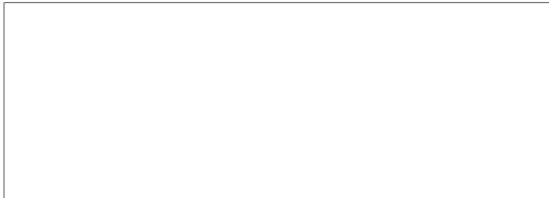




**MINISTRY OF SOCIAL
DEVELOPMENT**

TE MANATŪ WHAKAHIATO ORA

18 NOV 2016



On 1 September 2016 you emailed the Ministry requesting, under the Official Information Act 1982, further information about the Pasefika Proud Programme of Action, following the Ministry's response dated 25 August. I apologise for the delay in my reply.

The Pasefika Proud Programme of Action (PPPOA) has been superseded by the Family Violence and Sexual Violence Work Programme but there are action points within the PPPOA that can be linked to some of the delivery of activities within the two Pacific family violence funds that the Pacific Unit in Community Investment administers. These are the Pasefika Proud Campaign and the Pacific Family Violence Training Programme.

Pacific Family Violence Training Programme and Pasefika Proud Campaign Funding

Cabinet Directive Concerning Pacific Family Violence Funding

In March 2011, Cabinet agreed to fund the development and delivery of a Pacific Family Violence Training Programme (annual budget of \$1 million¹) and a Pasifika Campaign (annual budget of \$500,000).

As expressed in the Cabinet directive, the Pacific Family Violence Training Programme (PFVTP) is intended to build the capability of Pacific family violence service providers to deliver culturally appropriate interventions. Where funding was not fully committed to the PFVTP, the funds were used to build the capability of Pacific providers and practitioners.

The Pasifika Campaign is intended to address violence in Pacific families; designed, delivered and led by Pacific peoples. Funds were used to raise awareness of prevention of violence in Pacific families and communities and change behaviours and attitudes.

The Pacific Unit, Community Investment

Since the establishment of Community Investment in 2014, the work of the Pacific Unit has been determined by the development and subsequent implementation of

¹ All amounts in this paper are GST exclusive.

the Community Investment Strategy and the Ministerial Family Violence and Sexual Violence work programme, but informed by the PPPOA.

Pasefika Proud Campaign

The Pasifika Campaign was renamed the Pasefika Proud Campaign (the Campaign) by the Pacific Advisory Group in 2012. The key objectives of the Campaign are to:

- use multi-media approaches and events to increase awareness and understanding of family violence in Pacific families and communities to build community intolerance for violence
- tailor resources, messages and activities appropriate for ethnic-specific Pacific communities
- promote a greater propensity by Pacific community leaders, influencers and others impacted by family violence to take action to address and prevent family violence within Pacific families
- create a social climate and environment that supports behavioural and attitudinal change to prevent family violence within Pacific families.

Strategic Fit

The Campaign work contributes to the Government's BPS targets for reducing violent crime and reoffending by focussing on preventing family violence and sexual violence.

The Campaign also contributes to the Community Investment's priority result areas of supporting vulnerable children, supporting vulnerable young people and supporting vulnerable adults.

The Campaign also contributed to the development of the Primary Prevention Framework for preventing family and sexual violence which is being led by the Ministry of Social Development and ACC.

Types of Activities

A key focus of the Campaign is to empower Pacific communities, influencers and leaders' ownership of and responsibility for preventing family violence by promoting Pasifika Proud's tagline – "Our Families, Our People, Our Responsibility" and to mobilise Pacific communities around New Zealand to take some positive action to make change. Some of the strengths-based Pasefika Proud activities since 2011 have involved:

- development of positive messaging for the Campaign
- sponsorship of Pacific events, drama and concerts such as the Auckland secondary school Polyfest, the Auckland Pasifika Festival, the Pacific Sports Awards, other events around New Zealand involving youth, etc.
- a Pacific radio campaign in 8 Pacific languages and English
- working with faith-based organisations to promote violence prevention and strong Pacific families
- workshops in different Pacific languages that discusses violence prevention in the regions
- development of a Pasefika Proud website

- using social media to promote the Campaign.

The Pacific Unit has also carried out a formative evaluation of the Campaign. The Pacific Unit has recently engaged with Pacific churches to promote key messages of the Campaign and to come up with their own local solutions for addressing issues for our most vulnerable children and families.

Summary of Costs

Since 1 July 2011 when the Pasifika Campaign budget was approved, a summary of the costs are as follows from the Non-Departmental Expenditure (NDOE) that has gone to either multi-media, resources, events or community action initiatives:

Description of NDOE initiatives	F2012	F2013	F2014	F2015	F2016
Radio Campaigns	\$88,000	\$95,000			\$95,000
Events	\$83,000	\$48,000			\$5,000
Promotional material (Print, videos, resources, website development, etc)	\$28,300	\$48,766			\$241,306
Campaign community action initiatives	\$300,000				\$158,694
Paid to the Pacific Media Network in Auckland to manage the distribution and coordination of the Pasefika Proud Campaign funds	N/A	*\$308,234	*\$500,000	*\$500,000	N/A
TOTALS	\$499,300	\$500,000	\$500,000	\$500,000	\$500,000

Note: *Funds from the Pasefika Proud Campaign were allocated to Pacific Media Network to coordinate and distribute for a radio and digital campaign for Pasefika Proud, Pacific events promoting prevention of violence and strong Pacific families, Pasefika Proud resources, initiatives building awareness of violence in Pacific families and communities and an evaluation undertaken by Malatest International Limited on the Campaign.

Departmental Expenditure for Pasefika Proud Campaign

You enquired about costs relating to Artemis and Blue Star, they are as outlined below.

Description of DOE Expenditure	F2012	F2013	F2014	F2015
Artemis <i>Development of Pacific indicators</i>	Nil	Nil	Nil	\$15,000
Pacific Media Network	Nil	Nil	Nil	Nil
BLUESTAR <i>Pasefika Proud and Pacific Family Violence Training printed resources</i>	\$41,244	Nil	\$2883.80	\$23,693

Pacific Family Violence Training Programmes

The PFVTP was intended to build the capability of Pacific family violence service providers to deliver culturally appropriate interventions. This was achieved through

the development and piloting of the PFVTP, and building the capability of providers and Pacific practitioners through different initiatives.

The PFVTPs for the seven Pacific groups were developed and piloted in the greater Auckland area from 2012-2014. An evaluation of the design, development and delivery of the seven initial programmes was undertaken and completed in September 2014.

The PFVTP is currently being reviewed and revised in light of the evaluation findings. This work includes:

- revising and finalising the PFVTPs for the seven Pacific nations; including resources
- developing and implementing a phased roll-out of the PFVTP for the seven Pacific nations to target audiences; (the Kiribati programme has not yet been included in the development of the PFVTPs work);
- scoping the process, key components, timeframes, costs and recommendations for the development and implementation of NZQA accreditation standards for the PFVTPs.

An Auckland based provider, Alliance Health Plus (now called Alliance Community Initiatives Trust) has been contracted to complete this work. A framework for the programme as a whole has been developed, with key learning objectives and outcomes identified. The development and trial of the Samoan programme is complete and a cohort of learners has completed the training. This programme has been evaluated and the results will inform the development of the other programmes.

Strategic Fit

The PFVTP work contributes to the Government's BPS targets for reducing violent crime and reoffending by focussing on family violence and sexual violence.

In particular the PFVTP will increase the capability of Pacific practitioners to be able to deliver quality, culturally appropriate services to Pacific peoples who are impacted by or are vulnerable to family violence.

The PFVTP also contributes to the Community Investment's (CI) priority result areas of supporting vulnerable children, supporting vulnerable young people and supporting vulnerable adults. There are also links with the Provider Capability Work stream within the CI Strategy.

The Family Violence Unit, within the Ministry of Social Development is leading a competency framework to improve the skills and competence of the family violence workforce.

The Children's Action Plan is also developing a common competency framework for the children's workforce which will help practitioners and professionals to better identify, support and protect vulnerable children.

The PFVTP will provide valuable input into both these pieces of work so that they are aligned. The PFVTP is also linked to actions in the PPPOA in which the delivery of

some of the capability initiatives has seen these been addressed and is manifest in part of the work that has been mentioned above.

Summary of Costs

The costs below are a summary of the costs since 1 July 2011 from the Non-Departmental Expenditure (NDOE):

NDOE COSTS	F2012	F2013	F2014	F2015*	F2016*
Training and Capability Funds					
Family Violence Pacific Conceptual Frameworks and Pacific Family Violence Training Programmes for Cook Islands, Fiji, Niue, Samoa, Tokelau, Tonga and Tuvalu *includes Kiribati	\$565,725	\$556,500	\$304,294	\$13,933	\$350,000
Provider Capability Building initiatives	\$429,974 (13)	\$373,152 (9)	\$184,480 (5)	\$606,747 (11)	\$341,170 (7)
Evaluation	Nil	Nil	\$129,605	\$179,320	\$71,830
Sub Total	\$995,699	\$929,652	\$618,379	\$800,000	\$800,000
Transferred to DOE			\$200,000	\$200,000	\$200,000
TOTAL COSTS	\$995,699	\$929,652	\$818,379	\$1m	\$1m

Key: * includes costs for Kiribati projects
() indicates the number of initiatives granted.

Notes

Transferred to DOE: These costs were approved by Hon Minister Bennett at the time, to transfer to DOE from the NDOE to assist in operationalising the Pacific Family Violence Funds.

In the 2012/13 financial year, \$80,000 of funding was paid out to a Pacific provider but not spent so was returned to the Crown.

In the 2014/15 financial year, \$181,620 of funding was planned in the system to pay to a Pacific provider but not allocated.

Departmental Expenditure for Pacific Family Violence Training Programme

Description of DOE Pasefika Proud Campaign Expenditure	F2012	F2013	F2014	F2015
Artemis				
<i>Development of Pacific indicators</i>	Nil	Nil	Nil	Nil
Pacific Media Network				
	Nil	Nil	Nil	Nil
BLUESTAR				
<i>Pacific Family Violence Training printed resources</i>	\$17,405	Nil	\$18,897	\$8,687

Types of Capability Activities

The PFVTP funding goes specifically towards developing the programmes for the seven Pacific nations of Cook Islands, Fiji, Niue, Samoa, Tokelau, Tonga and Tuvalu including Kiribati as well.

Some capability initiatives that have been delivered and funded since 2011 include developing internal capability of Pacific practitioners in Pacific provider organisations through internal or external training but also include:

- development of the Pacific family violence conceptual frameworks for family violence for seven Pacific nations and includes a literature review, stocktake of providers and Pacific family violence research plan
- evaluation of PFVTPs and capability initiatives
- funding to build the capability of Pacific organisations who were not funded under the Community Investment Resource (CIR) funding for providers
- other innovative programmes developed by the regions that addressed violence in families through family plans or retreats and which resulted in stronger Pacific families.

A key focus of the Pacific Unit is to build the capability of Pacific community leaders and practitioners to have strategic discussions about violence prevention and how best these can be addressed. The focus of the National Pacific Leaders' Fono held in Auckland in June 2016 and Wellington Region Pacific Leaders' Fono in Wellington in September 2016 was to share innovative service models which support vulnerable Pacific families. The Pacific Unit brought practitioners, community (including church) leaders together to connect and to discuss issues and future trends with a view to brokering partnership that could lead to better outcomes for vulnerable Pacific families and communities.

As a result of the Wellington Region Pacific Leaders' Fono, a Hutt Valley Pacific Leaders' Fono took place on Monday 3 October 2016 bringing together Pacific Church and Provider leaders from the Hutt Valley and Wainuiomata to consolidate the work already initiated and to complete the next steps for the Hutt Valley. Recently the Wellington Central Pacific Leaders met to develop their action plan and Porirua leaders will meet before the end of the year. Engagement with other parts of the country is being planned.

The principles and purposes of the Official Information Act 1982 under which you made your request are:

- to create greater openness and transparency about the plans, work and activities of the Government,
- to increase the ability of the public to participate in the making and administration of our laws and policies and
- to lead to greater accountability in the conduct of public affairs.

This Ministry fully supports those principles and purposes. The Ministry therefore intends to make the information contained in this letter and any attached documents available to the wider public after ten working days. The Ministry will do this by publishing this letter and attachments on the Ministry of Social Development's website. Your personal details will be deleted and the Ministry will not publish any information that would identify you as the person who requested the information.

If you wish to discuss this response with us, please feel free to contact OIA_Requests@msd.govt.nz.

You have the right to seek an investigation and review by the Ombudsman of this response. Information about how to make a complaint is available at www.ombudsman.parliament.nz or 0800 802 602.

Yours sincerely

A handwritten signature in dark ink, appearing to read 'M Roberts'.

Maree Roberts

Associate Deputy Chief Executive, Community Investment