit to New Zealand.

Pictured (left to right): Debbie Power, Rena Hona and Marama Edwards

You can find out more about the recipients and their work here: <https://lnkd.in/gQi-hb4t>



We reached over 11,000 people on LinkedIn with a post celebrating Rena Hona, who became a Public Service Award Medallist at the Public Service Day Awards (Te Rā Ratonga Tūmatanui).

Rena is the Māori, Partnerships and Programmes General Manager at MSD.

The post received 326 reactions and 113 comments.

**Responsible DCE: Melissa Gill, Organisational Assurance and Communication**

# Cabinet Papers and Report Planner

## Upcoming Cabinet papers

The following are your papers to be considered in the upcoming months.

Cabinet Committee	Title	Branch
EXP – 10 December 2024	MSD Business Transformation Programme: Detailed Business Case for the Remainder of the Programme	Transformation
SOU - 29 January 2024	Additional Cabinet decisions for Budget 2024 initiative: Treatment of housing contributions from boarders	Policy
SOU - 12 February 2025	Amendments to the eligibility settings for periodic tenancy reviews for social housing tenants	Policy
LEG - 20 February 2025	2025 Annual General Adjustment – Regulatory Amendments	Policy
SOU - March 2025 (TBC)	Expanding legislative authority for Automated Decision-Making in the Welfare System	Policy

# Publications Pipeline

## Ready to release Publications

The following publications have been completed and will be published on MSD's website.

Title	Description	Publication date
Te Hao Rangahau website	Te Hao Rangahau is a website developed to support work on Waitangi Tribunal Kaupapa Inquiries. It is an interactive, searchable online annotated bibliography of MSD research and/or policy documents. A team of experienced historians were contracted to undertake the research work, including collating documents and preparing an accompanying chronology.	12 December 2024
He Poutama Taitamariki and He Poutama Rangatahi evaluations	He Poutama Taitamariki (HPT) and He Poutama Rangatahi (HPR) are complementary programmes that aim to improve outcomes for rangatahi aged 15-24 who are not currently in employment, education, or training and are most at risk of long-term unemployment.	12 December 2024 (TBC)
When parental aspirations aren't enough: An exploration of the importance of parental aspirations in the socioeconomic gradient in child outcomes ( <i>Motu</i> )	This research found little evidence that parental aspirations are an important driver explaining disparities in child outcomes for children from low socioeconomic backgrounds. <i>Nicholas Watson and Isabelle Sin.</i>	2024 (TBC)
Adverse childhood experiences and childhood obesity: Can positive childhood experiences mitigate the association? ( <i>Auckland University</i> )	Developing an index of nine Adverse Childhood Experiences (ACE), such as emotional or physical abuse, parental substance abuse or parental incarceration, this research found associations between experience of ACE and obesity at 8 years. <i>Ladan Hashemi, Brooklyn Mellar, Maryam Ghasemi, et al.</i>	2024 (TBC)
Findings from the 2022 New Zealand Income Support Survey	The 2022 New Zealand Income Support Survey (NZISS) interviewed 1,852 people on low- and middle-incomes who appeared eligible for income support payments from MSD or Inland Revenue, in order to provide information on	2025 (TBC)



	how the income support system helps low- and middle-income New Zealand families [REP/24/5/436 refers].	
EA effectiveness report for 2022/23 financial year	This annual report updates the effectiveness results of MSD-funded employment assistance interventions for 2022/23. The analysis evaluates the impact of the interventions on participants' outcomes and assigns an effectiveness rating to each employment programme. The report summarizes these ratings based on the level of expenditure in each category from effective through to not feasible to evaluate.	First quarter of 2025 (TBC)
EA effectiveness report for 2023/24 financial year	This annual report updates the effectiveness results of MSD-funded employment assistance interventions for 2023/24. The analysis evaluates the impact of the interventions on participants' outcomes and assigns an effectiveness rating to each employment programme. The report summarizes these ratings based on the level of expenditure in each category from effective through to not feasible to evaluate.	First quarter of 2025 (TBC)



## Upcoming Reports

The following are reports to be considered in the upcoming months set out in order of your priorities.

Title	Description	Due Date	Business Unit
<b>Priority 1: Getting people into employment and lifting economic outcomes</b>			
Employment Investment Strategy 2025-2028: Strategic Choice 2	This report provides you with advice to enable you to identify target cohorts to focus on within your desired balance of investment.	11 December 2024	Strategy & Insights
Flexi-wage self employment	This report provides you with follow-up advice on FWSE following the evaluation being finalised.	28 January 2025	Policy
Employment Investment Strategy 2025-2028: Draft Strategy	This report contains the draft strategy for feedback and builds on previous decisions.	January 2025 (TBC)	Strategy & Insights
Labour market mobility tool: approval of welfare programme	This report seeks your approval of the Welfare Programme to establish the new labour mobility tool.	17 February 2025	Policy
Employment Investment Strategy 2025-2028: Final Strategy	The strategy needs to be finalised in time to inform purchase planning in March 2025.	February 2025 (TBC)	Strategy & Insights
<b>Priority 2: Welfare that Works and Reducing Benefit Dependency</b>			
Nil			
<b>Priority 3: Making work pay by ensuring appropriate incentives to work</b>			
Working for Families options for Budget 2025	This report provides you with joint advice led by IR, with MSD and Treasury, for 2025.	12 December 2024	Policy
<b>Priority 4: Other</b>			
<b>Welfare System</b>			
Additional Cabinet decisions for Budget 2024 initiative: Treatment of housing contributions from boarders	Seeks detailed decisions on matters relating to annual reviews, necessary to implement the boarder's initiative. Also provides a draft Cabinet paper for your review and agreement to consult on	11 December 2024	Policy
s9(2)(f)(iv) & s9(2)(h)			

s9(2)(f)(iv) &amp; s9(2)(h)

*Income Support*

2025 Annual General Adjustment	Seeks Joint Ministers approval to increase rates and thresholds from 1 April 2025.	7 February 2025	Policy
2025 Annual General Adjustment - Regulatory Amendments	Seeks Cabinet approval to various regulation amendments to give effect to increasing rates from 1 April 2025.	10 February 2025	Policy
2025 Annual General Adjustment - Welfare Programme Amendments	Seeks your approval to Welfare Programme amendments to give effect to increasing rates from 1 April 2025.	18 February 2025	Policy

*Child and Youth*

Response to recommendation 6 of Dame Karen Poutasi's review of the children's system	This report provides advice about the implications of adopting Dame Karen Poutasi's recommendation that MSD notify Oranga Tamariki where a caregiver makes an application for assistance for a child in their care whose parent(s) are in prison. It complements advice to be provided to the Minister for Children on a screening process for caregivers in this situation.	11 December 2024	Policy
--	--	------------------	--------

*Regional and Communities*

s9(2)(f)(iv)



Options for transferring welfare leadership in emergencies	This paper outlines issues and opportunities with the current leadership arrangements for the welfare function in emergencies, provides advice and seeks your direction on your preferred option to strengthen these arrangements.	22 January 2025	Policy
Considerations for an enduring solution to replace the interim Temporary Accommodation Assistance Programme	Provide advice on potential options for a long-term support framework (the enduring solution) for homeowners displaced by emergencies in future.	3 February 2025	Policy
<i>Family and Sexual Health</i>			
Progress on the implementation of Budget 2022 family violence prevention initiatives (provisional title)	This is a report back on the Ministry of Social Development's implementation of Budget 2022 family violence prevention funding.	11 December 2024	Māori Communities & Partnerships
A new help-seeking campaign for victims of intimate partner violence	This report seeks your agreement to develop a help seeking campaign for victims of intimate partner violence and approval of advertising expenditure to undertake the work.	11 December 2024	Māori Communities & Partnerships
<i>Corporate Capability</i>			
Independent Children's Monitor board appointments	This report provides you with initial advice on the appointment of the Independent Children's Monitor Board.	11 December 2024	Strategy & Insights
Crown entity fees reviews	This report provides you with advice on MSD's assessment of board member fees, with recommendations for your consideration.	2025 (TBC)	Strategy & Insights
Crown entity annual reports	This report provides you with monitoring advice on the Crown entities' performance for 2023/24 based on their Annual Reports.	2025 (TBC)	Strategy & Insights
Crown entity performance for quarter one 2024/25	This report provides you with monitoring advice on the Crown entities' performance the first quarter of 2024/25.	2025 (TBC)	Strategy & Insights

<p>Board and Statutory Tribunal Member Appointments for 2025</p> <p>Enhancing the Security Eco-system – managing access to our sites</p>	<p>This report provides you with information on upcoming appointments for 2025.</p> <p>An outline of changes to how the Ministry will manage access to frontline sites and the impact of changes on people</p>	<p>2025 (TBC)</p> <p>11 December 2024</p>	<p>Strategy &amp; Insights</p> <p>OAC</p>
--	--	---	---





# Social Development and Employment Update

Week ending Friday 13 December 2024



**MINISTRY OF SOCIAL  
DEVELOPMENT**  
TE MANATŪ WHAKAHIATO ORA

# Contents

<b>Contents .....</b>	<b>2</b>
<b>Ministerial Priorities and Initiatives .....</b>	<b>3</b>
<b>Future Updates .....</b>	<b>5</b>
<b>s9(2)(ba)(i)</b>	
<b>Client Service Delivery .....</b>	<b>13</b>
From On Demand to In Demand .....	13
<b>s9(2)(a)</b> Seasonal Success .....	14
Flexi'ng into a new career .....	15
<b>Family and Sexual Violence.....</b>	<b>16</b>
Love Better - Summer campaign and Phase Three proposal.....	16
<b>Supporting Communities.....</b>	<b>18</b>
Heartland Services – Collaborating with ACC .....	18
<b>Strategy and Insights .....</b>	<b>19</b>
Social Investment Outcomes Based Contract prototypes .....	19
<b>OIA requests and Media .....</b>	<b>20</b>
Official Information Act requests .....	20
<b>Social Media Highlights .....</b>	<b>21</b>
Christmas holiday information for clients .....	21
Angel's success in hospitality .....	22
Jenny Pewhairangi wins LSV award.....	23
<b>Cabinet Papers and Report Planner.....</b>	<b>24</b>
Cabinet Papers.....	24
<b>Publications Pipeline.....</b>	<b>25</b>
Upcoming Pipeline .....	25
<b>Upcoming Reports.....</b>	<b>27</b>

*Front cover photo: "Jenny Pewhairangi, Regional Contracts Assistant, is recognised by Minister of Defence for 'Outstanding Contribution to the Limited Service Volunteer' programme"*



Tele'a Andrews  
Director, Office of the Chief Executive

## Ministerial Priorities and Initiatives

The below table provides a wrap-up of priority work initiatives successfully implemented this year. We will continue providing updates on these areas through the Jobseeker Target Monthly Reporting and Quarterly Employment Reporting.

Item	Update																																	
<b>Sanctions</b>	<p>Between 1 February 2024 – 30 November 2024, MSD has seen a 102.7% increase in obligation failures imposed, and an 85.2% increase in the number of sanctions applied, compared to the same period in 2023.</p> <table><tr><th>Month</th><th>Obligation Failures</th><th>Sanctions</th></tr><tr><td>February 2024</td><td>3,810</td><td>2,595</td></tr><tr><td>March 2024</td><td>4,497</td><td>3,192</td></tr><tr><td>April 2024</td><td>4,467</td><td>3,312</td></tr><tr><td>May 2024</td><td>5,319</td><td>4,005</td></tr><tr><td>June 2024</td><td>4,353</td><td>3,072</td></tr><tr><td>July 2024</td><td>6,900</td><td>4,419</td></tr><tr><td>August 2024</td><td>7,536</td><td>5,298</td></tr><tr><td>September 2024</td><td>7,005</td><td>4,692</td></tr><tr><td>October 2024</td><td>7,908</td><td>4,836</td></tr><tr><td>November 2024</td><td>7,674</td><td>4,887</td></tr></table>	Month	Obligation Failures	Sanctions	February 2024	3,810	2,595	March 2024	4,497	3,192	April 2024	4,467	3,312	May 2024	5,319	4,005	June 2024	4,353	3,072	July 2024	6,900	4,419	August 2024	7,536	5,298	September 2024	7,005	4,692	October 2024	7,908	4,836	November 2024	7,674	4,887
Month	Obligation Failures	Sanctions																																
February 2024	3,810	2,595																																
March 2024	4,497	3,192																																
April 2024	4,467	3,312																																
May 2024	5,319	4,005																																
June 2024	4,353	3,072																																
July 2024	6,900	4,419																																
August 2024	7,536	5,298																																
September 2024	7,005	4,692																																
October 2024	7,908	4,836																																
November 2024	7,674	4,887																																
<b>Kōrero Mahi Let’s Talk Work</b>	<p>Kōrero Mahi – Let’s Talk Work seminars were implemented in February 2024.</p> <p>Between February and December 2024, there have been 46,656 attendees.</p>																																	
<b>Kōrero Mahi Work Check-ins</b>	<p>Kōrero Mahi – Work Check-ins were implemented in June 2024.</p> <p>Between June and December 2024, there have been 6,024 attendees.</p>																																	
<b>Kōrero Mahi Into Work</b>	<p>Kōrero Mahi - Into Work were implemented in September 2024.</p>																																	



	Between September and December 2024, there have been 318 attendees.
<b>Case Management and Caseload Refresh</b>	<p>MSD currently has over 70,000 clients in some type of case management service. There are 53,000 clients in employment case management and 99% of these are priority cohorts:</p> <ul style="list-style-type: none"> <li>- Jobseekers Work Ready Youth</li> <li>- Jobseeker Work Ready with children</li> <li>- Jobseeker Work Ready who have been on benefit for more than 2 years</li> <li>- Jobseeker Work Ready who have been on benefit from 6 – 24 months.</li> </ul>
<b>Phone Based Case Management</b>	<p>Phone-Based Case Management was implemented in July 2024.</p> <p>As of 1 December 2024, there are 10,000 clients in Phone-Based Case Management:</p> <ul style="list-style-type: none"> <li>- Approx 6,000 Jobseeker Work Ready Youth</li> <li>- Approx 4,000 Sole Parents whose youngest child is 13, Jobseekers aged 24-29 in the East Coast, Nelson and Southern, JSHCD youth who have transferred from JSWR and JSHCD with part time work obligation.</li> </ul>
<b>Flexi-wage</b>	Flexi-wage uptake of Jobseeker Support at the end of November 2024 was 75% against a target range of 70-75%, compared to 61% as at November 2023.
<b>Mana in Mahi</b>	Mana in Mahi uptake of Jobseeker Support at the end of November 2024 was 50% against a target range of 50-55%, compared to 35% as at November 2023.
<b>Community Coaches</b>	Community Coaches were implemented in October 2024, with rollout numbers of approx. 2,100. All programmes are operational, and places filled.
<b>Individual Employment Plans</b>	<p>IEPs were implemented in November 2024 for clients in Phone Based Case Management, and December 2024 for clients in Employment Case Management.</p> <p>As of December, approximately 2,800 people had IEPs.</p>
<b>Employment Service in Schools</b>	<p>In line with your recent decisions around the use of Community Participation Appropriation underspend, work has been halted.</p> <p>We will be providing your office with advice on mechanisms for transferring the underspend to the DSS appropriation.</p>

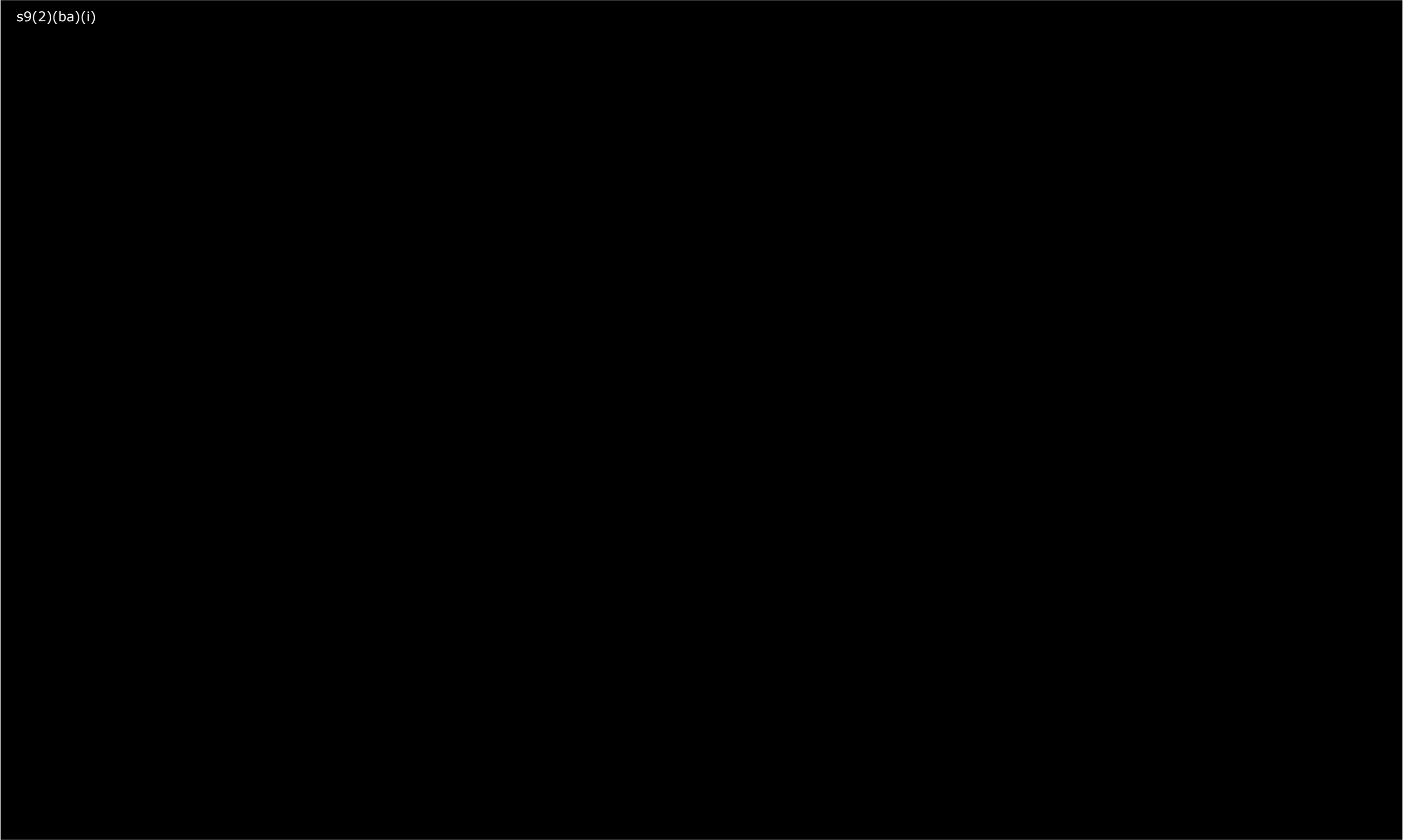


## Future Updates

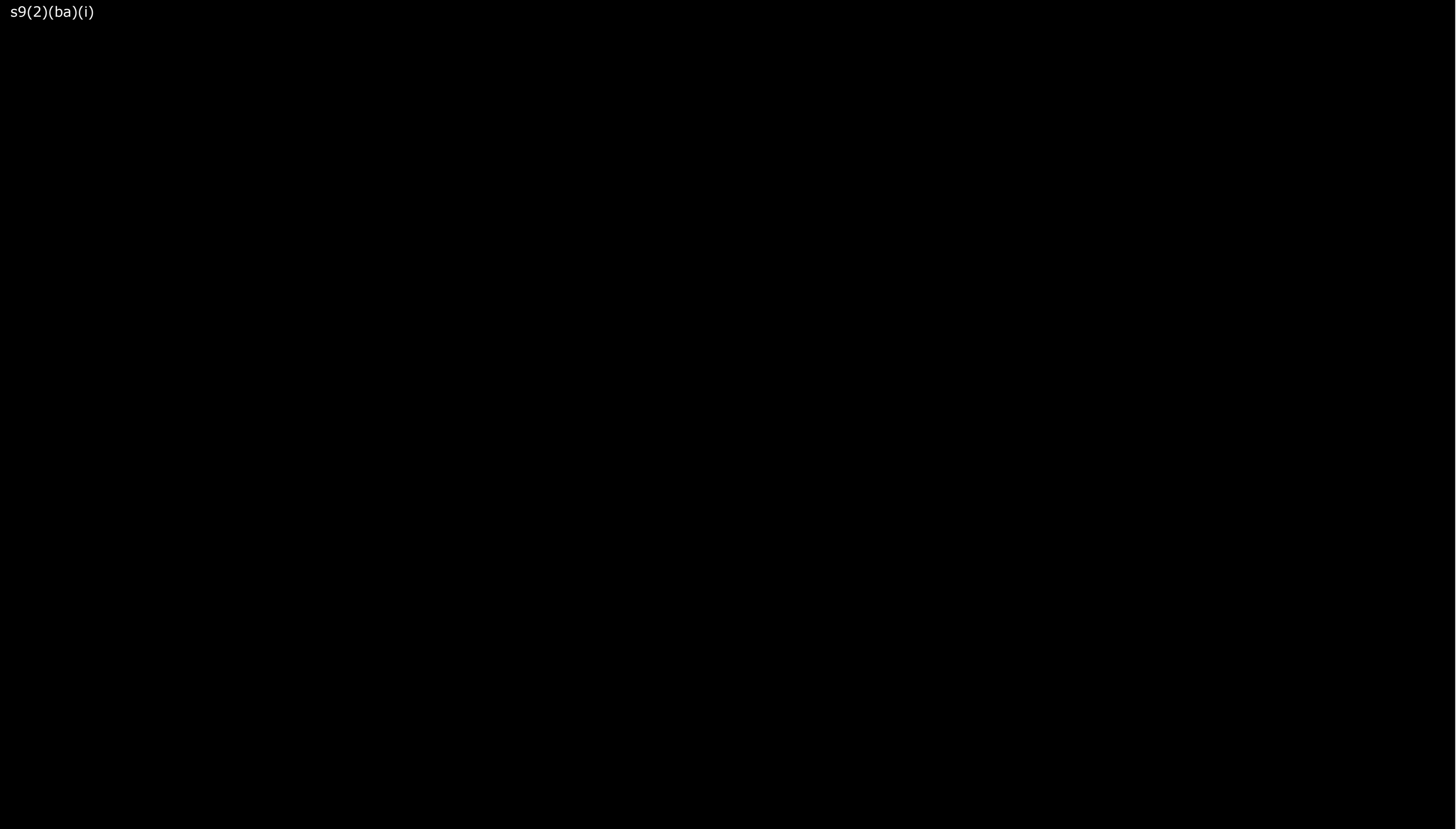
We are working with your office on semi-regular reporting for the below work areas which are being implemented or have further work in 2025:

Initiative	Update
<b>Jobseeker Profiles (JSP)</b>	The Social Security Amendment Bill was introduced on Monday 9 December 2024. This Bill includes the legislative changes required to implement mandatory Job Seeker Profiles. We will continue to support you on next steps towards first reading of the Bill.
<b>\$5k to work</b>	We will provide a briefing to you in February 2025 to approve the welfare programme, for the new support to be implemented in late March 2025.
<b>Approved Doctors: Phase 1 Update</b>	<p>All of Auckland and Central regions continue to actively work with the cohort of youth (aged 18-24) who have been in receipt of JS-HCD for 52 weeks or less and have part-time work obligations. Approximately 101 Youth in this cohort have been identified in our reporting across the four regions. This report is updated daily to ensure accuracy.</p> <p>As of 2 December, youth transferring from JS-WR to JS-HCD with Part time work obligations will be managed by our Phone Based Case Managers in Auckland, Waikato, Bay of Plenty, Wellington and Canterbury. The caseloads of our PBCM's will replenish as clients exit the PBCM service and capacity becomes available.</p> <p>Work is underway to coordinate dedicated support for this cohort in our remaining non-PBCM regions. As PBCM is not available in all regions, we are working to implement the support pathway using our regional FTE staff while minimising impacts to JS-WR cohort priorities. This is tracking to go live in February 2025.</p>
<b>Employment Investment Strategy and rolling out the Investment Approach</b>	Your office received the second strategic choice paper this week, providing you with advice to enable you to identify target cohorts to focus on within your desired balance of investment into different labour market segments. We will prepare a draft Strategy once we have had an opportunity to discuss this advice with you in January 2025.

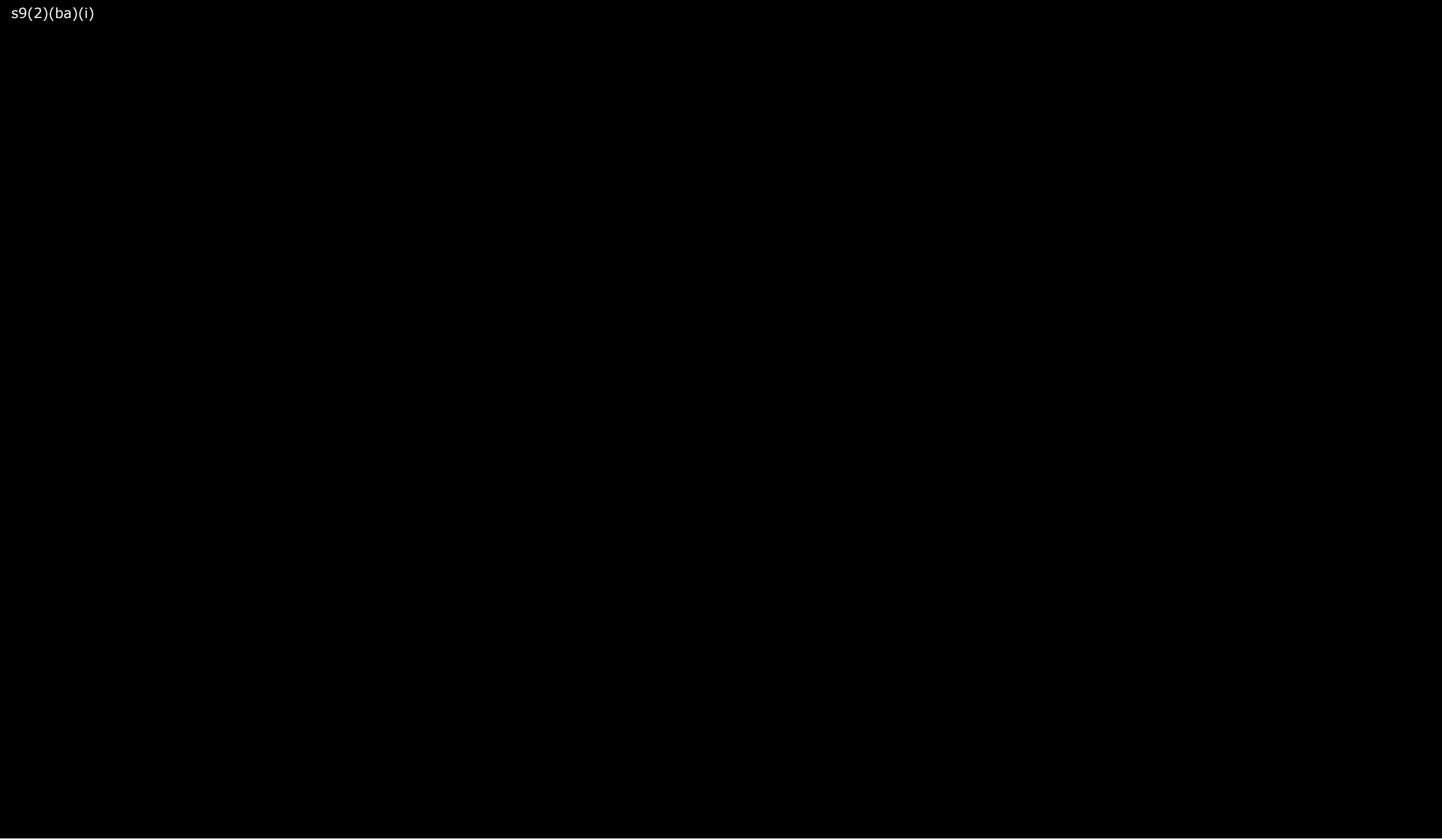
s9(2)(ba)(i)



s9(2)(ba)(i)




s9(2)(ba)(i)

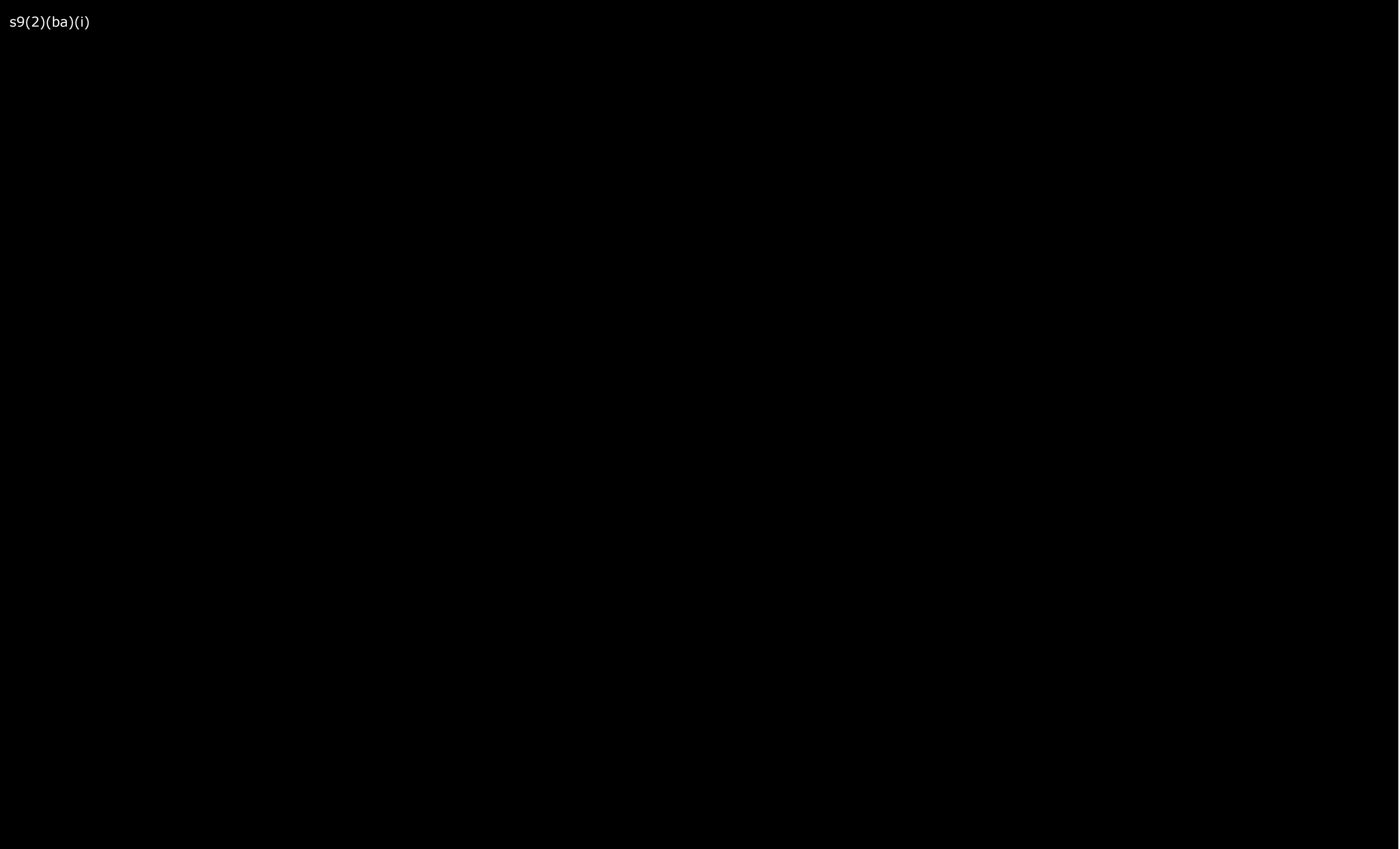





s9(2)(ba)(i)




s9(2)(ba)(i)



s9(2)(ba)(i)



s9(2)(f)(iv)





# Client Service Delivery

## From On Demand to In Demand

*Lead: Jayne Russell, Group General Manager, Client Service Delivery*

After approaching MSD as a job seeker, s9(2)(a) case manager referred him to a Skills for Industry programme - On Demand Training for warehousing forklift logistics.

"I decided to get out there and see what I could do," he said. "I joined the course, and it literally took three days to get the job".

s9(2)(a) from On Demand Training said s9(2)(a) was an "excellent student" who "took all the opportunities that were presented in front of him".

s9(2)(a) has now secured employment at s9(2)(a) in Canterbury and is thriving being back in work, saying he feels motivated and is now able to save money.

"I came into MSD, and it gave me the opportunity to learn and develop... if you are willing to be out there and develop your learning experience you have the opportunity to get the job you want".

s9(2)(a)

s9(2)(a) said s9(2)(a) has "done very well" at s9(2)(a) and has been "getting some really good chances to learn and grow in the role."

Since January 2024, the Canterbury region has had 362 jobseekers commence the Skills for Industry programme. Eighty-seven of these clients have secured full-time work, 11 have entered part-time work, and the remainder have been upskilled, moving them closer to the labour market.

***Responsible DCE: Viv Rickard, Deputy Chief Executive Service Delivery***

## s9(2)(a) Seasonal Success

*Lead: Jayne Russell, Group General Manager, Client Service Delivery*

Mount Maunganui-based s9(2)(a) is one of many people who enjoy the benefits of working in the kiwifruit industry.

s9(2)(a), who had previously worked in a packhouse, found herself back on Job Seeker Support at the end of the 2023 season. "I'd rather have a job, as being at home day after day affects my confidence and leads to anxiety", she said. "My case manager knew this and got in touch as soon as s9(2)(a) listed their 2024 vacancies".

s9(2)(a) Case Manager quickly recognised her transferable skills and a strong desire to return to work. s9(2)(a) was successfully referred to an orchard labourer role and started with the company in January. In October, she was promoted into a fulltime orchard supervisor position, leading a diverse team of 15 people.

Director of s9(2)(a), saw potential in s9(2)(a) very quickly. "In the ten months prior to s9(2)(a) offer of permanent employment, we recognised her confidence growing not only in learning the many aspects of the job, but also with staff management skills", she said. "We consider ourselves lucky to have s9(2)(a) as part of our team".

Thanks to her determination and the support of MSD, s9(2)(a) now enjoys the stability of a fulfilling career, paving the way for a bright future. "I'm financially stable and I get to work with great people while surrounded by nature every day. I've found peace with this job".

### Note:

- Each year, approximately 18,000 seasonal vacancies need to be filled across the Bay of Plenty region ahead of the harvest.
- s9(2)(a) subsequently accessed Seasonal Work Assistance when she lost wages due to work missed through bad weather.
- Seasonal Work Assistance is available to New Zealand citizens or permanent residents who moved off benefit within the last 26 weeks to go into seasonal horticultural work and lost wages due to bad weather.
- In the Bay of Plenty, around 600 people accessed Seasonal Work Assistance in the last 12 months.

***Responsible DCE: Viv Rickard, Deputy Chief Executive Service Delivery***

## Flexi'ng into a new career

*Lead: Jayne Russell, Group General Manager, Client Service Delivery*

In less than half a year, 22-year-old Angel has progressed quickly from a Server to a Duty Manager for Morepork BBQ restaurant in Kumeū. The young woman who was once on Jobseeker Support and lacked confidence in her abilities is now thriving in the hospitality industry.

After leaving school, Angel thought she wanted a career in medicine but soon discovered she preferred a more customer service-focused role. She turned her attention to the hospitality industry but found it difficult to secure full-time, permanent employment close to her home in Kumeū. "I was really shy and reserved. I lacked confidence in myself and the thought of finding a job was scary" she said.

That all changed when she contacted Work and Income to ask for help to get a job. With support from a local Work Broker, she was able to find the perfect fit. "My work broker was so supportive. She helped build my confidence and application to get me an interview with the restaurant manager."

Angel was successful in gaining the server role with Morepork BBQ restaurant, and since being in the position, the employer has been able to further train her on the job with support from MSD Flexi-wage. Through this support, Angel has gained the skills and qualifications leading to a promotion as a Duty Manager including obtaining her Licence Controller Qualification (LCQ) as well as her manager's certificate.

"It's such a great place to work and only 5 minutes from home. I have a really nice family and work life balance now; I feel like I'm living the dream!"

- From January 2024 to October 2024, the Auckland region has had 18,855 benefit cancellations due to entering work.
- In the 12 months ending November 2024, MSD also placed over 6,200 people into work through Flexi-wage with around 2,000 of these being in Auckland.

***Responsible DCE: Viv Rickard, Deputy Chief Executive Service Delivery***

# Family and Sexual Violence

## Love Better - Summer campaign and Phase Three proposal

*Lead: Mark Henderson, General Manager Safe Strong Families and Communities*

### Summer campaign

Following the 2023/24 summer campaign, we are re-running Love Better material from Phase One 'Own the Feels' from 23 December 2024 until 28 February 2025. Summer is a peak period for breakups so keeping young people focused on reducing harmful behaviours to oneself and others as a result of hurt is critical. There are no budget implications for the summer campaign with all media costs being met within the current contract and through use of Phase One collateral.

The campaign will appear across our social media channels; TikTok, Meta, Snapchat, and YouTube. This year, we will be directing our audience from social media channels to the Love Better website. Out of home placements (Broken Hearts posters) will run across the country, appearing in public places where young people congregate and smaller versions in bar washrooms. These posters are used to drive young people who may be struggling directly to help, through Youthline.

We saw an increase in help-seeking when the posters were last in market and the aim is to replicate that performance. Youthline have been informed of our intent to re-run this material. We are supplying them with the timings so they are aware of a possible increase in help-seeking and can allow us to track any increase.

Media consumption for young people shifts over the summer months with radio becoming more prominent so this summer campaign will also run across all the major youth-focused channels with 'Broken Hearts' ads and announcer spots to direct people to the Love Better website.

### Phase Three proposal

Current funding to support the delivery of Love Better is time-limited ending 30 June 2025 and all funding from the final year (F2025) has been spent.

Following approval of an in-principle funding transfer via the October Baseline Update (OBU) [REP/24/9/913 refers], funding of \$2.3 million has been allocated to continue Love Better. Based on the success of Phase One (*Own the Feels*) and Phase Two (*Love Creep*), we are recommending a new phase of the campaign.

Supporting young people at this key stage of their lives can reduce the likelihood of them using and/or experiencing violence and control. By giving them the tools to manage emotions and romantic and sexual relationships more safely and effectively,



we can impact the ways they engage with their peers and romantic/sexual partners now and in the future.

In January 2025, we will come back to you with concept and design proposals. This work will be supported by funding allocated through the OBU process.

***Responsible DCE: Mārama Edwards, Deputy Chief Executive Māori Communities and Partnerships***

# Supporting Communities

## Heartland Services – Collaborating with ACC

*Lead: Mark Henderson, General Manager Safe Strong Families and Communities*

Heartland Services (Heartlands) aims to support rural and isolated communities with greater independence, choice, and opportunity to access government and non-government services, as well as advice, support, and technology free of charge. Therefore, it is essential that Heartlands providers are supported to have the tools, resources, partnerships and contacts they require to effectively connect clients with accurate and timely support from government services.

Recently, in response to providers reporting challenges with helping clients navigate Accident Compensation Corporation (ACC) services, we have collaborated with ACC to present and promote the Wayfinders service to providers. Wayfinders is an ACC funded navigation service that helps people access what they need through the ACC system. Heartlands providers are now well connected with and are actively utilising Wayfinders in their regions. This has resulted in Heartlands clients receiving more streamlined support for their ACC queries.

Government agencies are also seeing the benefits of partnering with Heartlands to improve the reach of their services and information into rural and isolated communities. For example, the Electoral Commission (EC) has approached the MSD Heartlands team seeking to explore ways to improve access to enrolment and voting information in Heartlands communities.

As of November 2024, all providers have connected with their regional EC team to determine how Heartlands can support their work and agree on an appropriate approach for each region. For example, EC and the Taumarunui Heartland Service have been working together to connect with iwi around promoting the Māori electoral roll option; planning workshops for local rangatahi; and connecting EC with other local relevant stakeholders.

We will continue to seek opportunities to partner with and build on our relationships with government agencies to improve access to their services in rural and isolated communities. As this work progresses, we will keep you updated.

***Responsible DCE: Mārama Edwards, Deputy Chief Executive Māori Communities and Partnerships***

# Strategy and Insights

## Social Investment Outcomes Based Contract prototypes

*Lead: Keri Gears, Principal Advisor Social Sector Commissioning*

On 20 September 2024 you and the Minister for Social Investment requested the Ministry of Social Development (MSD) and the Social Investment Agency (SIA) provide joint advice on the development and implementation of social investment outcomes contract prototypes [REP/24/9/892 refers].

MSD and SIA officials provided further advice on proposed iwi partners and providers (delivery partners), who the lead agency for each prototype will be, and a high-level timeline [REP/24/10/990 refers].

MSD will provide you with updates on the prototypes and implementation of scale-up through the SDEU.

### **Prototype update**

SIA and MSD provided lead agencies with guidance to support engagement with delivery partners and further information on the prototype process.

Lead agencies have engaged with proposed iwi partners and providers. Of the six delivery partners engaged, two have agreed to participate, one has declined, and discussions are ongoing with three others.

Discovery work of size and scale of contracts held by each delivery partner and confirmation of contracts suitable for bundling will commence this month. This work will be led by the assigned lead agency with support from SIA and MSD.

Support arrangements include the Treasury and Ministry of Business, Innovation and Employment (MBIE) so barriers encountered with procurement or funding models are raised early and solutions found.

SIA and MSD continue development of collateral to support lead agencies.

### **Implementation of scale-up**

SIA and MSD are planning for the scale-up phase post 1 July 2025 and are currently engaging Treasury to develop guidance on funding model options and MBIE as the system lead for procurement to support commissioning agencies during this phase.

Guidance will also be developed, based on what we learn through prototyping, for commissioning agencies on when social investment contracting is most likely to be successful.

**Responsible DCE: Sacha O'Dea, Deputy Chief Executive, Strategy and Insights**

# OIA requests and Media

## Official Information Act requests

Since the last SDEU to week ending 6 December 2024, you received 2 new requests for official information. Details of current requests are shown in the table below.

Requester	Topic	Due date to the Minister	Due date to Requester
s9(2)(a)	Briefings and advice relating to the Oversight of Oranga Tamariki System	11 December 2024	18 December 2024
	Request for 28 named reports	13 December 2024	20 December 2024
	All information relating to the 'More support to help people on benefit into work' announcement	10 January 2025	14 January 2025
	Information on Ministerial correspondence and OIAs	10 January 2025	17 January 2025

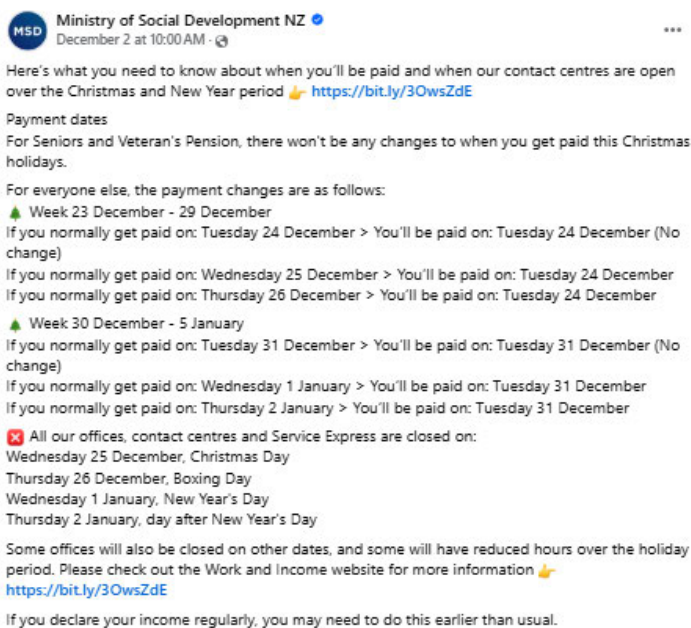


## Social Media Highlights

We use our social media channels to let clients know how we can work with them on their journey to employment, as well as about changes to payments or programmes, client success stories, and to highlight the work of MSD staff. For many of the groups we serve, social media is their preferred method of communication.

Below are our top-performing posts from 2 – 9 December 2024.

### Christmas holiday information for clients



**MSD** Ministry of Social Development NZ  
December 2 at 10:00 AM · 🌐

Here's what you need to know about when you'll be paid and when our contact centres are open over the Christmas and New Year period 🙌 <https://bit.ly/3OwsZdE>

**Payment dates**  
For Seniors and Veteran's Pension, there won't be any changes to when you get paid this Christmas holidays.

For everyone else, the payment changes are as follows:

- 📅 Week 23 December - 29 December  
If you normally get paid on: Tuesday 24 December > You'll be paid on: Tuesday 24 December (No change)  
If you normally get paid on: Wednesday 25 December > You'll be paid on: Tuesday 24 December  
If you normally get paid on: Thursday 26 December > You'll be paid on: Tuesday 24 December
- 📅 Week 30 December - 5 January  
If you normally get paid on: Tuesday 31 December > You'll be paid on: Tuesday 31 December (No change)  
If you normally get paid on: Wednesday 1 January > You'll be paid on: Tuesday 31 December  
If you normally get paid on: Thursday 2 January > You'll be paid on: Tuesday 31 December

❌ All our offices, contact centres and Service Express are closed on:  
Wednesday 25 December, Christmas Day  
Thursday 26 December, Boxing Day  
Wednesday 1 January, New Year's Day  
Thursday 2 January, day after New Year's Day

Some offices will also be closed on other dates, and some will have reduced hours over the holiday period. Please check out the Work and Income website for more information 🙌  
<https://bit.ly/3OwsZdE>

If you declare your income regularly, you may need to do this earlier than usual.

We reached over 18,800 people on Facebook with a post about our payment dates and opening hours over the Christmas and New Year period.

The post has received 104 reactions, 17 comments, and was shared 61 times.



## Angel's success in hospitality



Ministry of Social Development NZ  
December 3 at 10:00 AM · 🌐

Angel's star is rising. ✨

In less than six months, she's progressed from a server to a duty manager at Morepork BBQ restaurant in Kumeū.

The young woman who once lacked confidence in her own abilities is now thriving in the hospitality role. "I was really shy and reserved. I lacked confidence in myself and the thought of finding a job was scary" she said.

After leaving school Angel thought she wanted a career in medicine but soon discovered it wasn't for her. She looked for a more customer service-focused role in hospitality but found it difficult to get a full-time permanent job in hospitality close to her home in Kumeū. However with help from a local Work Broker at Work and Income, she was able to find the perfect fit.

"I really wanted to work and didn't want to stay on the benefit. My work broker was so supportive, she helped build my confidence and supported with my application to get me an interview with the restaurant manager."

Angel's employer has provided on-the-job training with support from MSD's Flexi-wage.

"Once I got the role as server, my manager asked me if I wanted to build up to be duty manager." It's a role she says she "loves", where she is responsible for the team and the sale and supply of alcohol when on duty.

Angel achieved her Licence Controller Qualification (LCQ) and her manager's certificate, leading to her duty manager promotion.

"It's such a great place to work and only 5 minutes from home. I have a really nice family and work life balance now, I feel like I'm living the dream!"



We reached over 12,500 people on Facebook with a post about Angel, a client who has progressed from server to duty manager in less than six months in the role.

She was able to receive on-the-job-training with support from Flexi-wage.

The post received 431 reactions, 51 comments, and was shared five times.

## Jenny Pewhairangi wins LSV award



Ministry of Social Development (MSD)

57,131 followers  
now •

\*\*\*

Jenny Pewhairangi has supported hundreds of young people during her 24 years as a champion for the Limited Service Volunteer Programme (LSV) in Taranaki.

Her dedication to the programme was recognised by the Minister for Defence recently with a Tohu Award for 'Outstanding Contribution to the Limited Service Volunteer Programme'.

LSV is a free six-week training course for young people where they take part in a range of activities to help build their confidence and skills to get ready for work, training, or study. It's run by the [New Zealand Defence Force](#) in partnership with [NZ Police](#) and the [Ministry of Social Development \(MSD\)](#).

Jenny supports her LSV graduates from the moment they sign up right through to them getting settled into their first job. This includes everything from helping them to prepare for the LSV course and getting transport sorted to making sure they continue to have support after they leave the programme.

"The programme has an extremely high success rate for addressing issues like a lack of motivation, low self-esteem and poor organisation, which are all common barriers to young people finding employment," says Jenny.

"But then you get to the other side and they're ready, willing and able – it's like day and night."

Congratulations to Jenny and to all other Tohu Award winners for 2024!

Find out more about the winners this year: <https://lnkd.in/gWrR7NvN>

Find out more about the LSV programme: <https://lnkd.in/gxGG2CTS>

Pictured: Jenny with Commander Roy Kennedy on the left and Jodie Fono, LSV Specialist at MSD on the right.



We reached over 3,600 people on LinkedIn with a post about Jenny, a Regional Contracts Assistant at MSD, who was recognised for her contribution to the Limited Service Volunteer Programme by the Minister for Defence.

This was part of the 2024 Tohu Awards event, which recognises Reserve Force, Cadet Force Officers, LSV graduates, and the organisations that support them.

The post received 45 reactions and two comments.

**Responsible DCE: Melissa Gill, Deputy Chief Executive Organisational Assurance and Communication**

# Cabinet Papers and Report Planner

## Cabinet Papers

The following are your papers to be considered in the upcoming months.

Cabinet Committee	Title	Branch
SOU – 29 January 2024	Additional Cabinet decisions for Budget 2024 initiative: Treatment of housing contributions from boarders	Policy
SOU - 12 February 2025	Amendments to the eligibility settings for periodic tenancy reviews for social housing tenants	Policy
LEG -20 February 2025	2025 Annual General Adjustment – Regulatory Amendments	Policy
SOU - March 2025	Expanding legislative authority for Automated Decision-Making in the Welfare System	Policy



# Publications Pipeline

## Upcoming Pipeline

The following publications have been completed and will be published on MSD's website.

Title	Description	Publication date
When parental aspirations aren't enough: An exploration of the importance of parental aspirations in the socioeconomic gradient in child outcomes ( <i>Motu</i> )	This research found little evidence that parental aspirations are an important driver explaining disparities in child outcomes for children from low socioeconomic backgrounds.  <i>Nicholas Watson and Isabelle Sin.</i>	2024 (TBC)
Adverse childhood experiences and childhood obesity: Can positive childhood experiences mitigate the association? ( <i>Auckland University</i> )	Developing an index of nine Adverse Childhood Experiences (ACE), such as emotional or physical abuse, parental substance abuse or parental incarceration, this research found associations between experience of ACE and obesity at 8 years.  <i>Ladan Hashemi, Brooklyn Mellar, Maryam Ghasemi, et al.</i>	2024 (TBC)
Findings from the 2022 New Zealand Income Support Survey	The 2022 New Zealand Income Support Survey (NZISS) interviewed 1,852 people on low- and middle-incomes who appeared eligible for income support payments from MSD or Inland Revenue, in order to provide information on how the income support system helps low- and middle-income New Zealand families [REP/24/5/436 refers].	2025 (TBC)
EA effectiveness report for 2022/23 financial year	This annual report updates the effectiveness results of MSD-funded employment assistance interventions for 2022/23. The analysis evaluates the impact of the interventions on participants' outcomes and assigns an effectiveness rating to each employment programme. The report summarizes these ratings based on the level of expenditure in each category from effective through to not feasible to evaluate.	First quarter of 2025 (TBC)

EA effectiveness report for 2023/24 financial year	This annual report updates the effectiveness results of MSD-funded employment assistance interventions for 2023/24. The analysis evaluates the impact of the interventions on participants' outcomes and assigns an effectiveness rating to each employment programme. The report summarizes these ratings based on the level of expenditure in each category from effective through to not feasible to evaluate.	First quarter of 2025 (TBC)
--	---	-----------------------------

## Upcoming Reports

The following are reports to be considered in the upcoming months set out in order of your priorities.

Title	Description	Due Date	Business Unit
<b>Priority 1: Getting people into employment and lifting economic outcomes</b>			
Flexi-wage self-employment	Follow-up advice on future options for FWSE following the evaluation being finalised	28 January 2025	Policy
Employment Investment Strategy 2025-2028: Draft Strategy	This report contains the draft strategy for feedback and builds on previous decisions.	January 2025 (TBC)	Strategy & Insights
Labour market mobility tool: approval of welfare programme	Report seeking approval of the Welfare Programme to establish the new labour mobility tool	17 February 2025	Policy
<b>Priority 2: Welfare that Works and Reducing Benefit Dependency</b>			
Nil			
<b>Priority 3: Making work pay by ensuring appropriate incentives to work</b>			
Nil			
<b>Other</b>			
<i>Welfare System</i>			
s9(2)(f)(iv) & s9(2)(h)			
<i>Income Support</i>			
2025 Annual General Adjustment	Seeks Joint Ministers approval to increase rates and thresholds from 1 April 2025.	7 February 2025	Policy
2025 Annual General Adjustment - Regulatory Amendments	Seeks Cabinet approval to various regulation amendments to given effect to increasing rates from 1 April 2025.	10 February 2025	Policy



2025 Annual General Adjustment - Welfare Programme Amendments	Seeks your approval to Welfare Programme amendments to given effect to increasing rates from 1 April 2025.	18 February 2025	Policy
<i>Regional and Communities</i>			
Options for transferring welfare leadership in emergencies	This paper outlines issues and opportunities with the current leadership arrangements for the welfare function in emergencies, provides advice and seeks your direction on your preferred option to strengthen these arrangements.	22 January 2025	Policy
Considerations for an enduring solution to replace the interim Temporary Accommodation Assistance Programme	Provide advice on potential options for a long-term support framework (the enduring solution) for homeowners displaced by emergencies in future.	3 February 2025	Policy
<i>Housing</i>			
s9(2)(f)(iv)			
<i>Corporate Accountability</i>			
Employment Investment Strategy 2025-2028: Final Strategy	The strategy needs to be finalised in time to inform purchase planning in March 2025.	February 2025 (TBC)	Strategy & Insights
Vote Social Development March Baseline Update 2025	The 2025 March Baseline Update is a technical process which updates departments' baselines for changes agreed to by Cabinet or Joint Minister since the 2024 October Baseline Update.	February 2025 (TBC)	People and Capability
Crown entity fees reviews	This report provides you with advice on MSD's assessment of board member fees, with recommendations for your consideration.	2025 (TBC)	Strategy & Insights
Crown entity annual reports	This report provides you with monitoring advice on the Crown entities' performance for 2023/24 based on their Annual Reports.	2025 (TBC)	Strategy & Insights
Crown entity performance for quarter one 2024/25	This report provides you with monitoring advice on the Crown entities' performance the first quarter of 2024/25.	2025 (TBC)	Strategy & Insights
Board and Statutory Tribunal Member Appointments for 2025	This report provides you with information on upcoming appointments for 2025.	2025 (TBC)	Strategy & Insights
MSD Quarter Two Performance Report 2024/25	This report provides you with a summary of how MSD performed in the second quarter of 2024/25.	March 2025 (TBC)	Strategy & Insights



Organisational Assurance			
s9(2)(ba)(ii)			
Appointment of Benefits Review Community Representatives	Seeking appointment/reappointment of 33 community representatives to the Benefits Review Committee	11 December 2024	OAC
Proceeding: M v Attorney-General	Provide joint Ministers with an overview of proceedings filed against the Attorney-General on behalf of MSD. Oranga Tamariki and the Crown Response Unit in relation to the way the Privacy Act 2020 is interpreted and applied.	8 January 2024	OAC
Family and Sexual Violence			
Progress on the implementation of Budget 2022 family violence prevention initiatives (provisional title)	This is a report back on the Ministry of Social Development's implementation of Budget 2022 family violence prevention funding.	15 January 2025	Māori Communities & Partnerships