



Leading Social Development in
WELLINGTON

Regional Plan 2007 > 2008





child, youth
and family

A service of the Ministry of Social Development



family &
community services

ratanga ā-whānau, ā-hapori

A service of the Ministry of Social Development



MINISTRY OF
YOUTH DEVELOPMENT
TE MANATŪ WHAKAHIATO TAIGHI

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:

Constructing a sustainable career.

Bottom Left:

Clive Doughty, National Manager, the Card Centre; with members and staff from the Brooklyn Resource Centre.

Right:

Young people enjoying activities at the Premier Personnel Development youth pilot programme in Kaitoke.

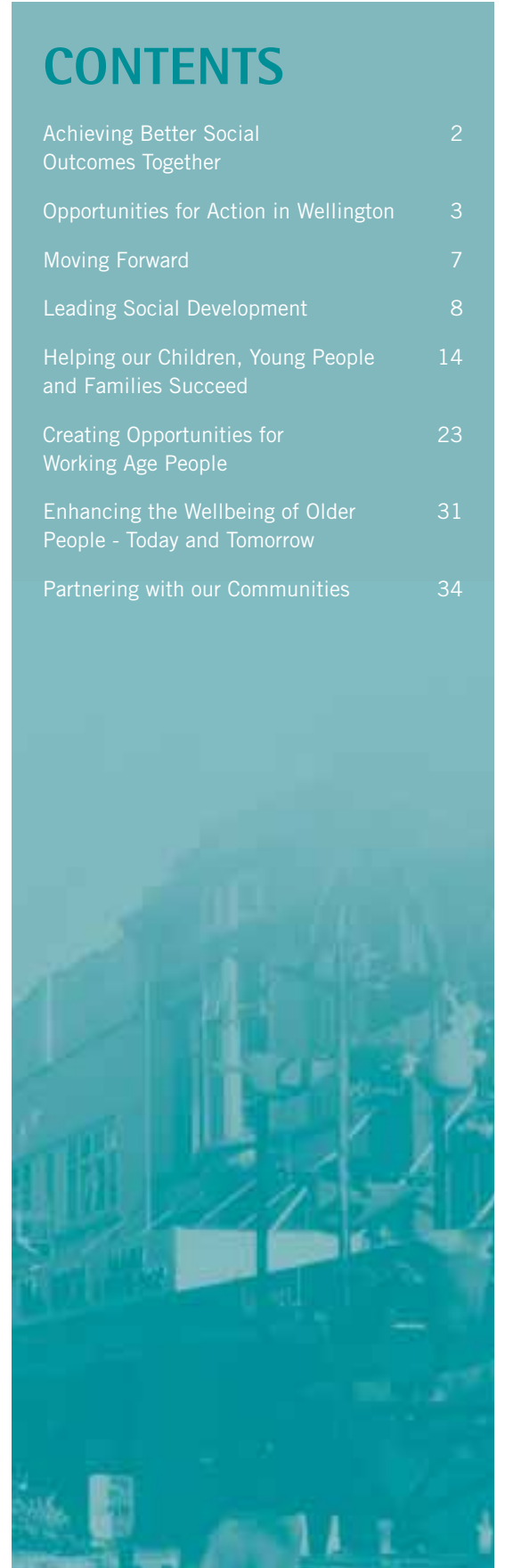
Leading Social Development

A PLAN FOR WELLINGTON 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 Wellington 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 Wellington region!



Peter Hughes
Chief Executive



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

Opportunities for Action in Wellington

The Wellington region is not only the political capital of New Zealand, but also the cultural and creative capital. Known for its vibrant atmosphere, we have a diverse population to complement the wide range of cultural activities on offer.

Over 350,000² people live in our region which includes Wellington City, Porirua City, Lower Hutt and Upper Hutt Cities. Our ethnic make up includes a strong refugee and migrant community, a large youth population and strong Māori and Pacific representation.

The local labour market

We have a varied mixture of industry within our local economy including finance, hospitality, education, health, construction, distribution and manufacturing. We are largely dependant on hospitality, services, government administration (the largest employer) and tourism to drive our economy. Although we are experiencing some economic growth, we face a number of challenges to improve our economic performance as a region.

Matching people to the needs of industry can be difficult and requires a proactive approach. With the decreasing number of unemployed in our region and competition from overseas countries for our skilled people, considerable action from industry, employers, training providers and government agencies is required to meet the demand for skilled workers and keep our economy moving forward.

Another evolving challenge is the increasing number of manufacturing firms leaving the region due to high rents and the costs associated with the rising New Zealand dollar. As a result, the closure of companies may affect our economy and our ability to hold on to skilled workers within our region.

The Ministry and our role

The Ministry's vision is of an inclusive New Zealand where all people are able to participate in the social and economic life of their communities. Our *Statement of Intent 2007/2008*³ establishes an outcome framework to help us focus our attention on six key outcome areas:

- Leading social development
- Children and young people
- Working-age people
- Older people
- Families, whānau
- Communities, hapū and iwi.

"I can still remember clearly the first time I came across the Family and Community Services website - the services they offered complemented the work that we undertake. The information about preventing family violence and Strengthening Families was most useful for our youth workers".

Ross Davis

*Director Youth and Community Projects
Wellington Boys and Girls Institute*



Above: Patti Betham, National Community Services Card Customer Service Officer (left), advises a student of the valuable savings gained by having a Community Services Card.

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

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

>> Opportunities for Action in Wellington >>

Child, Youth and Family, Family and Community Services, Integrity Services, the Ministry of Youth Development, Senior Services, StudyLink and Work and Income work together to achieve outcomes in these areas. Over the coming year, we will remain committed to working with our people and our communities and ensure we provide accessible services that best meet their needs.

The social outlook for Wellington

*The Social Report*⁴ is an annual publication that provides information and statistics on the social health and wellbeing of New Zealanders in areas such as health, knowledge and skills, paid work, the economic standard of living and cultural identity. It can be used as a means to monitor our advancement across these areas of social development and provides a regional breakdown and indication of the quality of life that people experience. Through this we can prioritise our efforts and identify key issues that affect children, youth, older people, families, and our communities.

Wellington scores very positively in a number of living standards reflected in *The Social Report*. Despite this, we recognise that a number of communities within our region face levels of deprivation and have specific challenges. For example, 15.8% of our population live in households with low incomes⁵. We continue to work closely with other stakeholders including government and non-government organisations to implement projects and initiatives that will achieve positive outcomes for all Wellingtonians. We have a great deal of potential within our region, and the communities it encompasses. We will maximise this to promote wellbeing and independence for individuals and families.

Wellington has a vibrant and culturally diverse ethnic population. According to the 2006 Census, 67.5% of Wellington's population identify themselves as European, 12.6% as Māori, 10.4% as New Zealanders, 9.9% as Asian, 9.4% as Pacific peoples, 1.5% as Middle Eastern/Latin American/African, and less than 1% as Other.

We have an active migrant community; however under-employment and isolation can be common experiences for refugees and migrants who are faced with a number of challenges. To ensure good living standards and overall health and wellbeing are commonplace and attainable for all people in our region, we will continue to work with these communities and stakeholders such as the Office of Ethnic Affairs and local councils represented in the Wellington Regional Action Plan for Refugee Health and Wellbeing.

Porirua and Wellington Cities have high youth populations and we see young people as vital for the future of our region. To ensure we are enabling our youth to make informed decisions about how they are able to achieve their full potential, it is vital that we understand and address community concerns and issues for young people such as youth offending.

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

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

>> Opportunities for Action in Wellington >>

Wellington, like other regions, is facing an ageing population. This will have differing effects on our communities and may have impacts on the provision of services now and in the future. The New Zealand Positive Ageing Strategy⁶ provides guidance to ensure issues facing older people are addressed. We work closely with other government and non-government agencies through the Older People's Network to support this Strategy.

There are high levels of domestic violence and abuse in our region that need to be addressed. We believe all individuals have a right to live without violence and there are a number of initiatives operating such as the Te Rito, New Zealand Family Violence Prevention Strategy⁷ and the Family Violence Intervention Programme to address this. These bring a number of agencies around the table to tackle this issue and support the prevention of family violence in our region.

We recognise that sole parents and people with disabilities may face a number of challenges to entering or re-entering the workforce. As levels of unemployment reduce, it is becoming increasingly important to work with the health sector and other agencies to help them achieve their employment goals.

The increasing cost of housing in all areas of Wellington presents a number of issues. High housing costs can contribute to poor health and deprivation and can also impact on a person's ability to achieve sustainable employment. Our response is to work with local councils, Housing New Zealand and other agencies to address issues around the availability of healthy housing.

For those in our region who cannot work, or are looking for work, we provide financial assistance which acts as a safety net. We will continue to be proactive with our clients to help them find employment.



Above: Sink or swim at Kaitoke. The Premier Personnel Development Youth Pilot programme aims to increase motivation and confidence whilst encouraging young people to make positive choices about their future.

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

7. Te Rito, New Zealand Family Violence Prevention Strategy, Ministry of Social Development, February 2002.

>> Opportunities for Action in Wellington >>

"Thanks to the Ministry of Youth Development's Youth Development Partnership Fund, ZEAL was able to have the best of the best in terms of its computer network. It's great to have funding that provides such a high standard of equipment, giving greater opportunities and state-of-the-art equipment for the young people of Wellington".

Keryn Martin
Manager
ZEAL

For clients who are receiving a benefit, it is important that they receive their full and correct entitlements. At the same time we work to prevent and minimise debt and fraud. Debt to the Ministry can be incurred in a number of ways, perhaps through an overpayment when someone commences employment or goes overseas and forgets to inform us. Fraud involves a client's deliberate failure to disclose full and accurate information. Maintaining public trust and confidence in the Ministry's benefit system is critical to us. We also encourage our clients to participate in their communities by being involved in voluntary work or by being part of a support network.

Our progress in recent years has confirmed that we must continue to review and challenge ourselves to keep responding to the needs of our communities in a positive way. We will continue to develop relevant partnerships that allow us to contribute effectively within communities in our region. Other government organisations, territorial authorities, iwi, employers, training providers, non-government organisations and community groups will be absolutely vital in this journey. The relationships we establish today will enable our communities to reap the rewards in years to come.



Above: As part of the Conservation Corps programme, a group of young people work on redeveloping the Wellington skyline. The programme aims to equip young people aged 16 to 24 years for their future through outdoor recreation, education and environmental activities. The 20-week programme is funded through the Ministry of Youth Development.

Moving Forward

Welcome to our Ministry of Social Development Regional Plan for 2007/2008.

This Plan provides an update on the work we are currently doing in the Wellington region and insights to our plans for the future.

We need to work in a co-ordinated way both within the Ministry and with other stakeholders. This continues to be the approach that we believe will achieve the greatest outcome for our communities.

This Plan highlights the many collaborative initiatives that are in place and more importantly, it demonstrates our willingness and desire to work with and support new partnerships that will help improve opportunities for people living in Wellington.

Wellington has experienced positive growth and development over the last few years. Not only will we do whatever we can to continue to support this, but we must ensure that this creates opportunities for all. We are supporting a joint Wellington-wide approach to economic growth and social development. We are also working closely with our local councils and are taking a lead role in the development of a Wellington-wide Labour Market Strategy.

Within the Ministry we have established processes to jointly assist the families we all work closely with. This is focused on helping with issues such as health and housing, ensuring families are getting all the financial assistance they are entitled to and supporting members of these families into work.

Youth employment remains a focus for us as we move towards the shared goal between government and the Mayors Taskforce for Jobs that all young people will be engaged in employment, education or training. I would like to thank our local city councils who support a strong employment focus through cadetships and other employment initiatives.

Thanks also to our district health boards and the many stakeholders that we continue to work alongside.

To our staff, I would like to personally thank you for your dedication and commitment to making a positive difference for our people.

I believe 2007/2008 will be a great year as we all work together to ensure that we see social development in action and make a positive difference to the lives of the people we serve.



Mike Bryant

Regional Commissioner for Social Development



Leading Social Development

"Work and Income's In2WRK facilitator Jacqueline Feyen, was very helpful and we were able to discuss at length my immediate options. Attending the In2WRK seminar made me feel really motivated and eager to take the next step in securing employment. The programme made me realise what I needed to do, taking a step backwards and looking at where I was in life and where I need to be."

John Ferry
Former client

Social Development is not only about providing a safety net for people in hard times, but investing in building the futures of individuals and their communities. Successful social development requires co-ordination with other organisations and partnering with our communities on all issues affecting the wellbeing and prosperity of our communities in areas such as health, education, housing, employment, living standards and safety.

Identifying priorities

The Government's key priorities for the next decade are Families - Young and Old, Economic Transformation and National Identity. We are the lead agency for progressing Families - Young and Old, and work closely with other government agencies to contribute towards Economic Transformation and National Identity.

Families - Young and Old contains five key themes:

- strong families
- healthy, confident kids
- better health for all
- strong and safe communities
- positive ageing.

These themes are largely inter-connected and success in one will be reliant on progress in another. To successfully achieve the outcomes of Families - Young and Old, a holistic approach is required. Within these five themes, we are charged with leading and contributing to work under Strong Families and Positive Ageing.

Strong Families is about ensuring families and whānau have good support and available options to feel secure and assist one another. Continued work in this area will enable people to develop constructive relationships within their families, whānau, hapū, communities, iwi and workplaces. Families should be able to support and nurture those in need of care and have access to adequate income and healthy housing. We will work alongside other government agencies, organisations and communities to achieve this real possibility for our region.

New Zealand has an ageing population and Wellington is no different. Positive Ageing enables older people to participate in their communities and in employment if they choose. With increased participation, older New Zealanders can expect better social outcomes for themselves, their whānau, and those around them.

Through the continued development and improvement of relationships across the social sector we will be able to effectively prioritise our work and identify issues that need to be addressed. To help us determine our key priorities through established cross-sectoral forums, we plan an active part in meeting



Above: New cadet Ben Harris is pictured at his workplace, South East and City Health Organisation, with Justine Thorpe, Manager, overseeing his progress.

with other agencies to provide connected solutions to social issues. The Wellington Leaders Forum is led by the mayors and chief executives of our local councils. Some of the key priorities for cross-sectoral action identified through this Forum are young people, prisoner re-integration and family violence. Through our joined-up approach good progress has been made on addressing these issues.

The Porirua Strategic Forum provides a joint approach to identifying and addressing key issues affecting the Porirua community. We have worked closely with the Porirua City Council to put in place a Porirua Employment Hub and an Employment Co-ordinator, as well as youth cadetships.

The Hutt Valley Governance Group is made up of central and local government agencies and local community groups. Key priorities for action over the coming year include healthy and affordable housing and reducing the occurrence of violent crime. Activities stem from shared discussion around these issues.

We have established strong relationships with all of our local councils through the forums already mentioned, and through specific partnerships we have implemented initiatives such as cadetships for youth, and refugees and migrants. Through continued involvement in forums such as these, we are able to

focus on achieving regional priorities alongside other agencies and make a difference for the people that we work with.

Social development in action

The Wellington Regional Labour Market Forum was established in 2006 as an advisory group for the Wellington Regional Labour Market Strategy. This Forum has representation from over 60 organisations across both the public and private sector and provides a great opportunity to ensure that our labour market response is well connected and appropriate.

Our Labour Market Development team creates a number of opportunities to contribute to our economic transformation. This team, along with the Department of Labour has been working on a Wellington Regional Labour Market Strategy.

Over the next few years the Strategy will implement projects in the following areas: skills development, participation, productivity, business and regional capability, promotion and leadership, and sector diversification. A new board has been elected to oversee the implementation of projects under the Strategy. The board is co-chaired by our Labour Market Manager and the Chief Executive of the Employers and Manufacturers



Above: StudyLink Officer, Catrina May (left) informs students at the WelTec open evening about the range of assistance they may be entitled to.

>> Leading Social Development >>

"The Wellington region has collectively developed a Labour Market Strategy and agenda for action that we can be proud of. Fundamental to this success has been the role of the Ministry of Social Development's Labour Market Development team. The team's 'can do' attitude is fantastic. It has made all the difference in championing, steering and helping drive the Wellington region's Labour Market Strategy initiative forward".

Graham Spargo
Project Director
Wellington Regional Strategy

Association Central, reflecting a partnership between the public and private sectors.

The State Services Commission has developed an information-sharing tool specifically designed to assist public sector organisations who are working together to share information. Wellington is the first region in the country to sign up for this tool as part of our Labour Market Strategy and the sharing of information will be integral to the success of proposed projects and activities. Our success in developing the Strategy and successfully implementing the proposed projects is heavily reliant on our collaboration with our partners.

Māori feature prominently across a number of statistics related to welfare, health and education in our region. To address the imbalance in some of these statistics, we will continue to work alongside agencies such as Te Puni Kōkiri and iwi organisations to review and improve the way we engage with Māori. Our strong relationships with iwi, both Mana Whenua and Taurahere are integral to establishing priority areas for action as well as creating positive social outcomes for Māori. Te Puni Kōkiri is a key stakeholder in our engagement with Māori. In the future we will continue to work on strategies to increase self-employment opportunities for Māori and move more Māori into employment within the trades industry. These are just two of a number of employment opportunities to assist Māori in our region to fully utilise their asset base.

We currently administer benefits to 4,251 Pacific people⁸ and work closely with our contracted Pacific training providers and other agencies to identify how we can best align our services to meet their needs. There are vibrant Pacific communities throughout our region and we regularly take part in, and contribute to, events with a Pacific focus such as Spacifically Pacific, held in Wellington City and Creekfest in Porirua.

The diverse needs of refugees and migrants have created an opportunity for us to work in collaboration with a number of other agencies to assist them to participate in their communities and increase their own capacity. The Wellington Regional Action Plan for Refugee Health and Wellbeing⁹ was finalised in 2006 and has set the standard for working with our refugee communities in Wellington. The Plan involves projects and milestones which relate to building community capacity; living well; economic wellbeing; safety and security, and housing, as well as knowledge and skills. Through community consultation, these areas were identified as vital to the success of our refugee communities. As part of the Plan, a directory of local and central government services has been prepared and is an invaluable resource for all organisations working with refugees and migrants.

8. 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.

9. The Wellington Regional Action Plan for Refugee Health and Wellbeing, Human Rights Commission, June 2006.

Young people

Young people are the leaders of tomorrow and we have a responsibility to assist them to make the right choices about their future. Some young people can become isolated within their communities, especially during the transition from school to employment or further study.

We work alongside other agencies and organisations to promote responses to disconnected youth and we often seek the assistance of local schools, community groups and youth liaisons who have specific expertise in working with young people.

Tamaiti Whāngai is a good example of a community initiative for young people led by Te Rūnanganui o Taranaki Whanui ki te Upoko o te Ika a Maui and supported by a number of agencies including WelTec, the Ministry of Education, the Ministry of Justice, the Hutt City Council, Te Puni Kōkiri and the Accident Compensation Corporation. Tamaiti Whāngai works with young people and their families identified as needing extra support. Young people in the programme receive advice on job interviews, CV preparation and job leads to assist them into sustainable employment. This project has recently expanded into Naenae and Pomare after being delivered for some time in Wainuiomata. Our continued support for projects directly created by the community is vital to building independent communities and creating opportunities for our young people.

We work alongside the Porirua, Upper Hutt and Hutt City Councils to support Youth Transition Services in the region. The Service is run by Vibe in the Hutt Valley and The Learning Shop and Partners Porirua in Porirua. It aims to support young people who are no longer at school or who are planning to leave school to make the transition into work, education or training. Support and guidance services assist young people to make decisions about their future and their career options. The success of the Service involves collaboration between government agencies, territorial authorities, schools, employers, private training establishments, tertiary providers and community groups.

Youth offending is a priority which requires a co-ordinated response from a number of agencies. We are working with the New Zealand Police, the Ministry of Justice, the Ministry of Education, local schools and the community to find and implement solutions in the youth justice area. Child, Youth and Family are focused on improving our youth justice facilities and in the coming years, there will be new initiatives and changes to the youth justice system.

A new approach to youth justice

Child, Youth and Family, along with Youth Aid Officers from the New Zealand Police have identified a training provider with a difference.

In order to ensure that young offenders are held accountable for their offending and minimise the likelihood of repeat offending, Papatoa Cable Logging was identified as a vocational training facility with direct links to full-time employment.

Papatoa Cable Logging does not focus solely on industry training. Instead, they create a learning environment with an emphasis on life-skills and good social values. These are considered the building blocks towards making a positive contribution in the community and gaining employment.

Papatoa Cable Logging Regional Co-ordinator, John Helmbright, decided to provide an opportunity to recidivist offenders and any other young person referred to his course. John is personally involved in Youth Court hearings and family group conferences, and takes part in planning a future for the young people he is involved with.

Family group conference plans are constructed around Papatoa Cable Logging Training and hold each young person liable to pay their victims reparation in full and places them in full-time employment upon successful completion of the training.

Papatoa Cable Logging Training continues to provide opportunities for youth offenders and has definitely added value to the lives of the young people referred to them.



Health and housing

Better health for all is central to all families both young and old. We have positive partnerships with district health boards and local health providers to develop solutions around health-related issues such as access to health services, and gaining a better understanding of the individual needs of our clients receiving a Sickness or Invalid's Benefit. An example of how we will be working to improve access to health services is our involvement in the expansion of the Waiwhetu Medical Centre. We have funded a practice manager to expand the business which will enable this Primary Health Organisation to employ more health professionals to service the local community.

We recognise that poor health is a barrier to employment. Through targeted initiatives such as PATHS (Providing Access to Health Solutions) we can increase options available for people who are keen to work, but require additional assistance. PATHS helps clients who are receiving a Sickness or Invalid's Benefit access a range of health services to enable them to return to the workforce quickly.

In the coming year, we will be expanding our PATHS programme with the Capital and Coast District Health Board, as well as implementing PATHS in the Hutt Valley.

We are currently progressing further opportunities for collaboration with the Capital and Coast District Health Board and are working to ensure our planned activities and service delivery are aligned for our mutual clients.

We are implementing a Workforce Development Strategy with the Capital and Coast District Health Board through our Labour Market Development team that

will assist them in meeting their demand for health professionals. Our relationships with health organisations and district health boards are extremely important to us as we seek to improve the quality of life for our clients while enabling even better access to health services and job opportunities.

The rising cost of housing and the lack of insulation in older homes impacts across many aspects of social development and can lead to household overcrowding, large household electricity bills, poor health, and deprivation. Through the Hutt Housing Steering Group we are working alongside Housing New Zealand, local councils, the Electricity Commission and the Accident Compensation Corporation on a retro-fitting project targeting 300 homes in the Hutt Valley. Homes will be fitted with insulation and assessed for safety.

The aim of this project is to create healthy homes for low-income families and older people to ensure that they are safe and secure within their homes. A similar project will be implemented in Wellington City over the coming year with the support of the local council and administered under the Sustainability Trust. The Wellington City Council will target 300 families with the assistance of South East and the City Primary Health Organisation.

The homeless often need income support and employment assistance to help them into a position where they can find and remain in suitable housing. Through our involvement in the Wellington Homelessness Prevention Steering Group we work alongside health agencies, local councils and community organisations such as the Downtown Community Ministry.



Above: Peri Te Wao from the Capital and Coast District Health Board provides 'Mahi ki Te Ora' cadetship information to clients who are interested in embarking on a career in primary and community health.

Animal assisted therapy

Child, Youth and Family Residential Services has teamed up with the Society for the Prevention of Cruelty to Animals (SPCA) and started a new animal-assisted therapy programme.

The programme is delivered every fortnight by Wellington SPCA staff to the young people at the Eponi Care and Protection Residence in Lower Hutt and the adjoining Severe Conduct Disorder Unit.

A significant number of young people in the Unit have mistreated animals. The aim of the programme is to prevent violence and animal cruelty in a planned, positive way and to develop and strengthen young people's empathy. *"Developing empathy is natural, but exposure to violence interrupts this process. The safe and loving contact can begin to redress this harm"*, said Ross Barber, Eponi Residence Manager.

Topics covered in the programme include an introduction to the work of the SPCA, creative activity such as drawing, painting or singing about an animal brought in, or an animal that is important to the young people, animal grooming and building trust with the animal and with other participants.

The programme provides young people with practical skills and increased knowledge of animal care and husbandry - skills they can use in the future.

"The animal-assisted therapy programme empowers young people by providing them with purposeful activity that is valued in the wider community", said Ross.



The Group focuses on planning and advocating for policies, facilities and services for the homeless and those at risk of becoming homeless. In addition to our involvement with the Steering Group, we also have a presence at the Downtown Community Ministry once a week. This enables us to engage with people who might otherwise not always be able to access our services.

Working across the Ministry

The Ministry has a number of regional services and activities and our challenge is to ensure that they are aligned and focused on achieving social development outcomes that count.

We have established a joint Ministry of Social Development Managers Group to maintain a focus on key priorities across the Ministry. Some joint projects being developed out of this forum are:

- working with young people
- support for clients transitioning from a benefit to study
- ensuring all clients have access to their entitlements.

We will align projects and combine resources where appropriate to best meet the needs of our clients and communities.

Often policy issues affect the entire Ministry and we have established an internal forum to discuss policy in a co-ordinated way. This forum is led by our Regional Policy Advisor and raises policy issues that may be affecting the implementation and delivery of appropriate services across our region. Regional policy issues are then escalated to the appropriate area where they can be considered. It also provides an opportunity for service lines to discuss and explain their implementation of specific policies which provides clarity and cohesion in our region.

We also have EPI-net (a web-based tool) which has been created to help our regional staff inform policy makers about issues that are important to our region. Our Regional Policy Advisor acts as the liaison between our staff and our National Office to ensure our regional voice is being heard in the policy process.

We will continue to work in collaboration and co-ordination with other stakeholders, agencies, communities and individuals with the aim to improve the lives of Wellingtonians. By integrating communities into the work that we do, we are empowering them to have their say in where our communities are heading.

Helping our Children, Young People and Families Succeed



Above: Childcare Co-ordinator Daisy-Grant Krishna Kumar (right) discusses Working for Families assistance at a community expo.

Healthy, confident kids and strong families are part of the Ministry's vision moving into the future. By supporting and nurturing our families, we will see our children and young people excel and achieve throughout their lives. All of our service lines are engaged with children, young people and their families and we share the same vision for the people that we work with.

Strong and supportive families

Establishing strong families is key to progressing the priority of Families - Young and Old. Strong families and networks are critical to the wellbeing of each family member and their potential to contribute to their communities.

Our work with families continues to expand and broaden. We have recently implemented a Strengthening Families Regional Governance Group, led by the Regional Manager of Family and Community Services. This Governance Group has a role to provide leadership to the family services sector to overcome challenges, identify gaps and consider the best use of resources to improve the co-ordination of services to families.

Families should live in a safe and secure environment where all members can live free from violence, however unfortunately this is not always the case. The issue of family violence prevention has been highlighted as a priority. Through our Family Violence Intervention Programme we have family violence response co-ordinators in place within the region. The two co-ordinators support Work and Income case managers to recognise family violence, respond accordingly, and make appropriate referrals to services that can help families who are affected. Our co-ordinators also build links with other agencies working with family violence to ensure that support services are accessible for our clients.

Under the Te Rito, New Zealand Family Violence Prevention Strategy, Family and Community Services funds two positions in our region to co-ordinate activities in the area of family violence. Through active co-ordination and networking, we will ensure that we are aligning our funding and resources to equip communities to provide family violence services. Wellington Ending Abuse and Violence (WEAV) and Porirua Living Without Violence both act as lead agencies in co-ordinating family violence services in the region.

The co-location of Work and Income case managers with Child, Youth and Family in Porirua is a practical example of how we are exploring different ways to provide our services to our most vulnerable families. Already we are seeing the benefits of having staff readily available to assist young people who are clients of Child, Youth and Family into training, education and employment opportunities.

Our national Integrated Service is family focused and will have an impact in this area as it seeks to provide the necessary support for disconnected families facing complex problems. The families we work with are assigned an Integrated Service Co-ordinator who provides intensive case management and draws together the services and expertise of all the relevant government

agencies and non-government organisations. We are also working alongside community leaders at a national level who will provide encouragement and support to families.

Through the Strengthening Families programme we fund Strengthening Families co-ordinators in the Hutt Valley, Wellington City and Porirua. Some families may find themselves dealing with a number of government agencies and non-government organisations at one time. This can be confusing and repetitive. The co-ordinators bring together all the agencies currently involved with the family to work with them to develop joint solutions. Strengthening Families is a collaboration between agencies that develops action plans with short-term interventions to support families to overcome their difficulties. By working alongside other organisations we can ensure we apply the most appropriate support to meet the family's needs.

All families face pressures at different times including low income, debt and unemployment. Some families cope well, while

others need support. The creation of debt amongst our clients has broader social impacts for our region. High overall debt levels, including debt to the Ministry can create hardship and cause anxiety and pressure on families.

Integrity Services has implemented a Debt Strategy which takes into account the circumstances of the individual and family as well as their ability to meet their repayments. By taking into account their overall family circumstances, we can ensure that we are not contributing to additional pressure on families. A key segment of this Strategy includes education for our staff on preventing and minimising debt through intensive case management.

Through our Early Intervention programme, staff interview clients to ensure they are receiving their full and correct entitlement and discuss their responsibilities while they are receiving a benefit. This programme aims to increase voluntary compliance and deter fraud and debt.

'Choice' time for Porirua youth

Porirua young people have been given a new lease on life through a programme called Choice 1, run by Yes to Youth Trust.

Choice 1, funded by the Ministry of Youth Development, is aimed at young people with limited schooling and work experience, and sets out to provide the skills necessary to move participants into the workforce or onto further education. Participants are referred to the programme through Work and Income and local high schools.

Recent participants received first aid training, sat their learners drivers licence, participated in a range of recreational activities including abseiling and kayaking, took part in work experience and learnt about their own cultures and health.

Of the eight young people who completed the 20-week programme, three have secured full-time work, two are enrolled in tertiary education courses and the remaining three are broadening their experience with other courses.

Programme Co-ordinator Alofi Tuaoi, who has been a youth worker in Porirua for over 10 years said, *"It's been awesome to see these young people grow during their time here. Just because school wasn't suited to them doesn't mean they don't have a lot to offer, they just needed the right learning environment. The class was small, meaning I was able to focus*

on the individual needs of each of them - something they didn't get while they were at school", he said.

Work experience enabled participants to get a feel for the workforce and meant they could discover whether certain jobs were suitable for them.

"I've watched them mature and have seen a marked improvement in their self esteem, team work and leadership - all very important qualities to have once in the workforce", said Alofi.

Pictured are course participants taking part in a go-karting activity.



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



Above: Kaisara Ierome (centre) and Brian Woolford (right), talk with Rachel Ropata at a local community expo. Inland Revenue and Work and Income regularly work together at such events to promote the Working for Families package.

We carry out joint training with those working in service delivery to ensure that all new staff are aware of how debt and fraud can impact on clients and the wider community.

In moving to a prevention focus, it is important that we engage with other government agencies that have debt management responsibilities. Through our Employer Liaison programme, our Integrity Services staff work with a range of employers to set up three-way agreements between Work and Income, the employer and the employee. Employers give their employees a form 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 our clients receive their entitlements with no additional debt.

Working and raising a family can sometimes be difficult. The Working for Families package is designed to make it easier for New Zealanders to do this. Working for Families is jointly administered by Work and Income and Inland Revenue, and provides assistance in the form of tax credits for working families, an accommodation supplement to make housing more affordable, and assistance with childcare costs. Working for Families is regularly promoted throughout the region at events such as Creekfest in Porirua and Te Ra o te Raukura in Lower Hutt.

Our childcare subsidies give more parents the opportunity to access quality and affordable early childhood education for their children. Our region has five childcare co-ordinators who work closely with families, Kohanga Reo, childcare centres and after-school programmes to ensure that childcare is not a hurdle to employment.

The early years

Ensuring we have healthy, confident kids will lay the foundations for life-long learning and allow our children to feel safe and secure. Early years are extremely important for a child's development and the work we do with our children now will provide more opportunities and choices for them in the future.

Family and Community Services administers the Family Start programme which provides intensive, home-based support services for families with high needs to ensure they are equipped to give their children the best possible start in life. We have a Family Start programme based in Lower Hutt through Nāku Ēnei Tamariki and Kokiri Marae which operates in three streams servicing Māori, Pacific peoples and the overall population in the Hutt Valley. The provider works with families with new babies and can start working with families up to six months prior to the birth of a child. Improved parenting skills, increased uptake of well-child checks and increased participation in early childhood education are expected outcomes of the programme.

Family and Community Services supports families and communities to be strong, well-informed and connected with each other. We assist communities with funding and information to develop initiatives that promote strong families. The SKIP (Strategies with Kids: Information for Parents) programme encourages and supports parents to raise their children in a positive way.

"Child, Youth and Family has had some really child-focused social workers who have gone above and beyond. I love the saying they have 'it takes a village to raise a child' because when all the resources and people pull together collaboratively, that is when the policy and the role Child, Youth and Family plays becomes picture perfect."

**Caregiver
Hutt Valley**

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

A component of SKIP is the Local Initiatives Fund administered by Family and Community Services which supports communities to find ways to connect all parents with information about positive parenting. Recent programmes that have been funded include Ikaroa Māori Womens Welfare League who delivered a programme to parents called 'Awhi Mai Nga Whānau, Building Self Esteem through Positive Parenting'. This was delivered at Takapuwhia Marae in Porirua and Te Punanga o te Reo Kuki Airani who ran a series of four workshops based on SKIP's positive parenting messages for over 70 parents and caregivers.

Within our service centres and in collaboration with the Accident Compensation Corporation, we will be implementing a programme to promote Plunket services and raise the awareness of the importance of car safety through the use of child safety restraints in vehicles. Brochures will be developed by the Accident Compensation Corporation to market this scheme and Work and Income case managers will refer clients with young children to Plunket.

The Government's 'Healthy Eating, Healthy Action' programme is a national health initiative which calls for a more integrated approach led by the health sector to address nutrition, physical activity and obesity and emphasising the importance of influencing individual and whānau behaviour. The programme involves healthy-eating messages that aim to improve nutrition by promoting healthy foods such as fruit and vegetables, and reducing less nutritious foods that are high in fat, salt and sugar. Being active, the importance of exercise and maintaining a

healthy body weight are key messages conveyed through the programme. We will continue to actively promote Push Play within our service centres and at community events. We will encourage active, healthy children through our involvement in holiday programmes and after school care, where children are kept active and spend a lot of time outside just enjoying being kids.

The number of reports of abuse to Child, Youth and Family has increased in line with other OECD countries¹⁰; therefore the demand for care and protection services is increasing. For many children who do not experience positive early years, there is a need to intervene to ensure that they are able to meet their potential and be kept safe and secure. Over the coming years we will create stability and permanency for children and young people in care. A facet of this will be to find safe alternatives to care by investigating options within extended families and providing respite options for families experiencing considerable stress.

The Epuni Care and Protection Residence in Lower Hutt focuses on ensuring that every child admitted into their care receives integrated support services involving all the necessary agencies such as Health and Education. Their role is to ensure that this support continues after the child leaves the residence.



Left: Ian Buchanan, Chief Executive Officer, the Greater Wellington Regional Council (left) and Wayne Guppy, Upper Hutt Mayor (right), welcome Thomas Albert to his new job. Thomas is a cadet in the Water Supplies Division of the Regional Council.

10. *Moving Forward with Confidence: Statement of Intent 2006/2007*, Ministry of Social Development.

Focus on young people

For the 27,483¹¹ young people living in our region, we want to ensure they have the opportunities to play an active role in our communities. We want young people to have the right advice and support that they need to make informed decisions about their future. The transition from school into further education, training or employment can be challenging, exciting and stressful and we need to encourage and support young people to make a successful transition.

Through the Ministry of Youth Development we talk with and listen directly to young people and find ways to promote youth interests. The Youth Development Strategy Aotearoa¹² underpins our work with young people and ensures their voice is heard. It also helps us to promote a region where young people are vibrant and optimistic through being supported and encouraged to take up personal challenges that will help them achieve their goals. This is achieved by advising on policy that affects young people and funding local initiatives. Participation in forums can empower young people to have a say in the decision-making process and share their ideas and their point of view.

"Our experience with Child, Youth and Family is enhanced when we, as caregivers, are considered an integral part of the team who look after the welfare of babies placed with us. We want to help contribute by working with them to provide a safe nurturing environment for the babies placed in care".

*Ian and Raewyn McLaren
Caregivers*



Left: Young people take a study break at the ZEAL Youth Centre.

11. *Census of Population and Dwellings*, Census 2006, Statistics New Zealand.

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

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

A number of youth forums operate in our region.

Youth Parliament will take place in July 2007. Youth Members of Parliament come to Wellington from across the country to debate legislation, ask questions of current Ministers, and engage in general debate and committees of enquiry. This type of forum encourages enrolment and voting participation of young people as well as providing positive images of young people as active citizens.

Activate is the Ministry of Youth Development's Wellington-based Youth Advisory Group. This forum allows young people to advise and contribute to the Ministry of Youth Development on behalf of their peers, and can be a means to escalate potential issues and challenges for young people. This in turn promotes youth participation which is a key outcome area for us.

We are also co-ordinating the Youth 2007 Research project, which will gather and analyse information on the health and wellbeing of over 10,000 secondary school students from across the country. With this information we will be able to explore emerging trends on the health of young people and develop future projects aimed at improving their health and wellbeing.

Our Services for Young People Fund administered by the Ministry of Youth Development aims to purchase new and innovative services that contribute to improved outcomes for young people who are experiencing difficulties.

"The people at StudyLink are very professional, approachable and proactive. We regularly receive high quality information booklets on time, when needed, to distribute to our students. When new processes are being introduced, they organise training sessions which are informative and interesting and held on our premises, which is great".

Colleen Colliss
Enrolment Officer
Wellington Institute of Technology

Building careers

Jason Blodwell had been brick laying for over 10 years in Auckland. A year ago he prepared to make the journey to Wellington to study at WelTec in Petone, the only training institution in New Zealand offering a Trade Certificate in Brick Laying.

Jason knew the first step was to see if he was entitled to Work and Income assistance. After one appointment with Case Manager Donna Bradley, he found himself sorted - not only with a job, but with additional financial support in the form of an Accommodation Supplement and Working for Families assistance.

Since moving to Wellington, Jason is now a supervisor with Bricks and Blocks and has just taken on another new brick layer, David Saipani. David was visiting Work and Income's Wellington City Service Centre, looking at job vacancies when he met with Donna to assess his availability for work, his skills and experiences.

Within a few days he was placed with Bricks and Blocks under Jason's supervision. David says he's pleased he didn't have to wait for an appointment to see a case manager but instead was assessed on the spot.

The speed of Jason and David's placements into work is a result of an approach which involves a comprehensive pre-assessment process for clients before a benefit is granted, with an emphasis on finding work first.



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

Knowledge is power

For the second year running, StudyLink has hosted the 'Knowledge is Power' expo at Whitireia Polytechnic. The expo raises students' awareness of the range of agencies that can provide support to them throughout their study.

The expo was marketed widely throughout the Porirua community by StudyLink as it was important to reach people who were thinking about study.

Inland Revenue, the Department of Building and Housing (Tenancy Services), Youthline, Work and Income, Whitireia Support Services, Student Job Search, The Learning Shop, the Card Centre, and Youth Transition Services were all represented at the expo.

The expo was again well received. Feedback from the participants indicated that the day was hugely informative.



Core elements of the funded programmes include work or community projects, recreation and education. We have three regional providers running programmes with the assistance of this Fund. Yes to Youth Trust in Porirua, The Salvation Army Wellington and Elkington Associates Ltd aim to assist young people to develop a range of work-related skills including reliability, general work ethic and an understanding of the value of voluntary work to the community.

The Youth Development Partnership Fund allows us to work in partnership with territorial authorities to establish good youth development practices within their communities. Through this Fund we have two partnerships operating in our region, one with the Upper Hutt City Council to employ a youth co-ordinator, and one with the Wellington City Council to run a computer suite at the ZEAL Youth Centre. The youth co-ordinator in Upper Hutt has been instrumental in creating opportunities for young people in the Upper Hutt area, including implementing a youth cadetship with the Council. The computer suite at the ZEAL Youth Centre offers young people access to technology to enhance their development and provide them with greater opportunities.

Young people can face many challenges when making a successful transition from school to tertiary study or from a benefit to study. StudyLink play a large role in ensuring that students have the financial assistance they need to complete their studies, and are supported successfully into study and well-equipped to move into employment once their studies are completed. Our On Course programme involves StudyLink staff visiting schools in the region to provide information and options to Year-12 and 13 students. We have expanded this service into Work and Income service centres to ensure clients transitioning into study from a benefit get access to relevant information if they are considering tertiary study.

People transitioning into study need good financial and career advice, as poor study choices can leave people with substantial debts. StudyLink offers a service which provides information and options for first time loan borrowers, so that they fully understand the implications of borrowing and how this may affect them later on. Delivery of this service happens through our StudyLink outreach centres and Work and Income service centres as well as schools. Our hostel programme runs during mid-February in Wellington and involves StudyLink staff visiting local student hostels during the orientation period to run information seminars.

When students have a break from study or are looking for employment to support their study, StudyLink and Student Job Search work closely to maximise the opportunities that students have access to. During the Christmas break, StudyLink and Student Job Search are located in the Lower Hutt Work and Income Service Centre to provide on-the-spot vacancy referrals for students who may otherwise have relied on a benefit.

Addressing the issues

The emerging prominence of youth offending is an area of concern for our region. We will be taking active steps to improve our youth justice services and reduce youth offending. In the coming year, Child, Youth and Family will be implementing the Youth Justice Capability Project in our region. This Project will see the establishment of two dedicated youth justice teams in the Hutt Valley and Porirua/Wellington, and the appointment of Youth Justice Managers. Youth Justice Co-ordinators and Youth Justice Social Workers will work closely with the New Zealand Police, schools, community service providers and families to develop joint solutions to address crime perpetrated by young people.

By international standards, current research indicates that New Zealand's youth (12 to 24 year olds) have high rates of preventable illnesses which could be avoided by having regular health checks and health care. Early intervention is needed and we will be working with the Ministry of Health and other relevant agencies to implement 'youth-friendly' health services that are accessible to young people no matter which part of New Zealand they live in.

In the Wellington region, we have 234 young people (18 to 19 years) receiving an unemployment-related benefit¹³. Over the next year we will work to significantly reduce this number and ensure all young people are engaged in employment, education or training in line with the shared goal between government and the Mayors Taskforce for Jobs¹⁴. The funding of training and employment-related programmes and services across our service lines will assist our young people to reach their full potential and help us to ensure all young people are engaged in productive activities.

In the coming year, the specific youth programmes contracted by Work and Income will focus on work preparation and up-skilling, and will address common barriers to employment such as drugs and alcohol.

Cadetships are a positive way to help young people engage in the labour market. We currently run youth cadetships with the Hutt City, Upper Hutt City and Porirua City Councils. These cadetships provide a mixture of on-the-job mentoring, work experience and paid employment, up-skilling and development opportunities. In addition to these partnerships, we also run a cadetship programme incorporating a youth focus with the Boys and Girls Institute and the Capital and Coast District Health Board.

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

14. The Mayors Taskforce for Jobs and government share the goal of having all 15 to 19 year olds engaged in work, education or training, or other activities that contribute to their long-term economic independence and wellbeing.

*The bucket fountain, Cuba Mall.
One of Wellington's quirkiest and most well known landmarks.*



Creating Opportunities for Working Age People

Employment is central to the lives of working-age people and is critical to assisting them to achieve both social and economic independence. We are focused on helping working-age people get the right skills, study or training to enter into employment and remain employed.

The number of working-age people receiving income support in our region is 26,940, with 4,203 receiving an unemployment-related benefit. This is a 65% reduction in unemployment-related benefits since 2002. There are 7,014 working-age people receiving a domestic purposes-related benefit¹⁵. Clients receiving a Sickness or Invalid's Benefit make up 8,981 of our working-age benefit population and face varying health-related issues.

Labour market development

We contribute to economic transformation by ensuring that people in our region have access to work. Developing our local labour markets, working with industry and providing services to both clients and employers are central to growing Wellington's high-value economy.

Working with industry and employers

As levels of unemployment reduce, we are faced with a new set of labour market challenges. It is becoming increasingly difficult to find the right people, for the right job, at the right time. In response, we need to change the way we work to keep up with the changing needs of our clients and the changing demands of our labour market.



Left: Shannon Brown (left) and Vasa Kupa, both former clients, examining tread depth at their new place of employment, Value Tyres Limited.

15. A domestic purposes-related benefit comprises DPB Caring for the Sick or Infirm, DPB Sole Parent, DPB Woman Alone and Emergency Maintenance Allowance.

>> Creating Opportunities for Working Age People >>

Driving a new career

When Brent Stubbins approached Work and Income for financial assistance he had no idea it would lead him into a new career just three weeks later.

Faced with rent arrears and little money for food, he rang the Contact Centre to explain his situation and asked for any available assistance.

Utilising the New Service Approach, Work and Income were able to provide Brent with work-focused services right from his initial phone call.

Appointments were made, first with Work Broker Chintha Gangodawila, and then with a case manager to organise a Special Needs Grant for assistance with food. Brent explained his situation to Chintha who worked with him to identify his skills and experience so she could market him to prospective employers.

A few weeks later he was successful in gaining work with The Salvation Army as a course facilitator in its Employment Plus - Drivers Licence Course.

Brent says he is overwhelmed and amazed at how swiftly Work and Income acted to get him into work without the need for him to go on a benefit.

“I am very happy with my new career and really enjoy motivating others to move into sustainable work. I’m also proud to be contributing to an organisation helping others like myself”, said Brent.

Chintha has assisted many people like Brent and acknowledges the New Service Approach as a key factor in achieving successful outcomes.

“With this new approach clients are quickly channelled through to the appropriate support and sometimes directly into work”, she said.

Pictured is Brent with colleague Danusia Mazur-Hale (left) and Chintha Gangodawila.



Local industry partnerships are an effective way to match supply with demand in our local labour market. Industry partnership advisors liaise with industry to develop partnerships that provide industry-specific training and move people directly into employment in the related industry. An example of this is the call-centre industry partnership that we ran recently. The call-centre industry identified difficulties in recruiting people with the right skills. We were able to identify a group of unskilled clients willing to work in this industry which resulted in an industry partnership being negotiated. Training was then delivered by a call-centre employer who linked the training into the New Zealand Qualifications Authority framework. From this partnership we were able to place people directly into call-centre work both part-time and full-time depending on their circumstances.

In collaboration with the Tertiary Education Commission, Te Puni Kōkiri and the Wainuiomata Training Centre, we are investigating a local partnership aimed at increasing the number of Māori, and in particular Māori youth, gaining employment in the trades. This partnership will support a current training provider to work more proactively to recruit, train and move Māori into employment. Once in employment, participants will be provided with intensive In Work Support services to ensure they can achieve sustainable employment over the longer term.

Straight 2 Work¹⁶ programmes are developed by industry, for industry and ensure training is relevant to the needs of the employer. These programmes also provide additional support services to help new employees get settled into the job, and into ongoing training and development so that they can build a

16. Straight 2 Work is an Industry Partnership training and support programme that gives people that basic skill set required to move straight into employment and help them stay there.

>> Creating Opportunities for Working Age People >>

career and become valued employees within the workplace. We will continue to run these programmes throughout the coming year and will offer training for a variety of industries including retail and hospitality, building and construction, plumbing and associated trades as well as meat processing. There will also be programmes specifically for sole parents and clients with disabilities that will take into account their individual needs.

Services to employers

Central to our success in providing quality services to employers will be our ability to match our clients to what employers want. This will require effective account management services, work brokerage and development of our clients to meet employers needs. There will be a move to provide a service for our employers that is proactive and based around their recruitment needs; is responsive to the employer and to industry; increases retention rates for employers and makes the most of technology.

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

Preparing people for work

To achieve sustainable employment outcomes for our clients, we must equip them to succeed in the labour market. More people are telling us that they want to work and participate in their communities and to enable this to happen, we need to continually review our service delivery.

Our New Service Approach is a new way of working with our clients and provides people with work-focused services right from their first engagement with us. The approach includes a pre-assessment at initial contact to determine the individual circumstances and needs of the client. Clients are streamed into one of three streams - those clients who are ready and able to seek employment, those who are able but will need support, and those for whom employment may not be an option for some time.

Clients who are ready for work are then provided with immediate access to employment profiling and job matching which may eliminate the need to receive a benefit.

Our New Service Approach is complemented by a Job Search Service which operates in all our service centres. This new way of working connects clients to the workforce and enables us to provide an early response to their employment needs and assistance to help them achieve

their employment goal. Through the service clients are offered a variety of assistance depending on their needs. This may include undertaking a detailed skill profile to match a person's skills to job opportunities. This profile is captured using a tool called jobz4u, which matches the profiled skills of clients with the job requirements of an employer. The tool applies a search to find suitable people to fill jobs as they arise. We envisage that it 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.

Clients can also participate in a WRK4U seminar which provides information on the



Above: Work Broker Richard Taukamo-Pohio (right) catches up with local Naenae employer Wayne Bray.

>> Creating Opportunities for Working Age People >>



Above: Former client Lewis Waiariki on the job at Goulds Fine Foods.

local labour market and a client's benefit eligibility and responsibilities. During a 'Planning and Assessment Module' the level of job-search support offered to a client is assessed and clients complete both a benefit application and a service plan that outlines their job-search activities. Group-based activities such as Search4WRK¹⁷ and In2WRK¹⁸ are available where clients have access to a number of resources to help them find a job. If clients still require assistance after 13 weeks, they may revisit the Service, or be referred on to more intensive case management, which could include help preparing a CV, understanding of employers expectations, or resolving any issues that may be preventing them from entering the workforce.

Our new Client Management System, the first phase of which will be introduced later this year, will allow us to work even more proactively with our clients. The system will hold benefit eligibility rules and provide scripted questions that will assist us to quickly determine a client's work readiness and other needs. It will also reduce processing time and help ensure that our clients receive appropriate products and services that meet their needs.

The role of our contact centres

As our services evolve, more and more people will be engaging with us over the phone through a contact centre. We know that most people make their first contact with us through a contact centre. Contact centres will play an increasingly pivotal role in our ability to deliver the services employers and clients expect. Over the next year, the Contact Centre will be establishing new options and enhancing current ones to meet the growing needs of both our clients and employers. Enhancements to the Employer Line will improve our ability to place people in work. Staff will perform talent searches to source and contact good job candidates as well as taking vacancy details.

The development of 0800 Job Search will provide a free phone job search for clients using contact centre technology. It is responding to the need for a dedicated telephone service available for people to make enquiries about job opportunities. Through Job Search we will be able to open up our vacancies to more people.

Our clients can expect to see enhancements to Service Express, a contact option for clients that currently allows them to tell us about their wages and to check payments or debt details. We are exploring new opportunities to provide more services using speech-recognition technology. Outbound calling campaigns can include ensuring people are aware of Working for Families entitlements, available employment opportunities and other support for people who have recently moved into the workforce.

17. Search4WRK is an employment search seminar for those clients that require a more structured level of job-search support. It is a group-based activity where clients have access to resources to help them find employment.

18. In2WRK is a one-week modular programme that aligns motivation and confidence into supported job-search activity and direct employment outcomes.

Supporting those who need it

We are focused on strengthening the skills and capacity, and reducing challenges that some working-age people may face. Our contracted services help to address their specific needs and equip them with the tools they need to enter into employment and remain there.

In the coming year, we will be contracting programmes including local community projects, one-stop-shops and on-site training at our service centres. These will be supported by the continued provision of programmes for the long-term unemployed¹⁹ and mature clients²⁰, In Work Support services and wrap-around CV services. Last year over 1,025 people moved into employment through participation in our contracted services programmes.

Tertiary study is a positive outcome for our young people as we need more people with the necessary skills to support Wellington's economy into the future. We will continue to take all opportunities to engage with potential students to promote tertiary study.

StudyLink works closely with Pacific liaisons at tertiary education providers to support students in maintaining their study. We have a particularly strong relationship with Whitireia Polytechnic, where we are involved in campus activities and expos that support Pacific students. We have a strong presence at Spacifically Pacific, Strong Pacific Families Week, and the Pacific Information Day at Victoria University.

StudyLink has also established a Refugee and Migrant Portfolio to develop key networks in the region to assist refugee and migrant students. We work with refugee and migrant services across the region and link students to the services they require. A part of this includes working closely with the ESOL education providers. By being proactive we can ensure that students have all the information they need about available assistance, scholarships and other support agencies.

Our services for refugees and migrants are enhanced by a specialised refugee and migrant work broker who works with our refugee and migrant clients to profile them into employment. We currently have a cadetship in place for skilled migrants in collaboration with the Wellington City Council. This cadetship has been extremely successful at connecting migrants with the workforce. We have recently implemented a similiar programme with the Upper Hutt City Council.

"I had resigned myself to the fact that I might never work again, until Work and Income in Lower Hutt gave me the confidence to set goals I never knew I could achieve. I have this great opportunity to change my lifestyle and it wouldn't have been possible without the help of my Case Manager Raina Doar and Work Broker Chintha Gangodawila who believed in me".

Renee Brown
Former client

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

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

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"I attended the In2WRK seminar run by Jacqueline Feyen. Her approach was positive, up beat and most of all, relevant. Through her proactive assistance and moral support, I was more successful at interviewing and now I have been offered a full-time position. I am so grateful to have had this opportunity to use the systems the Ministry of Social Development provides to unemployed people."

Elizabeth Ellis
Former client



Above: Moe Tafili, StudyLink Team Co-ordinator (left) and Sera Gagau of Victoria University work together to promote the interests of Pacific students.

For some people, self employment is a viable option and we want to support their business aspirations, so they can become independent. We contract the Capital Development Agency to deliver 'Be Your Own Boss' training for clients wishing to start their own business. This intensive two-week training programme provides clients with support, business advice and training on how to run a successful business. Tax regulations, marketing and sales, and financial planning are key components. After completing 'Be Your Own Boss', participants are then able to have their business plan vetted through our contracted provider Workforce Development Limited in preparation for their application for an Enterprise Allowance. The Enterprise Allowance is both a subsidy and a grant to help clients overcome financial barriers associated with moving into self employment.

For some of the people we work with, employment is not an immediate option. We will support and encourage these clients, including sole parents, those experiencing ill-health and people with disabilities to assist them to engage in their communities, and their labour market in the future. Through enhanced case management we help our clients to create Personal Development and Employment Plans that set out pathways and goals that will help them into employment in the future.

>> Creating Opportunities for Working Age People >>

Sole parents can sometimes find it hard to secure sustainable employment due to childcare commitments, lack of training, or possible motivation and confidence issues. We work proactively to address these issues so that they can provide a better future for their families. Clients receiving a domestic purposes-related benefit can access our contracted services and job-search. An example is In Work NZ who are contracted to provide support specifically for sole parents. In Work NZ prepares clients for work and helps them to access employment and training opportunities. A Career Pathways Assessment is an important aspect of the service and is completed when the participant joins the programme.

We provide specialist programmes to support clients affected by illness and disability. We want to transition those clients where work is a realistic option and provide them with the support they need to remain in the workforce. One of our providers, Jarman Associates Limited, offers assessment services for those receiving a Sickness or Invalid's Benefit wishing to seek employment. The assessments help identify the support that will be required to transition individuals into employment.

Drugs and alcohol can create barriers to employment within our communities. We have developed partnerships with existing drug and alcohol service providers such as Q-Nique and the Sir Charles Burns Recovery Centre Trust Incorporated to enable our clients to access drug and alcohol support services. These providers provide available information on drug and alcohol services in the region and work with participants and their families to address issues caused by the use and abuse of drugs and alcohol. Providers endeavour to make the link to employment and training opportunities for participants where appropriate.



Above: After returning to New Zealand and completing an In2WRK seminar, John Ferry is now hard at work at Tony's Tyre Service.

>> Creating Opportunities for Working Age People >>

"The Wellington Tenth Trust is proud to work as a Treaty partner with the Ministry of Social Development in our rohe (area). Our long association has created opportunities for us to effect change for our people in Wellington. Our shared vision of improving opportunities for Māori and others is the basis for our relationship. Indicative of the success of this partnership is the significant reduction in Māori unemployment over the past five years! As we move into the future, the Wellington Tenth Trust is committed to working closely with the Ministry of Social Development to improve participation, productivity and skills development for Māori".

Dr Ngatata Love
Chair
Wellington Tenth Trust

The Porirua Employment Hub was created last year and is a key initiative developed with the Porirua City Council and the Porirua community with a specific focus on working with people who may experience disadvantage in the labour market such as young people, long-term unemployed, Māori, Pacific people and migrants and refugees. The Employment Hub is designed to create a co-ordinated approach to improving educational achievement and the participation rates of local people in Porirua, so they can better access employment and training opportunities. The Employment Hub operates as an employment information centre and a labour-market intelligence shop, with a number of agencies and organisations being located in this central place.

With three prisons located in our region, we need to be responsive to the needs of released prisoners. We work together with Housing New Zealand, the Department of Corrections, and the Community Probation Service to re-integrate released prisoners back into their communities. We have two designated case managers on site at Rimutaka, Mount Crawford and Arohata Prisons to provide support for prisoners that are due to be released. By having conversations about employment and job-search support prior to release, we can assist in making the integration back into the community a lot smoother. Once released, we have contracted service providers who are able to assess the often complex needs of individuals and manage issues as they might arise. Prisoner Fellowship of New Zealand and Orongomai Marae are both contracted to deliver services to released prisoners.

Our focus for the coming year and beyond is to work collaboratively with other government agencies, non-government organisations, employers, industry and training providers to support more working-age people to secure employment and participate in their communities.



Above: Pictured are Work and Income Work Broker Chintha Gangodawila (left), employer Rex van Gosliga (centre) and his employee Renee Brown. Renee started full-time employment with Espresso Solutions last year. After receiving a Domestic Purposes Benefit for a number of years, Renee is really enjoying her new job, and new lifestyle.

Enhancing the Wellbeing of Older People – Today and Tomorrow

Like the rest of New Zealand, Wellington faces an ageing population. Predictions suggest that the number of older people in Wellington aged 65 years and over will increase by 29,200 by 2026²¹. Older people make a significant contribution to our communities through their skills, knowledge and experience, and we recognise the importance of this contribution to the overall wellbeing of families and communities.

As the lead agency for Positive Ageing under the Government's priority of Families - Young and Old, we will ensure that older New Zealanders are:

- able to function, participate and live independently or appropriately in society, and have an adequate standard of living
- well placed to participate fully in society and can exercise choice about how to live their lives.

This focus aligns to 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.

Passport to leisure

The Card Centre and the Wellington City Council have put their heads together to develop the Passport to Leisure scheme that enables clients with a Community Services Card greater access to community-based services.

The term 'Passport to Leisure' was first introduced in 2001, when it was designed as an initiative to give older people access to a range of discounts.

The scheme was subsequently reviewed and a number of recommendations were made, including changing the qualifying criteria to include those receiving a Community Services Card. This change gave a wider group of people access to subsidised activities.

The scheme offers discounts of up to 50% at Wellington City Council swimming pools, recreation centres and libraries, as well as at selected cinemas, theatres, garden centres, and video stores.

Recently, the Wellington City Council reported that Passport to Leisure concessions were accessed by an average of 4,500 to 5,000 people per month at pools, and 4,000 to 4,500 people per month at recreation centres.

The Card Centre and the Wellington City Council continue to work together to develop the Passport to Leisure to assist clients in the Wellington City Council area.

Pictured are Phil Baker, Wellington City Council Community Recreation Advisor (left); and Clive Doughty, National Manager, the Card Centre.



21. *Subnational Population Projections: 2001-2026*, Statistics New Zealand.

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



Left: Our older people make a valuable contribution to our communities. Pictured are three veterans commemorating ANZAC Day at the Wellington cenotaph.

There are 34,604 New Zealand Superannuitants in our region, making them our largest group that we work with. We want to ensure that we can meet the needs of our older people and assist them to participate in their communities in the ways that they choose. Many older people are choosing to continue to work later on in life and this is an important aspect of positive ageing.

We currently have a large demand from employers for skilled workers and this creates a number of opportunities for our older people to take part in full- or part-time employment. We will be partnering with training organisations and employers to help older people into paid work.

Older people are important members of society and have the right to be afforded dignity in their senior years. As leaders of the New Zealand Positive Ageing Strategy we will engage with agencies such as Age Concern and Grey Power, and co-ordinate our internal services to make sure older people have access to the information and resources they need to ensure an adequate standard of living.

In our region we have four service centres that provide full and correct entitlements to our superannuitants. To ensure that we deliver accessible and quality services to older people we have experienced, specialised case managers based in the Upper Hutt, Lower Hutt, Wellington and Porirua Service Centres. Our Superannuitant case managers are actively engaged with community groups that provide services to older people and regularly meet to share ways to improve our support for older people participating in their communities.

Through Senior Services we provide specialised services to older New Zealanders. Senior Services includes International Services, the Card Centre and War Pension Services. Over the coming years we will integrate and co-ordinate our service delivery for older people and improve access and simplicity of information for older people. This will involve improvement of information available via websites, fact sheets and other printed material, as well as taking part in community events and expos to provide face to face assistance.

As well as administering the Community Services Card, the Card Centre will administer the SuperGold Card once it is implemented in the latter part of 2007. The SuperGold Card will enable older people to access concessions on central and local government services, and access discounts on everyday goods and services from participating businesses. The introduction of this Card recognises the valuable contribution that older people have made, and continue to make, to our communities.

We have a number of New Zealanders currently living overseas who may be entitled to receive New Zealand Superannuation, as well as many people living in New Zealand who may be entitled to an overseas pension. International Services administers the social security agreements that we have with other countries, as well as General and Special Portability arrangements for countries not covered by agreements.

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

As the number of older people increases, there may be an increased need and demand for services such as health and housing. Through our work with stakeholders such as district health boards, Housing New Zealand and the Electricity Commission we will support older people to have access to healthy homes and necessary health services.

The Elder Abuse and Neglect Prevention Network is funded and managed through Family and Community Services. We fund providers such as Presbyterian Support Services to deliver a range of services to older people such as counselling and referrals to health services. We work with our providers to ensure that older people are safe from abuse and other harm and to increase public awareness of the issue.

Many older people require care as they age. We work closely with our communities to protect the interests of older people and contribute to their wellbeing. Through an Enterprising Communities Grant, we are working with the Hutt Valley District Health Board and MOA Trust, to expand the provision for Pacific elder care in the Hutt Valley. The MOA Trust has a mission to deliver elder care based on Pacific values, the Pacific way. A Marketing Manager and a General Manager are working hard to increase the number of Pacific elders receiving care during the day.

Older people participate in their communities in many ways - including volunteer work, and we support them in doing this. Volunteer work gives older people the opportunity to learn new skills, and people of all ages should be able to benefit from the skills and knowledge older people can bring.

Family and Community Services funds the SAGES: Older People as Mentors programme. This programme involves older people being trained as home and life skills mentors for families and individuals. Participating families can develop their life skills and learn a number of things from their older mentor including home management, cooking, budgeting and parenting.

The Health and Wellbeing Expo has been held in Lower Hutt for the past two years and has become an annual event. This Expo is aimed at encouraging older people to participate in their community and linking them with services available in their area. The Expo is a joint partnership between ourselves, Age Concern, the Hutt City Council and SuperGrans. It is a huge day for the Lower Hutt community with full participation from the Mayor, local council, and all the agencies in the Hutt Valley who work with older people.

Many older people have strong connections with their communities and are actively involved as volunteers, advisors, mentors, and carers. The contribution that this makes to our region is significant and we will support our older people to continue the important work that they do for the benefit of our communities.

"MOA Trust is extremely grateful for the assistance offered by the Ministry of Social Development to deliver the services that are critical for the Pacific community. There is now a central place for families to come and is only the second programme of its kind in New Zealand. We have now become a central point for information regarding elder care and health issues that our Pacific Island elders may have queries about".

Fuaao Stowers
Manager
MOA Trust

Partnering with our Communities



Above: Case Managers Laurence Patelesio (front) and Bonnie Waddell from the Porirua Service Centre help their community during 'Clean Up New Zealand Week' 2006.

The Wellington region has its own unique character, and the four cities that make up our region all take pride in their uniqueness. Upper Hutt, Lower Hutt, Porirua and Wellington Cities all contribute in different ways in making Wellington a safe and exciting place to live. Our communities are integral to the social and economic development of the region and through effective partnerships with our communities we can keep Wellington moving forward.

Our communities often provide opportunities for us to engage. This can be through providing information, delivering services, or implementing programmes and/or initiatives. A focus for us is to build the capacity and capability of community groups and non-government organisations. By helping communities to help themselves we can build a strong and sustainable region.

Communities and groups that are disadvantaged in the labour market require unique and focused services. Our Labour Market Development team administers Enterprising Communities Grants and provides locally-based advice to help communities create employment opportunities. The benefit of such projects are two-fold; we are assisting community enterprises to become self-sustaining businesses while also creating skill and work opportunities for people who are finding it hard to get work.

We have approved six projects within the region to assist a range of clients including mental health consumers, Māori and Pacific peoples and the long-term unemployed. A Grant was funded to support the Trash Palace project in Porirua. They work with recovering mental health consumers out of their premises and employ them to carry out recycling and furniture restoration on items which are then sold through their on-site shop to create revenue.

Another example of a successful Enterprising Communities project is the work we are doing with KITES Trust. KITES work with clients dealing with mental health concerns to place them into temporary full- or part-time employment.

Family and Community Services administers the Community Initiatives Fund to support local communities to commence new projects that make a difference to the people that live there. The projects are run by a community leader and supported by a project sponsor. In Wellington, the Fund has supported three community projects targeted towards assisting children and young people, migrants, and the prevention of bullying.

Local Services Mapping is being undertaken in both Upper Hutt and Lower Hutt Cities and will assist communities to identify their priorities and availability of social services in their area.

The exercise is being led by Family and Community Services and the Department of Internal Affairs with representation from the Hutt Valley community. Local and central government work alongside community organisations to identify community needs, and what social services are available in their area. Once the mapping exercise has been completed, an action plan for both cities will be developed to consider ways of providing services in areas where gaps have been identified.

We continue to work closely with our local emergency management teams on planning for co-ordinated responses to emergencies. As part of our region's Welfare Advisory Group, we provide joint community welfare responses in the event of an emergency such as flooding or pandemic influenza. Our lead role is to ensure the welfare of people in our region if a disaster occurs. Over the coming year, we will continue to take part in pandemic response exercises, working with other organisations involved with emergency planning to finalise our Pandemic Strategy, including the Ministry of Health, district health boards, territorial authorities, and welfare groups such as The Salvation Army.

We are also developing our own Pandemic Response Plan. This will identify how we can ensure people in our region are supported during times when it may not be possible to go to work or access everyday services like banks and supermarkets.

"The Wainuiomata Work and Income team is awesome. I've had a lot to do with them lately through a number of projects and they are great to work with. They have a real customer focus and recognise the need to work closely with the community. They were a finalist in prestigious Wainuiomata Pride - Top Business Awards which speaks volumes about the team's commitment to their clients and working with others."

Councillor Ray Wallace
Hutt City

Building communities

Family and Community Services, through the Community Initiatives Fund, is investing in a community capacity-building project specifically designed to contribute to the social development needs of the refugee community across the Wellington region.

Adam Awad (pictured), a noted community leader, is being assisted to enable refugee communities to identify their own needs and work towards delivering programmes to help achieve the goals of their communities.

Adam achieves this through providing training in refugee communities on topics such as governance, planning and working with government agencies. He also facilitates a monthly community forum that allows the refugee community to discuss issues and challenges, as well as liaise with providers throughout the region.

The intended outcomes of the project are: stronger refugee communities across the Wellington region, the ability for new refugees arriving into the Wellington region to find their bearings and to participate in New Zealand life more quickly; and providing a head-start to accessing employment, education, health and other positive settlement outcomes. Adam works alongside a number of ethnic communities and community organisations assisting them to plan and meet their intended goals.

The project is currently in its first of three years and is also supported by the Wellington City Council and the Wellington Refugee and Migrant Service.



>> Partnering with our Communities >>

We work closely with our diverse community and voluntary sector. Volunteering is a great way for a person to prepare for work, whilst actively contributing to their community. Our contract with Volunteer Wellington enables us to refer clients to an opportunity that might begin their journey into employment.

We provide our services from within our communities wherever possible. To ensure easy access to information and assistance, our outreach centres help link our staff with our clients. Work brokers and case managers spend time at the Fanau Centre in Cannons Creek and the Pomare Community House in Naenae delivering income and employment assistance. We also regularly visit the hospitals in the region to provide a service for our clients who are hospitalised.

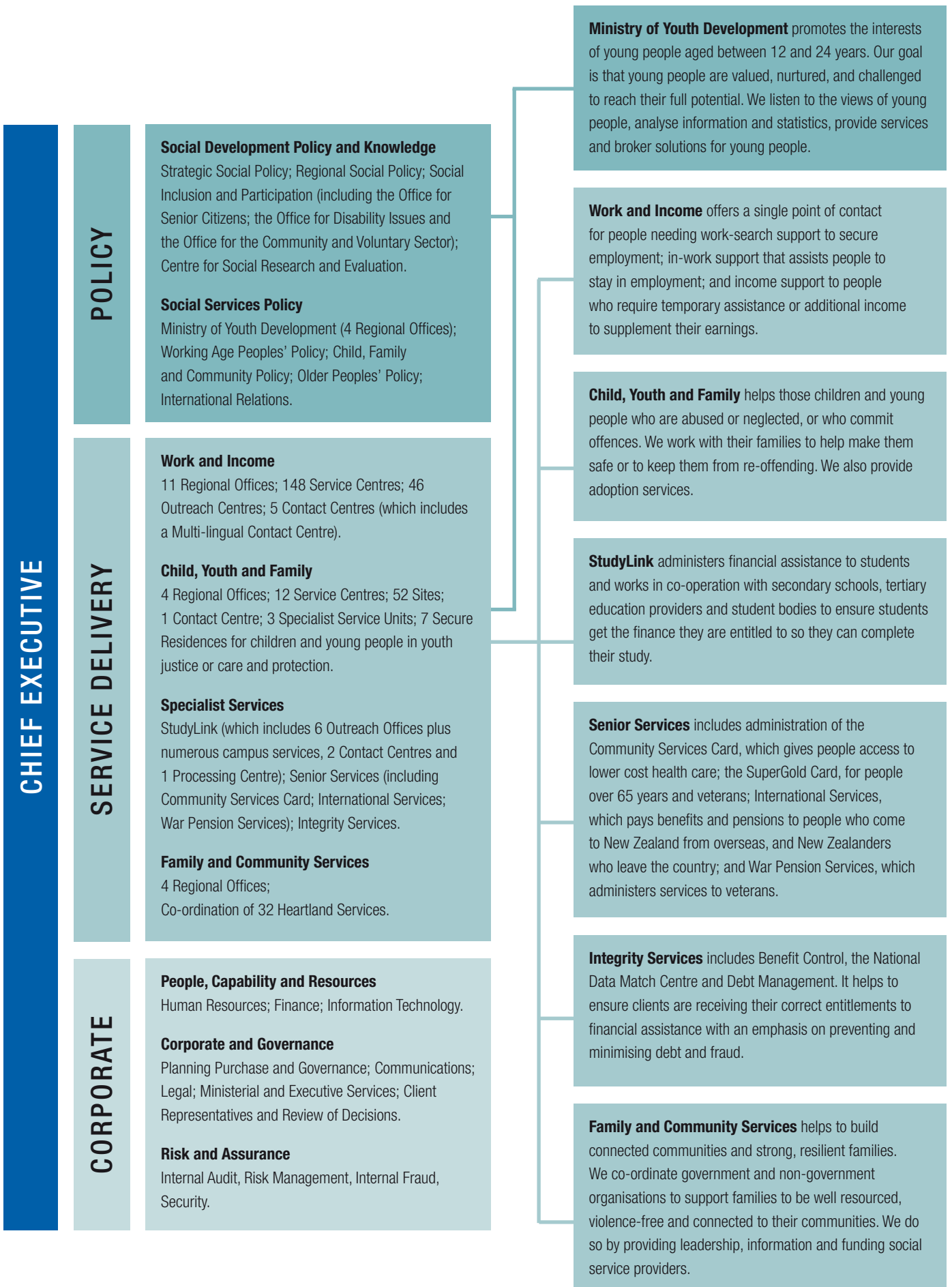
Working with our local councils helps us to ensure that we make a positive contribution to the achievement of community outcomes that councils have identified as a priority for their communities through the Long Term Council Community Planning process. It also helps to ensure that we have a collaborative ongoing commitment to achieving the best possible outcomes for the communities we work with. We appreciate the leadership role that all of our mayors take in this process and we look forward to continuing to be part of this work as we move forward into the future.

By partnering with our communities and delivering increased co-ordination and accessible services, we can continue to support Wellington's communities to be stronger.



Above: Case Manager Alice Mose-Tuialii informs the community about the range of assistance we offer at Te Ra o Te Raukura in Lower Hutt on Waitangi Day.

Organisational Overview



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Wellington
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

