



Leading Social Development in **EAST COAST**

Regional Plan 2007 > 2008





child, youth
and family

A service of the Ministry of Social Development



family &
community services
ratanga ā-whānau, ā-hapori

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MINISTRY OF
YOUTH DEVELOPMENT

TE MANATŪ WHAKAHIATO TAIOHI

Administered by the Ministry of Social Development



STUDYLINK

Hoto Akoranga

A service of the Ministry of Social Development



Work and Income
Te Hiranga Tangata

A service of the Ministry of Social Development

Cover Photos

Top Left:

Ruatoria Case Manager Kath Harrison (right) teaching the art of making korowai (traditional Māori cloaks).

Bottom Left:

Instructors oversee the Te Araroa Farm Skills project.

Right:

Celebrating Children's Day 2007 in Gisborne.

Leading Social Development

A PLAN FOR THE EAST COAST 2007/2008



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Achieving Better Social Outcomes Together

I am pleased to introduce the Ministry's 2007/2008 Regional Plan for the East Coast region. The Plan sets out our key priorities and how we will respond to the needs, challenges and opportunities for the region. It also sets the direction for all our service lines, including - for the first time - Child, Youth and Family.

We work with people in a lot of different ways and our work touches the lives of many people. We need to make sure that anyone accessing our services gets the help they need, when they need it. Regional Commissioners take a leadership role to ensure these services are well connected and accessible, and make a real difference to the people who live in our communities.

But we also need to work with other agencies. Strong relationships with central and local government, non-government organisations and community partners are critical to our success. Only by working closely with other agencies, can we provide our communities with tailored, accessible services that meet their needs.

The Government has set three priority themes for the next decade: Families - Young and Old, Economic Transformation, and National Identity. Our work contributes to all of these - and to Families - Young and Old in particular.

Supporting families is one of our most important roles. We work to ensure that children get the best start in life, that everyone is safe from violence and abuse within the family and that older New Zealanders are supported to live in their community as they wish. By supporting parents and families in managing their lives and caring for each other, we can make a difference to all families both young and old.

Our ability to achieve these outcomes has been hugely strengthened by the inclusion of Child, Youth and Family within the Ministry.

Helping people into work and building the skills of our workforce are both critical to developing a high value economy and achieving economic transformation. With record low unemployment, we are well positioned to continue to enhance our services for all working-age¹ clients and to work in partnership with industry to increase productivity in the workplace.

2007/2008 will be another big year for us. By working together, we can achieve these goals and make a real difference to the lives of people in the East Coast region!



Peter Hughes
Chief Executive



1. Working-age clients are those aged between 18 to 64 years (inclusive).

Opportunities for Action in the East Coast

The East Coast region covers a widespread area from Potaka which is north of Gisborne, and down as far as Takapau in the southern Hawke's Bay. Our population of 192,282 is divided between 44,499 people in Gisborne and 147,783 living across the Hawke's Bay². We live in a beautiful coastal region with an excellent year-round climate which naturally benefits our main industries of tourism, agriculture, viticulture and horticulture. In turn this provides strong employment opportunities for our clients.

We have five local authorities, one regional council and two district health boards. We continue to look at innovative ways to partner with them, other government agencies and community organisations to achieve better social outcomes across our region.

Our *Statement of Intent*³ sets out our main priorities and the approach we will take to address them. We aim to:

- lead social development across the whole-of-government and the community
- strengthen the services that are provided to families and communities
- prevent and ultimately eliminate family violence
- support people into work and help them remain there
- improve our services to older people.

To ensure coverage throughout our region, we have a Regional Office in Napier and at least one service centre in each of our main cities or towns. Our service lines of Child, Youth and Family, Family and Community Services, Integrity Services, the Ministry of Youth Development, Senior Services, StudyLink and Work and Income are present in many locations from Kaiti, Gisborne and Ruatoria in the Tairāwhiti area down to Wairoa, Hastings, Napier, Flaxmere and Waipukurau in the Hawke's Bay.

Setting the regional scene

We have a high Māori population (28%) compared to a national figure of 14%, with a greater proportion of Māori living in the Gisborne area (44%)⁴. *The Social Report 2006*⁵ provides annual updates on social health and wellbeing indicators for New Zealanders. This annual picture enables us to see how social patterns are changing from year to year. *The Social Report* identified significant disparities for Māori in the areas of health, paid work and people's standard of living. Whilst we have made real gains in wellbeing since the mid-1990's, there remains more to be done to improve these social wellbeing outcomes.



Above: The East Cape Lighthouse, Te Araroa which is a focal point for backpackers and campervan tourists from New Zealand and all over the world.

2. *Census of Population and Dwellings, Regional Summary*, Census 2006, Statistics New Zealand.

3. *Safe families, successful communities, strong New Zealand: Statement of Intent 2007/2008*, Ministry of Social Development.

4. *Census of Population and Dwellings, Regional Summary*, Census 2006, Statistics New Zealand.

5. *The Social Report 2006*, Ministry of Social Development.

>> Opportunities for Action in the East Coast >>

"When I started seasonal work for Mr Apple in February 2007, Rose (Integrity Services Investigator) came and spoke to us at our induction day. Not only did this help me to do the right thing and not create a benefit debt, but Rose was also available on-the-spot to assist me to access all my entitlements through Working for Families and the Childcare Subsidy which was great".

Ihipera Renata-Sturm
Former client

Across the country we enjoy strong economic growth with unemployment below 4% - one of the lowest rates in the OECD. The unemployment rate in Gisborne and Hawke's Bay has fallen from 4.7% to 4.5% in recent months⁶. We will continue to build on this success, looking at deploying a broader range of employment tools as we work within our evolving labour market.

We are experiencing skill and labour shortages in farming, childcare, early childhood education, forestry, retail and the hospitality sector. Many of our primary industry sectors such as horticulture and viticulture offer employment of a seasonal nature. Through the work of our regional Labour Market Development team and work brokers, we will work with employers and industry to upskill our clients to satisfy the region's skill shortages. We will also increase the opportunities for clients to work across the sectors and seasons, thereby extending their working year.

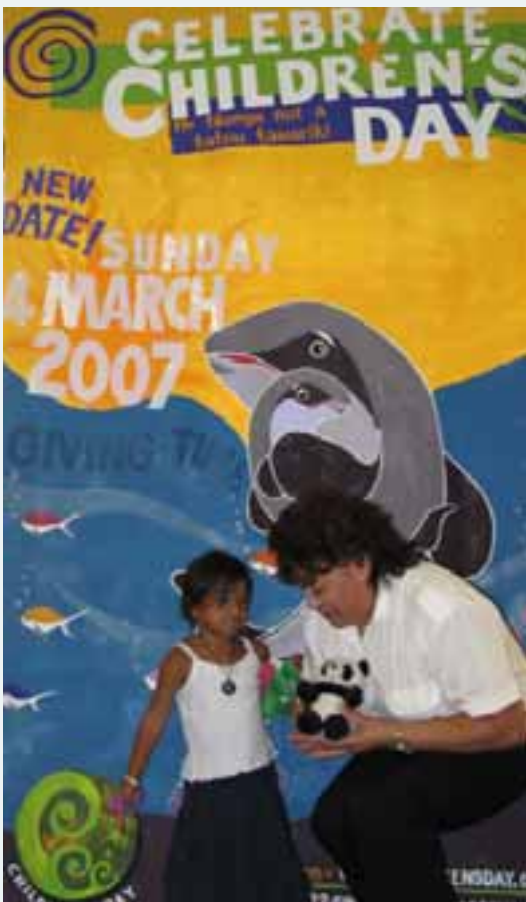
The challenges of family life

Our families have the right to live free from violence but unfortunately this is not always the case. Family violence is an issue across the country with 60,461 family violence occurrences recorded by the New Zealand Police in 2005/2006.

Regionally there were 3,923⁷ recorded domestic incidents of family violence. Our region will play its part in reducing these numbers, by building on existing partnerships with community organisations such as the Women's Refuge, DOVE Hawke's Bay, Men Without Violence, Tairāwhiti Abuse Intervention Network (TAIN) and the Local Initiative for Violence Elimination (LIVE) Hawke's Bay.

Strong families make for stronger communities. Whilst most parents manage well, feedback from schools, community organisations and government agencies indicates a need to support some parents to build on their parenting skills. The Strengthening Families programme co-ordinated by Family and Community Services is one way to achieve this.

Strengthening Families involves agencies working together with children, young people and their families to support and improve their wellbeing and future opportunities. In the East Coast we have Strengthening Families groups in Ruatoria, Gisborne, Wairoa and two in the Hawke's Bay. Aligning government agencies and health providers allows us to provide a wrap-around service to those families with needs from multiple agencies. This equips parents with the skills to support their children and deal with the demands of everyday life.



Above: Gisborne ADT Security Guard, Noeline Mabey-Poi is a gifted artist and painted this replica of the Official Children's Day banner to mark the 2007 event. She is pictured with Tuahine Tangohau, aged four.

6. Household Labour Force Survey, 31 March 2007, Statistics New Zealand.
7. Eastern District Pol400 Statistics, 2005-2006.

Our young people are a vital resource for our future. We have a higher proportion of young people under 19 years of age in our region, 31% compared with 29% nationally⁸. *The Social Report* identifies that we have lower educational attainment with only 69.8% of our young people in 2005 achieving at least an upper secondary school level compared with 75.5% nationally. This remains a concern. We will continue to focus on the needs of our young people to ensure that they have a brighter future with good study and training opportunities.

Keeping communities connected

We have a large rural area with many people living outside of the main towns of Napier, Hastings and Gisborne. In some areas people can live quite some distance from the health and welfare assistance that those who live closer to town may take for granted. We need to think innovatively about how to bring this support to remote communities.

Older people anchor our communities. They have valuable skills, knowledge and experience that can add worth to our people. In our region, 13% of our population is aged 65 years and over⁹.

Population projections estimate that the number of people aged 65 years or over, living in our region will rise consistently over the next 20 years. Not all older people will have the support of family members. We need to be mindful of this and endeavour to keep them connected to their community and the services they require. We are an active partner in the New Zealand Positive Ageing Strategy¹⁰ and work closely with Age Concern to meet the needs of our older people.

Whilst we acknowledge the challenges that exist within our communities, we must not forget that there is a wealth of knowledge and expertise within it. We understand we will achieve greater progress by working collaboratively not only across the Ministry, but across the whole-of-government. We value the partnerships we have with our local authorities, Te Puni Kōkiri, the New Zealand Police, the Ministry of Education, the Department of Corrections, Housing New Zealand and the Hawke's Bay and Tairāwhiti District Health Boards. We are also supported by many community organisations that provide valuable expertise and skills. It is through these partnerships that we can achieve successful outcomes for our communities.



Left: Pictured judging the 'Wairoa Idol' competition at the Wairoa Youth Expo is Frankie Stevens with student Elias Hakiwai-Tahau (left).

8. *Census of Population and Dwellings, Regional Summary*, Census 2006, Statistics New Zealand.

9. *Ibid.*

10. *The New Zealand Positive Ageing Strategy: Towards a Society for All Ages*, Ministry of Social Policy, April 2001.

Moving Forward

Welcome to our Ministry of Social Development Regional Plan for the East Coast region. With Child, Youth and Family joining our team last year, we are now able to offer a complete service to our community. With these additional services and resources we are able to work more effectively towards issues that face our families and communities.

We have continued to experience economic growth in the region. Through our work with our partners, there have been many job opportunities created resulting in more than 1,000 people in our region no longer requiring income support compared with 2006. The Working for Families package is having a positive impact on this. Families are now better off by being in paid employment both financially and in terms of overall wellbeing.

Looking ahead, our challenge is to find innovative ways to deal with the pockets of disadvantage that exist in some of our communities. This is a matter of continually improving the delivery of our services to ensure they reach these communities. Effective collaboration with health providers, government, community and other social sector agencies is crucial to effectively tackle some of the difficult social issues our region faces. These issues include family violence, household overcrowding, poor educational attainment, drug and alcohol addictions, inter-generational benefit dependency, poor health and financial hardship.

In the East Coast region, our social investment will be primarily directed towards supporting children and young people to realise their full potential. By encouraging them to achieve at school and to pursue good jobs with good employers, their futures will be brighter and more successful.

Youth Transition Services offers young people an avenue of opportunities after they leave school. Following on from a successful year in Gisborne, we can now offer this Service in the Hawke's Bay. We will also look to help those young people who are transitioning out of Child, Youth and Family care into independence and make sure that they have the best support and guidance.

Our success will rest on our ability to work together innovatively and to utilise the strengths that already exist within our people and communities. I would like to acknowledge and thank our stakeholders and staff for their valuable contribution and commitment to social development. We have many challenges in front of us, but I am confident that if we work collaboratively we will have the skills, passion and innovative spirit to be able to make a positive difference in our communities.



Lindsay Scott
Regional Commissioner for Social Development



Leading Social Development

Social development is about improved outcomes across all areas of wellbeing. This means creating good employment opportunities, health and education outcomes for individuals and families. Everyone has the right to expect the support they need to be safe and well and be able to reach their full potential. This will equip them to fully participate in their neighbourhoods and as a result, communities will thrive. To achieve these successful outcomes, we will continue to develop and tailor our interventions and support to take into account the needs of today as well as the future. We need to implement initiatives that will bring lasting benefits for our communities.

How we are leading social development

We work collaboratively across the whole-of-government and across our Ministry to achieve improved social wellbeing for our communities. This enables us to share our knowledge of regional issues and keeps us abreast of developments within the community and our regional environment. We work regionally to incorporate the Government's policy and service developments into our work as we provide advice to our communities and stakeholders. Greater social interaction with the community and other government agencies ensures that we can hear the community's voice and can improve our response to our region's needs.

The Government's priorities

The Government has identified three key priorities for inter-agency action over the next decade. These are Families - Young and Old, Economic Transformation and National Identity. We are the lead agency for Families - Young and Old which encompasses the five themes of Strong Families, Healthy Confident Kids, Better Health for All, Strong and Safe Communities and Positive Ageing.

Within these themes we are primarily responsible for work contributing to Strong Families and Positive Ageing. Our contribution to the region's economic transformation will mainly be through contributing to the creation of innovative and productive workplaces. National Identity is about all New Zealanders taking pride in who we are. We contribute to this through our community support and development services.

While each of these priorities focus on specific issues, they are all interdependent and support and reinforce each other. At a regional level we will align our work to these priorities as we work with our regional partners to ensure that we are working towards the goals in a collaborative manner.



Left: Ryan Gaffaney, St. Johns College Geography and Social Studies Teacher, discusses *The 2006 Social Report Regional Indicators* with Year-13 students (from left) Patrick McGirr, Jordan Price, Jacob Laird and Kurt Story.

Making a fresh start

Work and Income's Offender Re-integration Programme: Improving Employment Outcomes is delivered from the Hawke's Bay Regional Prison. The Programme, which has been operating since late 2005, employs two full-time staff, Work Broker Alan Edmonds and Case Manager Kingi Keil.

The primary focus of the Programme is to prepare prisoners for work following their release, as well as providing them with income support assistance and referring them to other support agencies. The Programme is offered to prisoners eight weeks prior to their release date and participation is voluntary.

Alan says working closely with Corrections staff is essential for the Programme to be effective. *"Each prisoner has a Re-integration Plan tailored to them that Corrections staff administers. We link up with each prisoner's Plan and can offer Skills Investment Subsidies for employers, Transition to Work Grants for work-gear, as well as ensuring those people with families are aware of Working for Families assistance"*.

Peter Grant, Manager for the Hawke's Bay Regional Prison says the Programme complements the work of Corrections staff. *"We're ultimately working toward the same goal, re-integrating prisoners back into our society. Staff accept Alan and Kingi as work colleagues and more importantly they are accepted by the prisoners themselves, which is essential"*.

Pictured from left are Alan Edmonds; Kingi Keil; Jennifer Evans, Principal Corrections Officer; and Peter Grant, Manager for the Hawke's Bay Regional Prison.



Keeping in touch with our regional social environment

Our region has a higher than average Māori population. *The Social Report* shows us that since the mid-1990's there has been increased participation by Māori in tertiary education and more school leavers with higher qualifications. To ensure that we continue to develop opportunities for expanding Māori economic and social development potential, we participate in Regional Intersectoral Fora chaired by Te Puni Kōkiri. These meetings bring together key government social-sector groups such as the New Zealand Police, Housing New Zealand, the Ministry of Education and district health boards.

We believe that sustainable employment is one of the best ways to support our families, however, we also recognise that there are often social issues that some families need to address before this can happen. Our frontline service delivery staff have regular face-to-face contact with our clients to discuss the challenges they face in their job search. We will continue to partner with other government and non-government agencies to address the holistic needs of our clients.

Growing numbers of young people suffer from mental illnesses and we will be working with the Hawke's Bay District Health Board to identify how we can provide a complete service to support these young people into employment or training. Our employment co-ordinators play an important role in building and maintaining relationships with external agencies that can assist clients experiencing ill health or a disability as they move towards employment.

Our Regional Commissioner for Social Development regularly engages with key stakeholder agencies such as our mayors and the chief executives of key government social-sector agencies about regional issues. The CEO Forum in Hawke's Bay is an opportunity for us to take a collaborative and collective view of these issues. Similarly, our Regional Strategic Planner and Social Development Manager engage with councils and community providers across the region. This collective view is enhanced by the community networking carried out by our service centres. This ensures that we are kept well informed about the reality of life in our region. This keeps us grounded and keeps our focus real.

The Offender Re-integration Programme: Improving Employment Outcomes involves us working with the Department of Corrections to help inmates at the Hawke's Bay Prison re-integrate into their communities upon their release.

A dedicated prison-based work broker and case manager assist them to secure employment or training opportunities prior to release. This provides them with a strong foundation and a new beginning, which ultimately should reduce the level of re-offending.

The East Coast is a largely rural area and has many smaller communities living outside of the main towns and cities of Napier, Hastings and Gisborne. Good housing, particularly in rural areas, is fundamental to the wellbeing and health of families. We are working with Housing New Zealand to facilitate a social development approach and provide access to employment, education, training opportunities, health services and income support for these rural communities.

We also provide mobile employment services to clients in our rural areas and we continue to examine what additional support can be provided across government agencies to improve our response to their needs.

"A year ago I came to live in Napier with Birthright Hawke's Bay. I have had a choice time with Birthright and their caregivers. The good thing about these caregivers is that they are young. The food is choice too. Once of the best things to happen to me was being able to be part of my caregiver's whānau. My wish for the future is to work on the fishing boats and earn big money".

Tyson
Birthright participant

Youth development

We are fortunate to have a higher than average number of young people living here. Their zest and energy for life represents much of the future potential of the region. In conjunction with the Gisborne and Hawke's Bay District Councils, we have established Youth Transition Services in our region. Youth Transition Services aim to support young people who are no longer in school to move into study, training or employment. Support and guidance is provided to assist them to make decisions about their future career and study options.

The Gisborne Youth Transition Service was established in 2005, and alongside the Gisborne District Council we have established a partnership with Career Connexions to support its success. The Service, combined with the work of our case managers, has contributed to a reduction in youth unemployment in Gisborne from 116 to 27 as at 31 March 2007¹¹. Following from the success in Gisborne, the Service is now operating in the Hawke's Bay, through the Napier and Hastings Local Councils and Taiwhenua o Te Heretaunga.

The Ministry of Youth Development develops and supports opportunities for young people to actively participate with central and local government and their communities. This enables young people to influence their social and political environment by giving voice to their ideas and concerns. Through the Youth Partnership Fund we are able to work with local authorities who are implementing the Youth Development Strategy Aotearoa¹². This Strategy promotes a country where young people are vibrant and optimistic through being supported and encouraged to take up challenges.

We are also working in partnership with the Gisborne District Council to fund Te Runanga o Turanganui a Kiwa's tertiary education provider Tūranga Ararau.

Tūranga Ararau provides programmes and services that aim to:

- increase the confidence of young people
- help them set goals for the future

11. All benefit statistics in this Regional Plan have been sourced from the Ministry of Social Development's Information Analysis Platform as at 31 March 2007. Where comparisons are made, these reflect statistics as at 31 March 2006, unless otherwise stated.

12. *Youth Development Strategy Aotearoa*, Ministry of Youth Affairs, January 2002.

>> Leading Social Development >>

- increase their personal and relationship skills
- improve health and wellbeing
- reduce offending and other risks that may prevent them moving into further education, training and employment.

The Ministry of Youth Development will be putting the spotlight on young people's health and the importance of linking them to health care. This work will be completed in conjunction with the Ministry of Health and other agencies. It will highlight adolescence as a critical developmental phase, and draw attention to the need for more 'youth-friendly' health services that are accessible to young people no matter which part of New Zealand they live in.

Addressing barriers to personal growth

We must work towards reducing the incidences of family violence where they occur and do all that we can to ensure our children and families are safe. Work and Income family violence

response co-ordinators in Hawke's Bay and Gisborne work closely with their colleagues in Child, Youth and Family to provide ongoing training to case managers so that they understand and can deal with this complex issue. They also work in the community with organisations such as the Women's Refuge to share their knowledge and advice and take a collaborative approach across government and non-government agencies to address the problem.

We do not underestimate the rewards of a healthy community. Better Health for All is one of our objectives under Families - Young and Old. Fit and healthy individuals are able to work, contribute to their community and have better family and social outcomes. We have joined with the district health boards through our Health Governance Group and are exploring opportunities to address the health challenges of our mutual clients. The Health Governance Group was established in 2006 and aims to improve health outcomes that will increase sustainable employment opportunities for our clients.

The Group has linked Work and Income

service centres with the Hawke's Bay District Health Board Public Health Unit to run promotional campaigns around cervical screening, immunisation, influenza and child health to ensure that our clients are receiving timely information regarding the health of our families.

We are also working with both district health boards to ensure that young mothers are getting access to the services they are entitled to. This group has a higher risk of low birth-weight babies, who are more likely to have ongoing health problems, putting pressure on families and increasing demand for health services.

Teen parents may be faced with challenges to entering employment. To assist this group to realise their employment goals, case managers will integrate whānau health and wellbeing into the clients Personal Development and Employment Plans.

To further assist young parents to reach their personal and employment goals, the district health boards are co-ordinating information and the range of support services available and how to best access them. This information will be available in a resource pack that young mums can take away with them. The aim of the initiative is to encourage these young families to take advantage of the opportunities available and help them to move into work.

Drug and alcohol addictions can make it difficult for people to progress into employment and enjoy a happy and stable family life. We will work with health providers to minimise the effects of drugs, alcohol and smoking where these affect our clients. We are working with the Hawke's Bay Primary Health Organisation on an entry-point package of care for some of our youth with addictions.



Above: 'Preparation for Services' trainee Kody Crawford completes some press ups and receives some advice on the correct technique from course Tutor Brent Mokomoko. Norm Hauiti (standing), Gisborne Youth Transitions Youth Worker; also offers encouragement.

A proactive approach makes all the difference

Integrity Services Early Intervention programme ensures clients are receiving their full and correct entitlements and are fully aware of their responsibilities while receiving a benefit. The primary objective is to prevent and minimise debt and benefit fraud.

East Coast Integrity Services employs three full-time field officers; two in Hawke's Bay and one in Tairāwhiti. Tairāwhiti Field Officer Tina Williams enjoys the high level of client contact. *"The job is very rewarding. I love the client interaction and being able to help people in any way I can".*

One of the clients interviewed as part of the Early Intervention programme was 24-year old Tessa Ratapu who, with two young brothers aged 16 and 17 in her care, was struggling on an Unemployment Benefit. Tina enlisted the help of Kaiti Work Broker Rhonda Hale, and together the pair secured full-time employment for Tessa with a local seasonal employer.

"Tina has been so supportive towards my brothers and I; she has helped me to get back on my feet and has encouraged me without being pushy", Tessa said.

Tessa's long-term goal is to complete a Nursing Degree, which she will start in 2008.

Pictured, Tina Williams (left) catches up with Tessa Ratapu at her seasonal job in Gisborne.



This includes an initial full medical assessment and subsequent counselling sessions with a clinical psychologist.

Our *Social Report* indicates that obesity rates in our region have increased since 1996. To address this we are taking an active role in the Healthy Eating, Healthy Action (HEHA) initiative run by the district health boards to minimise the obesity and diabetes difficulties faced by our people. These issues can often prevent them from moving into employment or limit life choices that can impact on their families. We encourage all our service centres to lead by example and have activated a healthy initiatives strategy for all their staff. Over the coming year, our Health Governance Group will also look at future initiatives in particular with government and non-government agencies and community organisations to further tackle these issues.

Keeping up with labour market trends

There is a lack of young people taking up farming, which means there is potential for a shortage of skilled labour to meet future demand in our region, which relies heavily on agriculture for its income. We are working with Hawke's Bay Incorporated to

increase the number of young people undertaking farm-skills training to help address this potential labour shortfall.

Similarly, the forestry and retail industries are growing in Tairāwhiti and we are up-skilling clients through local industry partnerships to take advantage of these developing employment opportunities. By maintaining a dialogue with key stakeholders such as employers, industry, local authorities and other government agencies, we can target our resources to meet these emerging needs.

Due to our ageing population, there is increasing demand for health-care services for our older people. In recognition of this, Te Taiwhenua o Heretaunga in the Hawke's Bay will provide training for a group of sole parents to achieve the Hauora Certificate. Not only does this help address the potential skill shortage, it also increases our client's work opportunities and in turn benefits their family life.

Labour market development fora are an opportunity for us to share labour market information between councils, economic development agencies and the Department of Labour. We work with employers and other industry representatives to identify skill

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shortages and job opportunities across the region. We look collectively for improved economic regional outcomes and agree on broad strategies to achieve these.

Feedback from employers about the forums and the information they receive has been positive and consequently we have been successful in increasing the number of local industry partnerships in the East Coast, which are the highest across the country.

Local industry partnerships also provide us with the opportunity to work with employers to address the impact of seasonality for many of the industry sectors in our region. We have linked with viticulture and horticultural employers to train our clients to be able to work on both grape and other fruit crops. Through linking seasonal work in the region, people are able to move from one seasonal industry to another, achieving continuous employment all year round. Furthermore we are also working with meat industry employers to ensure that their seasonal staff transition between jobs more efficiently and thereby minimise the financial hardship that seasonal work can sometimes bring.

Protecting the integrity of our benefit system

Debt can be one of the biggest challenges for people who are trying to achieve their goals and financial independence. In the past, Integrity Services has concentrated on debt collection. Now its focus is on debt prevention, particularly for those clients moving into work. Maintaining public trust and confidence in the Ministry's benefit system is very important to us. Our mandate is to ensure that debt caused through error, abuse and fraud is minimised in the East Coast region.

Through our early intervention and education programmes for both our clients and communities, we ensure that people receive the right financial assistance at the right time. With less debt, people are provided with a platform to participate both socially and economically in their communities thereby building and strengthening families. Integrity Services will continue to engage with our clients and partner with our stakeholders to raise client awareness of their obligations and entitlements so that we can prevent fraud and debt, whilst also ensuring our community is aware of the impact it can have on the individual, family and community.



Above: Nicola Hartfield (second from right) chairs the Napier Care and Protection Resource Panel for Child, Youth and Family. She is also a community representative of the Benefit Review Committee and works closely alongside Integrity Services and Work and Income.

We also work with employers to ensure they are aware of a client's responsibilities when transitioning off a benefit into work. Through our Employer Liaison programme, employers are provided with forms for new employees to sign when they start work, which notifies Work and Income of a change in their circumstances. This means that their benefit entitlements can be adjusted and that clients receive their entitlements with no additional debt.

By raising our clients' awareness of their entitlements and in turn their obligations to us, we can work together to minimise the occurrence of debt and fraud.

Regional collaboration at work

Regionally we have a collaborative philosophy in our approach to social development challenges. Internally, we work as a collective team across all of our service lines to focus our activities. Our Regional Governance team, which includes the regional managers of all our service lines, meets quarterly to highlight risks and issues on the horizon and to work out how we can be more effective in achieving better social outcomes. These conversations are crucial to the development of more effective regional planning and to maximise the use of our resources.

Our Regional Policy Advisor also plays an important role in identifying regional issues and the potential impact they may have on our clients. We need to fully understand our regional issues and how they directly affect our clients. The Advisor can then escalate these issues to our National Office policy teams.

Staff are able to participate and track the policy review process by raising issues on our EPI-net web-based tool. Where the issues raised affect more than one government organisation, our Advisor brings the issue to the attention of those who need to know.

The Regional Policy Advisor also plays a key role in communicating decision-making information, such as *The Social Report* to our key regional stakeholders and other government and non-government agencies who are promoting social wellbeing. This allows them to target their annual planning and decisions to reflect the evidence contained in *The Report*.

We will ensure our councils, health boards, employers, iwi, government and non-government agencies and the community are kept abreast of our direction and focus. In turn, this dialogue will produce opportunities to work together to address the issues faced by our region.

"We have an excellent relationship with Work and Income. We are working towards the same goal; the wellbeing of our mutual clients who suffer from mental illness. Over the last couple of years, Work and Income staff have supported community events that celebrate Mental Health Awareness week with a real passion. This has not only given the public information about their products and services but also shown the wider community their human face; real people wanting to help".

Heather Campbell
Manager
Te Kupenga Net Trust
Gisborne

Helping our Children, Young People and Families Succeed

One of the cornerstones of Families - Young and Old is strong families with healthy and confident children. The pressures of daily life can make it harder for some parents to give their children the care they need to grow up into strong, confident young people. By working in partnership with government and non-government agencies we can help parents provide the best care and support for their children. We work as a team across the Ministry to make their lives better and more rewarding.

We need to help parents to be the best that they can be and ensure their children are provided with the best possible start in life. By applying this early intervention ethos we can increase the chances for our young people to stay on track.

Building family capability

Family and Community Services was established to support services which enable strong families and connected communities. They work with families to build resilience and provide resources so that they can manage their own future. With a preventative focus rather than remedial actions and interventions, Family and Community Services is seeking four main outcomes:

- families and communities have the knowledge they need, when they need it, to thrive
- families are strengthened by their community networks
- families receive co-ordinated support when required
- 'at risk' families receive support to help them thrive.



Right: Raymond Tipu sets off on the flying fox at Camp David in Hastings during a five-day 'Element' course. Looking on, are Kelly Annand, Epic Ministries Youth Worker; and Tu Eru, course participant. Thirty-two young people from Flaxmere and Waipukurau took part in the course.

>> Helping our Children, Young People and Families Succeed >>

We offer home-based support services to families with high needs, to ensure that their children have the best possible start in life. Family and Community Services funds community groups to deliver the Family Start programme in Gisborne, Wairoa, Napier and Hastings. Family Start supports families to be strong and resilient and to provide for the wellbeing and protection of all their members. Families can participate in the voluntary programme from six months prior to the birth of a child until the child is one year of age. As at December 2006, 10,334 families had participated in the programme across the country and we intend to build on this in the year ahead.

To ensure that we address all the needs of our families in a co-ordinated manner, Family and Community Services funds the Strengthening Families programme. This programme involves agencies working together with children, young people and their families to support and improve their wellbeing and future opportunities. This collaboration of agencies ensures that all the needs of the family are met with the least amount of confusion and duplication of services. Family and Community Services provides support and resources so that communities can own and implement this initiative.

Family Start turns seven

In May 2000, Hastings social service provider Te Taiwhenua o Heretaunga launched the Family Start programme, offering an early intervention, home-based service for families facing challenges in the areas of health, welfare or education.

The voluntary programme supports families from six months prior to the birth of a child and up to one year after.

Te Taiwhenua o Heretaunga employs 15 staff to deliver the programme including 10 full-time whānau support/social workers (kaimahi whānau) and two senior social workers. The service is contracted to work with 224 families within the Hastings and Flaxmere area.

George Edwards, Family Start Whānau Support Worker; says, *"Family Start helps whānau in a variety of ways. We work across the community and government sectors. We ensure tamariki are enrolled with a general practitioner and that they are part of the immunisation programme, that mum and dad are sorted with issues such as housing, and make sure they are receiving the correct benefit. We work right across the board"*.

Camberley couple Don Large and Dianne Robertson enlisted help from Family Start after Dianne was hospitalised following their son's birth three years ago. Don was caring for the baby on his own while Dianne was ill. *"I knew nothing about caring for a new born baby and I was really struggling. I went on a first-time father's course to learn things like mixing baby formula and changing nappies. Family Start has been a big help"*, he said.

Don is now giving something back to Family Start by helping to fix washing machines and doing general repairs for other Family Start clients.

Pictured are Dianne Robertson and Don Large (seated), with their son Daniel, and George Edwards, Family Start Whānau Support Worker.



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Family and Community Services also supports Local Management Groups made up of the agencies and community partners that oversee the Strengthening Families programme. These Groups operate in most localities across our region. Over the next year, Family and Community Services will be supporting our three Local Management Groups to:

- improve their membership
- implement the Lead Agency Funding Programme
- increase the number of families engaged in the Strengthening Families programme.

Over the coming year, Family and Community Services will work with Work and Income and other government agencies in our region to establish Strengthening Families Regional Governance Groups to strengthen the governance structure of Strengthening Families.

Regional community expos maximise community awareness of the services available through the Strengthening Families programme. These frequently involve other Ministry service lines such as Work and Income and StudyLink informing families of the range of assistance available to support them.

Happy homes for our children

Child, Youth and Family is deeply committed to children living safely with their immediate family. However this is not always possible for the most vulnerable children in our community. This is despite the wide range of agencies available to assist families in caring for their children's safety.

When vulnerable children are unable to live with their parents Child, Youth and Family will look for a permanent placement that offers the children safety, stability and an opportunity to develop a strong attachment to a primary caregiver. Wherever possible children will be placed with a member of their extended whānau, hapū or iwi.

Regionally we have been successful in placing children, who cannot safely remain at home, with members of their extended family. The percentage of 'children in care' within our region who are placed with other family members is one of the highest in the country.

Under our Permanency Policy we are now providing more support to family/whānau members who are taking in children who have previously been in care. Child, Youth and Family is working with



Above: Young people prepare a campfire as part of a four-day holiday programme with Birthright Hawke's Bay.

Te Taiwhenua o Heretaunga to develop and implement a kin-based whānau support service. This means that rather than coming into care, children will be looked after within the hapū while the whānau is supported to make changes in their lives.

Strong teamwork to face the complexities of family violence

Sadly family violence is an issue that is too frequently in the news. It has a distressing and debilitating effect on those who are the direct victims of domestic abuse as well as other family members. Unfortunately, it is not a new concern for many of our communities.

Through Child, Youth and Family we have developed successful whole-of-community responses to deal with this issue. The Tairāwhiti Abuse Intervention Network and the Hawke's Bay Local Initiative for Violence Elimination are examples of whole-of-community responses to family violence issues. Through these two groups a collection of agencies work together to prevent family violence by raising community awareness and improving the co-ordination of services for people affected by family violence.

Child, Youth and Family and Work and Income's family violence response co-ordinators work with the New Zealand Police and community agencies to further strengthen our emergency response to family violence in Hawke's Bay and Gisborne.

Recently, we have introduced advocates as part of the Children and Young People Who Witness Family Violence programme. The advocates located in community-based service agencies, work with providers of family violence and prevention services, and with individuals, families and community organisations who work with children and young people in family violence situations. Advocates' work may include raising awareness of the effects of family violence and providing advice, education and coaching to individuals and agencies working with children and young people exposed to it. There are currently three advocates in the Gisborne area.

Our new family-focused Integrated Service provides intensive and co-ordinated support by relevant agencies and organisations to our more vulnerable families across the country to ensure that they are safe and secure and can give their children the best possible start in life. These families can have complex problems such as inter-generational benefit use, transience or a high truancy rate which can sometimes be linked to more deep-seated problems. Families are identified through local knowledge and by Work and Income case managers and are offered the opportunity to participate.

Opportunities ahead for our young people

Ideally, all young people will transition smoothly from school to work or into further training. Unfortunately, for some youth, this isn't always the case. We fund a number of programmes for disengaged youth in our communities

"Kay Symes, our community social worker for Child, Youth and Family has been instrumental in further developing the relationship between Child, Youth and Family, the Gisborne Health Camp and the Social Workers in Schools programme. Kay provides regular training and support giving advice on Child, Youth and Family processes and strategies. We all share the same goal; to provide a quality service that strengthens and restores the balance for children and their families".

Awhiora Nia Nia-Tai
Children's Health Camp
Gisborne

>> Helping our Children, Young People and Families Succeed >>

Tūranga Ararau gives Conservation Corps a Tairāwhiti flavour

The Conservation Corps programme, funded by the Ministry of Youth Development is a 20-week training course for young people aged 16 to 24 years. Conservation Corps works alongside young people who are not actively involved in education, training or work and seeks to better equip them for their futures through outdoor recreation, education, environmental activities and Te Ao Māori.

Tūranga Ararau, the tertiary education arm of Te Rūnanga o Tūrangānui ā Kiwa, has been running the Conservation Corps programme in Gisborne for the past two years. There are two intakes a year with a maximum of 12 young people for each. Young people are referred to the programme through Work and Income, iwi networks and through word of mouth.

Tatai Kutia, Tūranga Ararau Conservation Corps Programme Supervisor says their programme is quite unique. *“Tairāwhiti is renowned for its coastal and marine environment and we are increasingly developing our course activities to reflect that”*, he said. *“We work closely with the Department of Conservation at the Pouawa Marine Reserve with our young people monitoring our bird and marine life”*.

Participants gain unit standards for each of these activities. They also complete drivers licencing courses and first aid training.

Since Tūranga Ararau commenced their Conservation Corps programmes in 2005, they have run four courses with 43 young people taking part. Of this number, six have joined the Armed Forces, 17 have gone on to further education and training, and 18 have moved into full-time employment.

Pictured is Eugene Keelan, Conservation Corps trainee with a cluster of New Zealand Dotterel eggs at Pouawa Marine Reserve.



that provide them with the chance to explore alternatives and opportunities for their future.

Support for young people in the Gisborne area is provided through the Conservation Corps programmes run through the Tairāwhiti Polytechnic and Tūranga Ararau. The 20-week programmes are funded through the Ministry of Youth Development and provide opportunities for young people in the Tairāwhiti area who are not yet involved in study, training or work.

Participants complete activities that help to increase their confidence and self-esteem in order to enhance their opportunities to take up further training programmes or work opportunities. Physical challenges such as rock climbing and kayaking also get them involved in conservation and environmental projects. Tūranga Ararau also runs a specialist youth service programme which provides support for young people at risk of offending. These are high-risk young people referred by Child, Youth and Family and the Courts. It is a one-

day programme and the course caters for up to 10 people at any one time. Activities include recreation and foundation skills learning with an emphasis on Te Ao Māori.

Birtheright Hawke's Bay is an established social service organisation that provides a comprehensive range of services to meet the needs of children, young people and their families.

Their residential facilities offer youth with high and often complex needs a place to live that is both safe and therapeutic. They also provide support to families through their foster care network and home-based services.

A new addition to the services provided by Birtheright Hawke's Bay is the Social Worker in Schools programme which was introduced last year. The programme sees two social workers working with three Hastings schools where they support children with a variety of challenging behaviours. They also facilitate preventative programmes that focus upon parenting, anger management, truancy and a range of other initiatives such as youth camps.

>> Helping our Children, Young People and Families Succeed >>

In the coming year Child, Youth and Family will further develop their relationship with Birthright with a view to broadening the number of services available to children and families.

Some of our children have spent a part of their early years in the care of Child, Youth and Family. When they turn 17 they are able to live independently but for some young people this can be more challenging than for others. We are working collaboratively with other government agencies and community-care organisations to ensure these vulnerable young people have wrap-around support to help them to transition out of care and be able to live independently in the community. We will ensure that they have a work or training plan, and that each individual is supported until they are settled into their new life.

To reduce the rate and severity of youth offending in our region, Child, Youth and Family is adopting a new structure for our Youth Justice teams to support young offenders. We will build on the work of our Youth Offending teams and work more closely with non-government organisations to align all of our services to meet the needs of these young people. We are learning more about what works for them and we want to share that knowledge across the sector.

Continuing education

It is important that our young people obtain knowledge and the skills that will enable them to contribute to society, and that they have the ability to participate in tertiary education that leads to successful education outcomes if they choose. StudyLink offers excellent support to young people to pursue their wish to undertake study. Outreach services are provided on-site at the Eastern Institute of Technology in Taradale and at the Tairāwhiti Polytechnic in Gisborne. StudyLink services are also available on a weekly basis from the Work and Income Service Centre in Hastings West.

One of the roles of our Outreach service is to identify and engage with key people within the Eastern Institute of Technology and the Tairāwhiti Polytechnic to ensure that we are continually meeting the needs of students. This work involves regular contact with staff, student associations and student welfare and community groups. In addition, StudyLink participates at regular careers expos and community events held across the region.

"Tūranga Ararau offers Gisborne youth really good training and support programmes such as the Conservation Corps. The Gisborne Youth Transition Service works with them on a week-to-week basis helping young people on a career pathway and training providers like Tūranga Ararau have the proven capacity to help fit the pieces of the plan together".

Norm Hauiti
Youth Coach
Gisborne Youth Transition Service



Left: Aisha Kemp (left), StudyLink Outreach Officer; assists student Sam Te Peeti with her Student Loan application at the Tairāwhiti Polytechnic. Alisha provides a mobile service throughout the community and in the more remote areas of the Tairāwhiti region.

>> Helping our Children, Young People and Families Succeed >>

"Family Week celebrated in October 2006 was a great example of community collaboration at work. Family Works (a Presbyterian Support East Coast initiative) convened a Family Week working group with representatives from a range of government and non-government agencies. One of the highlights was the Strengthening Families expo in Hastings. It was a great success".

Kate Luff
Manager Family Works
Presbyterian Support Services

StudyLink encourages students to go online to access the information and services available. This frees up staff resources to work more closely with those clients who need more one-to-one engagement.

Students have a lot to consider when weighing up their study options. StudyLink delivers services that inform students of the key things they need to know including how best to finance their studies and make informed study choices.

StudyLink also offers the On Course programme to senior secondary students who are planning to undertake further study. This programme gives a real insight into student life and addresses various funding options available such as Student Loans, Allowances and Scholarships as well as guidance on money management. On Course is being delivered to secondary schools in our region and feedback shows that schools are very happy with what is being delivered and how it is being delivered.

Support for young parents

We know that teenage parents and their children are more likely to have multiple and complex needs than older mothers. To ensure young mothers have better access to the support they need, Family and Community Services is investing resources to help vulnerable teenage parents and their children access community-based services. From March 2007, eight teenage parent service co-ordinators were employed across the country. The co-ordinators provide support, advocacy and case management for teenage parents to ensure that they link with the services they and their children need, particularly health, education and welfare services. Our two co-ordinators are situated in Gisborne and Hastings.

In Napier, our Work and Income case managers and Integrity Services staff liaise with the Colenso Teen Parents Unit on a regular basis. The Unit enables young parents to continue their education and develop career plans for their future. Our staff inform the young parents of their entitlements and responsibilities and support them to achieve their education and career goals. There are a number of teenage mothers who attend the Teen Parents Unit and who reside in the Flaxmere community. Next year this service will be expanded further to include a Flaxmere case manager, who will work with teenage parents to support their education whilst at the same time ensuring a smooth transition from the Teenage Parent Unit to employment or further training.

This year we are offering vacation employment within one of our Work and Income service centres to a selected group of teen parents. These positions are a developmental opportunity for them to increase their work skills, particularly their people, communication and administration skills. This opportunity will support them to gain a better understanding of a career, not just within the Ministry, but within the wider public service.

We will also partner with other government and community agencies to support young sole parents. This is a client group who are part of our future workforce and their children are future parents. We will actively promote health and child services available in our communities and work with them to identify future career paths. This is a preventative initiative that will provide upfront collaborative services to young families, supporting their wellbeing.

Welcoming the dawn at Te Mata Peak is Hare Mokena Te Rangi.



Creating Opportunities for Working Age People



Above: Jeremy Campbell, former Sickness Benefit client, demonstrates a specialised warehouse hoist at Heritage Hardware in Hastings. Looking on from left are Andrea Story, Work Broker; Ron Dixon, In-Work Co-ordinator; and Garth Raikes, employer.

Employment brings with it the benefits of financial security which gives us greater freedom of choice, and allows us to better provide for our families, and prepare for our retirement years. Our national and local economies benefit when more people are in work and we can use this economic success to ensure that New Zealand remains a key player on the world's stage.

The Government's priority for Economic Transformation is directed towards achieving a high income, knowledge-based market economy, which is both innovative and creative and provides a unique quality of life to all New Zealanders. Regionally we are focused on supporting sustainable employment outcomes by preparing our clients for employment and working with employers to ensure that we place people into lasting jobs that match their abilities.

Over the last decade, we have worked hard to place a significant number of people into work. New Zealand now has one of the lowest unemployment rates of all OECD countries. In the East Coast this is illustrated by the reduction in the number of people receiving an unemployment-related benefit¹³, falling from 1,763 to 1,023 in the last 12 months.

A changing environment

Not too long ago, our region had fewer available jobs and high unemployment. As the economic situation improved over time we focused on moving people into jobs that were secure and sustainable. Our work has made a positive impact and we are now in a position where our unemployed youth numbers are only 40 compared with 149 a year ago. Similarly, our Māori clients have reduced from 1,130 to 698 over the same period. Our long-term unemployed¹⁴ have also reduced by over 31% during the last 12 months, from 1,081 to 748. We now have record low unemployment figures, however employers still require more workers, some of whom require specific skills. The challenge for us now is to match our clients with the opportunities that are available in our region.

Some of our clients have more complex issues which may prevent them from moving into work immediately. To ensure that we continue to build on our recent achievements, we need to take a fresh look at how we can help these individuals secure sustainable jobs and participate positively in their communities.

In Tairāwhiti, around the Kaiti area, we are assisting 162 long-term unemployed clients. We are engaging with non-government organisations to identify a suitable provider to work with them. The provider will deliver intensive case management to improve their self-confidence and self esteem whilst also identifying personal employment skills which are relevant to the local labour market.

13. An unemployment-related benefit includes an Unemployment Benefit and an Unemployment Benefit - Hardship.

14. Long-term unemployed are clients who have received an unemployment-related benefit for 26 weeks or more.

Helping more people into work

We have recently introduced a New Service Approach which takes a work-first approach to assist our clients. This means that from the moment our clients ask us for help, we tailor our services to best meet their individual needs.

As we are now experiencing low unemployment, we believe that the New Service Approach can best support those clients receiving a Domestic Purposes, Sickness or Invalid's Benefit who may require greater assistance to move into work. In our region 6,793 people are receiving a Domestic Purposes Benefit, 2,599 are receiving a Sickness Benefit with a further 4,213 receiving an Invalid's Benefit. Many of these people are finding it more difficult to find work but are keen to enter the workforce. Our New Service Approach will allow us to gain a better understanding of their job-search needs.

Clients are first assessed for their readiness to work as soon as they make contact with us, and move into one of three streams which determines the level of support they require. Clients may be streamed into one of three categories - those who are ready and able to seek employment, those who are able to work, but not immediately, and those for whom employment may not be an option.

To help match our clients with the appropriate work-focused support, we have developed a Job Search Service. Over a 13-week period, clients receive support by a number of means best suited to their situation. These can include employment profiling, access to employment programmes and our work broker services. From the outset we provide a more streamlined approach to our clients who are work ready. These clients are offered a range of services which can include undertaking a detailed skill profile using a tool called jobz4u. These profiles are then matched to available employment opportunities and clients with the right skills are referred to an employer. If successful in securing employment, we provide post-placement support to assist them to remain in work. We envisage that jobz4u will play a significant role in determining the level of sustainable employment outcomes that we achieve for our clients.

In the future, the scope of jobz4u will be increased to ensure that it matches the supply of potential employees with business and industry demand. It will also be used to analyse supply against demand for future planning purposes, and to inform decisions about the types of training and development activity we need to establish.

Work ready clients also have an opportunity to participate in a WRK4U seminar. This provides them with information about the local labour market, their benefit entitlements and their obligations. Our clients are also able to attend a Planning and Assessment Module where we assess the level of job-search support they require, help them develop a work plan and complete a benefit application. Complementing this support are our group-based activities, Search4WRK and In2WRK. Search4WRK is an employment search seminar for those clients who require a more structured level of job-search support. It is a group-based activity where clients have access to resources to help them secure employment. For clients who need assistance with CV preparation, goal setting and interview skills, a separate comprehensive seminar, In2WRK, is available.

"The introduction of StudyLink with the Introduction to Food and Meat Processing programme has seen immediate positive spin-offs. Cherish Brogden and Sue McLaren not only provide information on StudyLink's functions, but they help students identify options for attaining their industry placement goals. The relationship between the Eastern Institute of Technology and StudyLink lays the groundwork for fostering a positive link between all parties; students, Work and Income and the related food and meat industry stakeholders".

Richard Walford
Programme Co-ordinator
Introduction to Food and Meat Processing
Eastern Institute of Technology Hawke's Bay

>> Creating Opportunities for Working Age People >>

In2WRK also includes motivational and confidence building modules that further support our clients in their job-search activities.

If our clients have been unable to secure employment after 13 weeks, they are then referred to one-to-one case management where we work with them on any outstanding issues.

Over time, some of our administrative tasks will be centralised, allowing case managers to spend more time with our clients. Case managers are becoming more knowledgeable about the broad range of social issues that some of our clients face and are able to refer them quickly to the right agency or service to meet their individual needs. We will ensure a person can access any of our services from their initial point of contact. Our new Client Management System which we are currently developing will also play a crucial role in changing the way we engage with clients, and support us in providing an individualised service. The first phase of the System will be rolled out across the country over the next year.

Helping clients with health needs

We have already mentioned that some clients have particular issues that may limit or prevent them from moving into work. Health and disability issues bring a different set of challenges for some of our clients. In the current environment where we have more jobs than people to fill them, we are working with this group of clients as a possible source to meet this labour shortfall. More importantly, these clients seek a positive future for themselves, free of financial dependency on a benefit. With the right support, many of them will be able to transition over time from a benefit through to either part- or full-time work.



Above: Karl Feaver (second from left), Deep Sea Fishing School tutor; with Ruatoria trainees, from left, Morgan Gibb, William Kino and Koro Ngarimu.

>> Creating Opportunities for Working Age People >>

In the coming year, Work and Income will be establishing new specialist roles in each region. These roles will ensure we are best placed to support our case managers to effectively assist clients experiencing ill health or a disability.

Making sure work pays

To encourage our clients into work, it is paramount that they are better off financially. The Working for Families package makes it easier for them to stay in work and meet the financial demands of bringing up a family. We work with Inland Revenue to provide tax credits and also assist with childcare and housing costs. Our regional Working for Families Co-ordinator is working closely alongside the local kohanga reo and marae, as well as places of employment where there are potentially eligible clients for Working for Families assistance. This enables us to increase our contact with a greater number of entitled families and support them with their applications.

Furthermore, the levels of payment have increased this year to enable a greater number of people to take advantage of this financial assistance. It has allowed even more individuals to view work as an economically viable option for them.

Those returning to the workforce after considerable periods of time, such as sole parents, are sometimes disadvantaged in their job search because of limited access to childcare services, or they may have transport issues. We work with them to address these issues so they are able to participate in training, tertiary education and part- or full-time employment. We also encourage employers to consider flexible working hours for parents who may need to be home for their children after school.

We are referring some of our sole parents to Te Taiwhenua o Heretaunga to complete the Hauora Certificate. This provides them with foundation skills so they can enter the health industry.

Study seminar pays dividends for Nicola

In January 2007, the Eastern Institute of Technology in Hawke's Bay held its inaugural 'Returning to Study' information seminar for people who are considering returning to tertiary education. Newly enrolled mature students (over the age of 20) were also invited to attend.

The seminar was a direct response to the volume of questions being raised about returning to study, particularly the anxiety associated with returning to tertiary education after time in the workforce or at home raising a family.

The event was a great success, attended by approximately 90 people. A number of presentations were given by the Eastern Institute of Technology staff and support services such as StudyLink who provided information relating to financial issues, learning support and study options.

Nicola Brooker, a mature student, attended the evening and was considering study in Early Childhood Education. The evening enabled her to access StudyLink services and check on the types of assistance that would be available to her if she wanted to reach her goals.

StudyLink Outreach Officer, Cherish Brogden suggested a number of options to Nicola that may be available to help fund study outside of a Student Loan. As a result, Nicola gained a

TeachNZ Scholarship which has paid for the duration of her course. She was also referred by Cherish to agencies such as Student Job Search to assist with part-time work. Nicola has since gained part-time employment with a local fashion retailer which does not interfere with her study commitments.

Nicola Brooker (left) discusses her first assignment with Cherish Brogden, StudyLink Outreach Officer.



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"We employed Cathleen Adams with Work and Income assistance through Kylee Holgate, Napier Work Broker. Cathleen is wonderful, we're delighted with her and we recently moved her to a full-time role on an annual salary. She is already selling international travel and has been a wonderful addition to our team. Cathleen has already attended a work-paid trip to Fiji to learn more about travel packages on offer to customers".

Greg Southcombe
Managing Director
Travel Café
Hastings

Services to employers

The success of our New Service Approach and the Job Search Service will also depend on our ability to develop good relationships with prospective employers and work with them to manage the whole recruitment process. Our work brokers will continue to engage with employers who may be able to offer sustainable work opportunities for our clients. By working closely with them, we will gain a greater understanding of an employer's requirements and provide our clients with access to training options to equip them to meet the demands of the job.

Although employment vacancies exist across our region, there is not always the labour force in the same location to match these jobs. As a result we are working with employers to move clients into these employment opportunities from around the region. Recently, we transferred a number of clients from Tairāwhiti to work with a large employer in the Hawke's Bay, thereby meeting the employer's labour shortage and providing our clients with work. We will continue to develop similar matching exercises with other employers around the region in the coming year.

With some employers we will be looking to develop employment relationship agreements which set out their ongoing recruitment needs, and the services we will provide at a national, regional and local level. We will then monitor our relationship with them to ensure that we are both achieving our desired outcomes.

Understanding our local labour market

Our Labour Market Development team works with a range of employers across different employment sectors. Dialogue centres on the difficulties employers face when recruiting or what future employment trends they see developing. It is important for us to keep up-to-date with both current and future market trends. Factored into this, is the information that is collated nationally by the



Right: Pictured from left, PPCS employees Robert Fraser and Regan Turetahi explain the various beef cuts to StudyLink Outreach Officer Cherish Brogden and PPCS Training and Employment Co-ordinator, Gary Williams.

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Department of Labour. We incorporate this knowledge with the development of our client interventions to better match our clients to the local labour market.

The East Coast has a large number of seasonal work opportunities within the agriculture, viticulture and horticulture industries. We work with a wide range of seasonal employers to increase the periods of seasonal employment for our clients. We also have a record number of young people undertaking horticulture cadetships to equip them for entry-level employment within the industry.

We have recently conducted a work expo in Ruatoria. Due to its remote rural location, this is an area that historically has limited work opportunities. There were a range of prospective employers represented such as the New Zealand Fire Service, Cedenco, the Westport Deep Sea Fishing School, National Road Carriers and representatives from the engineering, farming, fishing, administration, health and tourism sectors, as well as representatives from the Navy. The expo was also well attended by our clients who successfully engaged with the employers to explore individual work opportunities. The outcomes for clients were so positive that we will look at repeating the expo again in late 2007.

Industry partnerships

Through our discussions with employers, we are able to identify where skill and labour shortages exist. The development of industry partnerships allows us to work with them to reduce these shortages. We will continue to work together with our industry colleagues to identify job opportunities and where we will need to up-skill our clients to meet these shortfalls.

Through industry partnerships we are able to work with employers to develop workplace-based training programmes. These programmes also provide additional support services to help new employees get settled into their job and into ongoing training and development so that they can further develop their careers.

Currently, we are working with a broad cross-section of local industry to up-skill our clients in order to meet their requirements. Some of these include the Hawke's Bay Fruit Growers Association, TECTRA, Mr Apple New Zealand Ltd, and the engineering, forestry and viticulture industries. Over the next year we aim to build on the success of these partnerships to develop even more sustainable employment opportunities.



Above: Kay Symes (left), Gisborne Social Worker; checks out the garden designed by children attending the Gisborne Health Camp (Te Kainga Whaiora). Also pictured are Debz Rogers (centre) and Awhiora Nia Nia-Tai from the Gisborne Health Camp.

Building new skills to match job opportunities

Supporting Work and Income and particularly our Regional Labour Market Development team is the work that StudyLink does through administering the payment of Student Allowances and Student Loans.

We have already identified that clients often need to learn new skills in order to meet the demands of the local labour market, but study options can bring cost considerations for our clients. StudyLink, education providers, student bodies and other central agencies all work together to ensure that students receive the financial support that they are entitled to, enabling them to complete their studies. An important part of this support is the chance for students to utilise StudyLink's work-first initiative. This is a partnership between StudyLink, Student Job Search and Work and Income which ensures maximum opportunities for students to gain employment during holiday periods which can help ease the financial burden of study.

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"I'm proud to have three Ruatoria men who are completing the Westport Deep Sea Fishing School Training programme. They have all completed a short training trip on a fishing vessel, passed a drug test and are well on their way to completing programme qualifications. They are about to undertake a six-week voyage on the Sanford vessel 'San Waitaki' and I expect them to gain the offer of full-time employment from this trip".

Peter Maich
Principal
Westport Deep Sea Fishing School

StudyLink and Work and Income also provide information to clients who are considering transitioning off a benefit and into study through the On Course programme. Over the next year, StudyLink will identify further opportunities to offer specific 'in-study' support for those students who have recently transitioned off a benefit.

Contact centres – additional support

Our contact centres will be increasingly important as we begin to work differently with our clients. Originally their focus was to process changes in benefit payments and book appointments for clients, however with improved technology, they are now able to focus on helping our clients in their search for work. The introduction of Job Search allows clients to use a free-phone job-search service to search vacancies registered with Work and Income and better self-manage their own search for work. Enhancements to our Employer Line mean our contact centres have the ability to view existing vacancies and source suitable clients to meet an employer's need.

Closely aligned with this is Service Express which allows our clients to check their own benefit payments or debt information. They can also report their wages without needing to speak to a customer service representative.

Our Outbound Calling Service provides our contact centre staff with the opportunity to actively engage with clients about work opportunities in their area, book an appointment with their case manager or check that they are receiving the correct support. Our multilingual service is also available for those clients who may have difficulty communicating in English.

Our initiatives and services will continue to evolve to develop our client's skills and experiences to meet the needs of employers and industry in our changing labour market.



Right: Working for Families Childcare Co-ordinators presented to the NZ Engineering, Printers and Manufacturers Union during their Napier conference in March 2007. Pictured from left are Carl Ferguson, Union Delegate; Robyn Richardson, Childcare Co-ordinator; Michael Caffery, Union Delegate; and Lisa Young, Childcare Co-ordinator.

Enhancing the Wellbeing of Older People – Today and Tomorrow

The Ministry is taking the lead on the Positive Ageing theme as part of our responsibilities to the Government's priority of Families - Young and Old. This recognises that older people are important members of our society and have the right to be afforded dignity in their senior years.

Older people have the skills, knowledge and experience to contribute significantly to our region and their participation benefits the whole community. We are focused on creating positive choices for older New Zealanders, to help them lead healthy and productive lives.

Through the Office for Senior Citizens, we actively lead, promote and monitor the New Zealand Positive Ageing Strategy, which highlights 10 principles that are central to improving the wellbeing of people in their later years. These include income, health, housing, transport, ageing in place, cultural diversity, rural issues, attitudes, employment and opportunities.

People are now living longer than ever before. As a result we often hear that '70 is the new 60', which means older people are now healthier and want to enjoy life to the maximum. Our older

people have a wealth of experience and knowledge and often want the opportunity to pass this on to the rest of our community through their voluntary work. However, not all of our older people have the love and support of close family around them, or financial security, and sometimes need assistance to help them through their autumn years.

A growing older population

We have 25,839 people aged 65 and over who live in our region which is almost 13% of our regional population¹⁵. People often choose to live here because our excellent year-round climate benefits their health. This creates increased demand on the services needed by the older community. Our older population is set to increase over the next 20 years and we need to look at ways to address not only their current needs but also future demand.

We provide skills training for clients interested in becoming qualified caregivers for the elderly. Of the 16 clients who were recently selected to complete a healthcare cadetship, 15 are

Elderly couple maintain their independence

Denise Rouse, Napier New Zealand Superannuation Case Manager, has had some long-standing relationships with a number of her elderly clients, having been a New Zealand Superannuation Case Manager for 11 years. Such relationships often give rise to some touching stories such as the case of Napier couple Mr and Mrs Harry Walker.

Mr Walker first met Denise early last year after a partial amputation to his foot followed by a lower limb amputation a few weeks later. He then suffered the amputation of his other leg later in the year. Denise arranged travel to the Limbs Centre in Wellington for each of Mr Walker's amputations.

Following his amputations, Mrs Walker found it increasingly difficult to care for her husband, with access to the house and showering posing particular problems. *"Mrs Walker would have to wait for their neighbours to come home to help him out of the house and provide transport if they wanted to go out. Things deteriorated to the point where they had to use a taxi to take him to a rest home twice a week for showers"*, said Denise.

An access ramp to the house and a modified bathroom was needed. Denise advocated on their behalf and determined what was needed with Enable New Zealand. Within a short time, the ramp had been built with the new bathroom area completed shortly after.

"We are very grateful for all the help that Denise has given us. Having our independence again is just fantastic", said Mr Walker.

Pictured are Mr and Mrs Walker enjoying the garden from their newly completed access ramp.



15. *Census of Population and Dwellings, Regional Summary, Census 2006, Statistics New Zealand.*

>> Enhancing the Wellbeing of Older People - Today and Tomorrow >>

now either working or undertaking further training that is directly linked to their desire to work with older people as care givers. It is anticipated that the success of this co-funded local industry partnership with the Hawke's Bay District Health Board will be replicated around the region.

In recognition of the growing number of retirement homes in the region we are building greater relationships across the aged care sector. We are working with local providers to identify training opportunities for our clients to take account of this expanding industry sector. It is envisaged that we will be able to maximise future employment opportunities for our clients.

We are focused on providing older people with easy access to simple and complete information and we work with the Office for Senior Citizens to address key areas of concern for older people in our region. We organise monthly meetings with rural health providers to discuss entitlements and services that older clients in remote areas may require. We also visit New Zealand Superannuation clients who live remotely and who have difficulty in visiting our service centres, to ensure that they are receiving their full benefit entitlements and have access to any other support they might need. This year we are looking to source large-print information brochures for our older clients to make it easier for them to access the services we provide.

In 2007 we hosted a very successful Older Persons Expo in Hastings. We worked in partnership with Age Concern, and participating organisations included the Hastings District Council, the Alzheimers Society, Telecom, Bay Home Support, the Arthritis Society, the Cancer Society, the Diabetes Society, along with other community providers and the voluntary sector. These expos are an excellent forum for keeping older people informed of the opportunities that exist for them to participate in, and contribute to, their communities whilst at the same time keeping them up-to-date with the services that we provide.



Above: Pictured from left at the Positive Ageing Forum in Hastings are Rachel Taylor, Hastings East New Zealand Superannuation Case Manager; Ian Horton, New Zealand Superannuitant; and Wendy Weir, Social Worker for Age Concern Hastings.

Working during their senior years

Nowadays older people are keen to keep working longer than they might have done 20 years ago. Some choose to work because they need the additional financial security and others seek employment in order to feel more connected to their community.

In a time of skill and labour shortages, there are increasing opportunities for older people to remain in work. This is positive for the individual and means employers can retain their skills and knowledge. To help older people into paid and voluntary work, we will partner with training organisations, employers, as well as community and voluntary organisations. We are focused on providing support to those who require additional assistance to re-enter the workforce by helping them to find employment options that suit their skills and experience.

Life-long learning

To help mature students in their quest for learning later in life, StudyLink participated in an information evening at the Eastern Institute of Technology in Taradale especially designed for older people. Information about StudyLink services and products was available and staff interacted with many mature students, discussing with them their individual circumstances, in an effort to better prepare them for study.

Some older people who are looking for work may need help to familiarise themselves with modern technology and we are working with education providers to provide a career pathway, job-search skills and tools, computer training and work experience for our mature clients¹⁶. As a result, these clients are managing to move off benefit and into full and part-time work opportunities. Often their newly acquired computer skills enable them to keep in touch with family and friends and raises their awareness of activities available to them in their community, via the internet.

Taking care of our older people

Unfortunately some older people suffer abuse. This can be financial, emotional, physical or verbal. We are working to ensure that they are free from such abuse and can live safely from this distress in their older years. Our family violence response co-ordinators are working to help case managers understand this issue. When they become aware of elder abuse, this training enables our case managers to respond with sound advice on what support is available from other government social agencies such as the New Zealand Police or community organisations like Age Concern.

Our Senior Services administer a number of services for older people, including war pensions, through War Pension Services; the Community Services Card, through the Card Centre; and international social security arrangements and agreements, which are administered by International Services.

"I have had the pleasure of working alongside Denise Rouse (New Zealand Superannuation Case Manager) in helping the elderly in the Napier community for many years now and appreciate her expertise and knowledge. Denise always goes the extra mile in helping our elderly folk who are often anxious and very vulnerable. She is highly regarded in the community for her caring, bubbly personality and taking the time to listen to her clients".

Hester A. Bauckman, QSM
Life Member
Taradale Senior Citizens

16. Mature clients are those aged between 45 to 59 years (inclusive).

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In the second half of 2007, the SuperGold Card will be introduced to recognise the contribution older New Zealanders and Veterans have made, and continue to make, to our society. The Card, which will automatically be sent to people who receive New Zealand Superannuation or a Veterans Pension will:

- enable older people to access commercial discounts on everyday goods and services from participating businesses
- help facilitate access to concessions on central government and local authority services.

The Ministry will also produce a directory and establish a website, listing all discounts and concessions being offered. A free phone number (0800 25 46 65) for enquiries about the SuperGold Card has also been set up. Here in the East Coast we will work to ensure that all of our eligible clients are aware of this new opportunity and fully understand the benefits it can bring them.



Right: Steve Morse, Hastings New Zealand Superannuation Case Manager; (seated) hosts a regular community radio slot on Radio Kidnappers promoting services to the elderly. He is pictured with John Stables, Hastings Returned Services' Association Welfare Officer; preparing for an interview.

Partnering with our Communities

Improved social health and wellbeing outcomes cannot be achieved without the support and knowledge that exists within our local communities. On the East Coast we have a wide range of non-government and voluntary groups who assist individuals, families and whānau to enrich their daily lives. We recognise their great worth and seek opportunities to work together to improve our communities.

In conjunction with the many local organisations who work directly at the grassroots level, there are a range of agencies such as the New Zealand Police, Te Puni Kōkiri, the Department of Internal Affairs, local and regional authorities, district health boards, the Ministry of Education and Housing New Zealand, to name a few who are all striving to achieve the best outcomes for our communities.

Joined up planning for results

Our four local authorities in the Hawke's Bay have agreed to the same nine community outcomes as part of their Long Term Council Community Plans. These Plans highlight the goals of

the local councils for the next 10 years. The nine community outcomes are as follows:

- a strong, prosperous and thriving economy
- transport infrastructure and services that are safe, effective and integrated
- communities that value and promote their unique culture and heritage
- supportive, caring and inclusive communities
- strong regional leadership and a sense of belonging
- safe and accessible recreational facilities
- safe and secure communities
- a lifetime of good health and wellbeing
- an environment that is appreciated, protected and sustained for future generations.

A career change for Chris

Mature workers can sometimes face employment uncertainty through organisational change or health challenges.

Former Kaiti client Chris Palmer knows full-well how a health scare refocuses personal priorities and career options. In 1999, when Chris was a design consultant he discovered he had cancer. *"Suddenly I had to re-evaluate what was important. At that point I had a successful and highly paid career. I had to give it all away so I could focus on getting well"*, said Chris.

After undergoing surgery Chris and his wife went on an overseas trip to aid his recovery. He was back at work 18 months later, taking up a factory manager position in Hastings. His return to the workforce was relatively short-lived with Chris needing an operation on both his knees. He resigned from his position and during his recovery he applied for a Sickness Benefit.

"I'd never been on a benefit before and didn't know what to expect. My case manager was genuinely keen to help and we discussed employment options early on", said Chris.

Chris was referred to a porter position at the Emerald Hotel. He got the job and has been there since October 2006.

"Chris is a real example to other mature workers who are often forced to undergo a career change during their lives. He has recently gained his passenger licence and now drives the Emerald Hotel coach which adds even more value to his role", said Case Manager, Gill Varley.

Pictured is Chris Palmer showing Gill Varley, the Emerald Hotel coach.



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"Our permanent resident and refugee students sometimes have difficulties understanding the process of arranging their Student Loans and Allowances because their English is limited. StudyLink staff are readily available to assist and refer students to other agencies such as Student Job Search, Housing New Zealand and Inland Revenue. I'm always impressed by the wonderful service given by StudyLink. Everything is explained carefully and clearly, resulting in positive outcomes".

Robyn Heath
ESL Programme Co-ordinator
English Language Centre
Eastern Institute of Technology Hawke's Bay

Much of our work aligns with these outcomes, particularly our responsibility under Families - Young and Old to ensure strong and safe communities. The challenge now is to work together in ways that are complementary and to define a framework that measures the extent to which we have been jointly successful. Our Regional Strategic Planner has been working with the Accident Compensation Corporation, the Department of Internal Affairs and both the Hastings and Napier Local Councils to establish such a framework for these nine outcomes. This approach was highlighted to other government agencies and non-government organisations at a forum held in Napier in March 2007. Feedback from the participants is an important element in creating a framework that works.

Our Regional Commissioner chairs the region's Welfare Advisory Group, which brings together a range of government and non-government agencies. The focus of the Group is on collaborative approaches to community welfare responses in the event of an emergency. Representative agencies include the Red Cross, Housing New Zealand, the Ministry of Agriculture and Forestry and The Salvation Army. The Group works with the Hawke's Bay Civil Defence and Emergency Management team on planning for co-ordinated responses to, and recovery from, emergencies.

Listening to our community

We are conscious that our voluntary and non-government sectors are well-placed to understand the local issues and needs of our community. We have recently held community focus groups in Gisborne, Wairoa and Hawke's Bay to consult with them on what issues they see on the horizon for the next five years and how they feel we should respond. We aim to build on this initial focus group and develop 'full circle' feedback focus groups running periodically throughout the year. We will factor in their input when planning how we move forward and we will be able to feed back to the various groups on how we are dealing with their concerns.

Given the social health and wellbeing statistics for the Tairāwhiti region, Family and Community Services is carrying out a Local Services Mapping exercise. This is a consultative and collaborative approach that brings together government agencies, local authorities, and community organisations to identify and better understand the needs of the community and to know what social services are available locally. A final report will be completed that highlights identified community needs and will set out an action plan, how various partners will contribute to finding solutions and addressing the needs to achieve the future that the community wants.

Valuing regional diversity

According to the 2006 Census, there are 6,564 Pacific people living in our communities. In recognition of this, we engage regularly with the Ministry of Pacific Island Affairs and local Pacific organisations to better understand any specific needs and challenges and consequently develop sustainable employment opportunities for our Pacific people. We assist in the investment

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of young Pacific people and their future potential by being an active partner in the co-ordination of the annual Specifically Pacific Festival.

Migrants are often attracted to live here because of the seasonal work opportunities, the good weather and excellent scenery. We have a wealth of culture in our region and we need to ensure that they feel like they are members of the community. It is also important that their new life gets off to the best start, however there are sometimes difficulties for them adjusting to a new language and cultural environment.

Refugees can face the same challenges as new migrants but often have other trauma to deal with. Settling in quickly provides them all with greater reassurance. In return, this ethnic diversity can bring experience and skills which can benefit our local communities.

We regularly attend the Refugees and Migrants Support meetings

to offer advice and guidance on all the services available from the Ministry to assist integration into their new environment as smoothly and quickly as possible. StudyLink has a close working relationship with the International Students Faculty at the Eastern Institute of Technology in Taradale that provides a specialised service to refugees and migrants.

Bringing our services to rural communities

Heartland Service Centres operate in Ruatoria, Waipukurau and Wairoa. These Centres offer the opportunity of a one-stop-shop where people in these smaller communities can access a range of government and other related services. We also hold regular Work and Income clinics in Te Araroa, Tokomaru Bay and Tolaga Bay in recognition of the isolation of these communities and the difficulty some people may have in accessing our services.

Family violence intervention model leads the way

The Hawke's Bay District Health Board Family Violence and Child Abuse Intervention programme is the first of its kind in New Zealand and has become the intervention model for district health boards nationwide.

Lyn MacKay, Community Liaison Advisor for Hawke's Bay Child, Youth and Family has been instrumental in forging a partnership with the Hawke's Bay District Health Board. Lyn joins the New Zealand Police, staff from DOVE Hawke's Bay, the Napier Women's Refuge and the Hawke's Bay District Health Board to deliver the programme to District Health Board staff over a full day.

Over 900 District Health Board staff have now been trained to routinely ask women who attend their services about domestic violence. Staff are taught to assess risk when they suspect child abuse.

The multi-agency teaching team also advises the Hawke's Bay District Health Board about resources to support staff with the assessments, including policies, cue-cards, posters and documentation to record findings. Since the commencement of the programme four years ago, referrals from the Hawke's Bay District Health Board to Child, Youth and Family have jumped over five-times and referrals to domestic violence services over three times.

"There is no doubt in my mind that we couldn't

have done this without Lyn's expertise", says Clinical Director of Maternal and Child Health, Dr Russell Wills. *"Our staff need support in this difficult work and Lyn has ensured that they feel much more confident to notify Child, Youth and Family".*

Lyn and the Hawke's Bay District Health Board are looking forward to the programme rolling out to primary care later this year in partnership with a large general practice.

Dr Russell Wills; Clinical Director, Maternal and Child Health and Lyn MacKay; Community Liaison Advisor for Hawke's Bay Child, Youth and Family are pictured in the Children's Ward, of the Hawke's Bay Regional Hospital.



>> Partnering with our Communities >>

"We organise community information days for our Tuai and Lake Waikaremona District every quarter and have really appreciated the contribution to these days by Wairoa Case Manager Ellen Ormond. We have quite a significant number of elderly in our district who are often very isolated from social services such as Work and Income. Ellen bringing her service to our information days has helped address this".

Aileen Himona
Nga Kaitiaki Hauora Waikaremoana Trust

Building community capacity

Enterprising Communities Grants help East Coast community organisations establish projects which can create skills training and subsequently job opportunities for people who are finding it hard to get work.

Recent successful projects have involved a diverse range of activities including:

- the development of an East Coast television operation
- creating employment opportunities and childcare spaces through Barnardos KidStart
- an opportunity for a tourism co-ordinator with Te Runanga o Ngati Porou
- a basic farm-skills project with Te Wairoa Charitable Trust.

Our Social Development Manager has built up extensive links across the region with a range of community and government organisations. This keeps us up to date with all the social services and support available in our region. As a result of this broad knowledge we can often identify opportunities to pair up organisations and dovetail their activities for maximum benefit. This also allows us to act as an effective channel when community members and groups highlight a problem to us. With this experience, we are well placed to signpost these individuals and organisations to the right source of support to meet their needs. As a result we are also able to highlight to our case managers the availability of funding opportunities for clients to have improved housing. By letting our case managers know of sources of funding, they can help our clients improve their standard of accommodation.

By working across the Ministry and with our community partners we can maximise the opportunities to work collectively to improve the social environment for all East Coast people. Listening to our communities, sharing information alongside sound collaborative planning should better guarantee that we are directing our mutual resources effectively.



Right: Students perform at the 'Cultural Explosion' concert at the Spacifically Pacific Festival.

Organisational Overview

CHIEF EXECUTIVE

POLICY

Social Development Policy and Knowledge
Strategic Social Policy; Regional Social Policy; Social Inclusion and Participation (including the Office for Senior Citizens; the Office for Disability Issues and the Office for the Community and Voluntary Sector); Centre for Social Research and Evaluation.

Social Services Policy
Ministry of Youth Development (4 Regional Offices); Working Age Peoples' Policy; Child, Family and Community Policy; Older Peoples' Policy; International Relations.

Ministry of Youth Development promotes the interests of young people aged between 12 and 24 years. Our goal is that young people are valued, nurtured, and challenged to reach their full potential. We listen to the views of young people, analyse information and statistics, provide services and broker solutions for young people.

Work and Income offers a single point of contact for people needing work-search support to secure employment; in-work support that assists people to stay in employment; and income support to people who require temporary assistance or additional income to supplement their earnings.

SERVICE DELIVERY

Work and Income
11 Regional Offices; 148 Service Centres; 46 Outreach Centres; 5 Contact Centres (which includes a Multi-lingual Contact Centre).

Child, Youth and Family
4 Regional Offices; 12 Service Centres; 52 Sites; 1 Contact Centre; 3 Specialist Service Units; 7 Secure Residences for children and young people in youth justice or care and protection.

Specialist Services
StudyLink (which includes 6 Outreach Offices plus numerous campus services, 2 Contact Centres and 1 Processing Centre); Senior Services (including Community Services Card; International Services; War Pension Services); Integrity Services.

Family and Community Services
4 Regional Offices;
Co-ordination of 32 Heartland Services.

Child, Youth and Family helps those children and young people who are abused or neglected, or who commit offences. We work with their families to help make them safe or to keep them from re-offending. We also provide adoption services.

StudyLink administers financial assistance to students and works in co-operation with secondary schools, tertiary education providers and student bodies to ensure students get the finance they are entitled to so they can complete their study.

CORPORATE

People, Capability and Resources
Human Resources; Finance; Information Technology.

Corporate and Governance
Planning Purchase and Governance; Communications; Legal; Ministerial and Executive Services; Client Representatives and Review of Decisions.

Risk and Assurance
Internal Audit, Risk Management, Internal Fraud, Security.

Senior Services includes administration of the Community Services Card, which gives people access to lower cost health care; the SuperGold Card, for people over 65 years and veterans; International Services, which pays benefits and pensions to people who come to New Zealand from overseas, and New Zealanders who leave the country; and War Pension Services, which administers services to veterans.

Integrity Services includes Benefit Control, the National Data Match Centre and Debt Management. It helps to ensure clients are receiving their correct entitlements to financial assistance with an emphasis on preventing and minimising debt and fraud.

Family and Community Services helps to build connected communities and strong, resilient families. We co-ordinate government and non-government organisations to support families to be well resourced, violence-free and connected to their communities. We do so by providing leadership, information and funding social service providers.

Ministry of Social Development
Regional Office
Level 1, Vautier House
Corner Vautier and Dalton Streets
Napier
www.msd.govt.nz

Community Services Card
0800 999 999

Child, Youth and Family
www.cyf.govt.nz
0508 326459

Family and Community Services
www.familyservices.govt.nz

Integrity Services
0800 558 008 (Debt Enquiries)
0800 556 006 (Allegation Line)

International Services
0800 777 117

Ministry of Youth Development
www.myd.govt.nz

StudyLink
www.studylink.govt.nz
0800 88 99 00

SuperGold Card
0800 25 45 65

War Pension Services
0800 553 003

Work and Income
www.workandincome.govt.nz
0800 559 009

