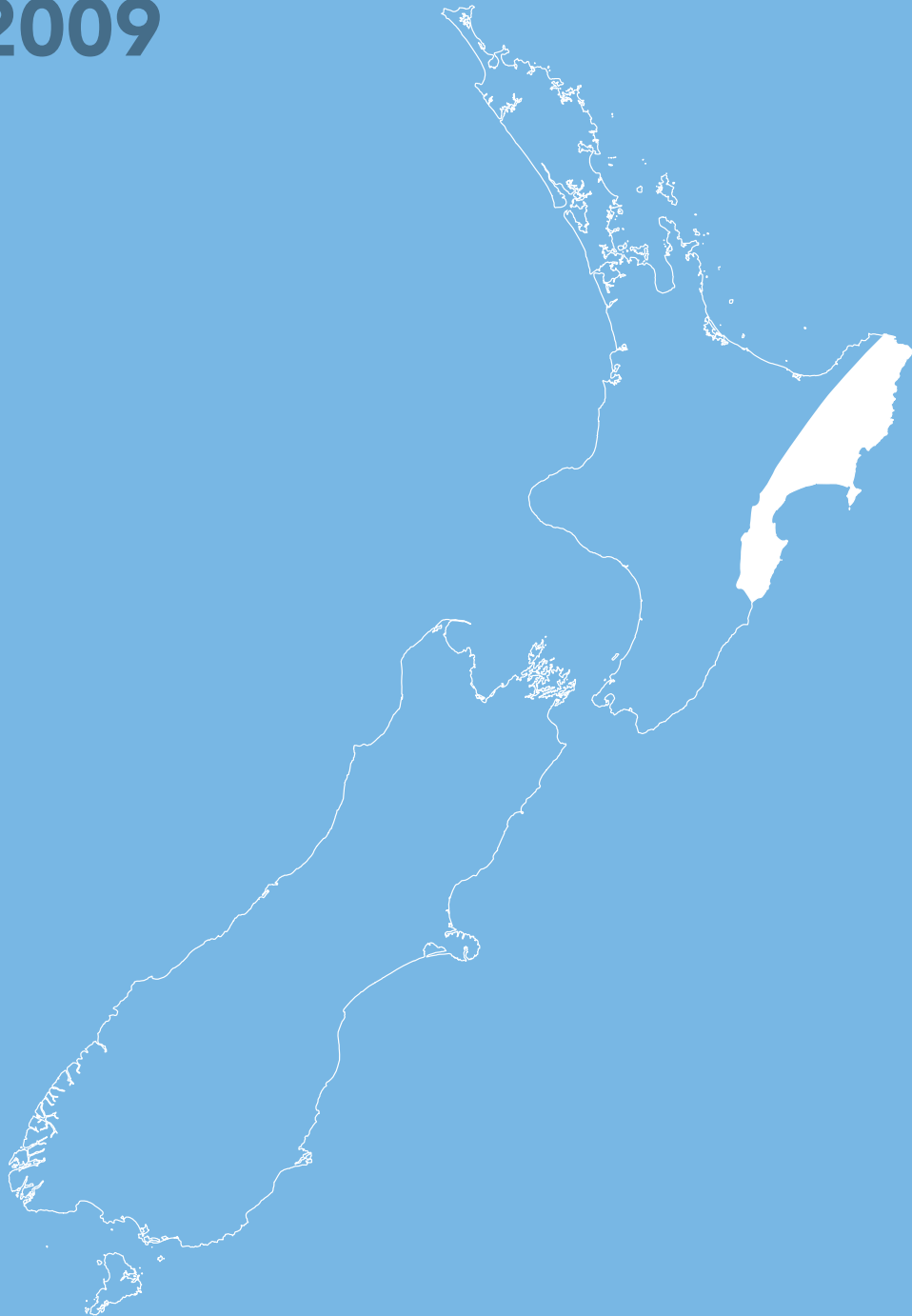




EAST COAST
REGIONAL PLAN FOR 2008/2009
MINISTRY OF SOCIAL DEVELOPMENT

**EAST COAST
REGIONAL
PLAN
FOR
2008/2009**



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WELCOME



I'm pleased to welcome you to the Ministry of Social Development's 2008/2009 Regional Plan for the East Coast region. This year our Plan is very much about our key regional priorities and how we aim to meet the needs and challenges within our communities.

The Ministry's aim is to help New Zealanders live better lives. We do this by valuing people and putting them at the centre of all we do. Success requires collaborative effort by all agencies involved in the social sector – central government, local government and the community and voluntary sector. In 2008/2009 we'll once again put considerable effort into facilitating and bringing together partnerships across the social sector to improve communication and the co-ordination of activities.

"...we'll once again put considerable effort into facilitating and bringing together partnerships across the social sector to improve communication and the co-ordination of activities."

I thank our staff for their valuable contribution to the work we do. I also want to acknowledge the commitment and contribution made by innumerable stakeholders from Potaka to Waipukurau. Often run by volunteers, these organisations are a key part of the region's social wellbeing and they do an amazing job at the flax-roots level. Thank you all for your work, your passion and commitment.

As we move forward through 2008/2009 some key areas of focus remain. Young people represent the future – it's important that we support them to reach their potential and lead strong independent lives. The successful Youth Transition Services operating in Gisborne and the Hawke's Bay and our Teen Parent Co-ordinators in Hastings and Gisborne are supporting young people who are grappling with parental and other responsibilities to build successful lives.

More people with health and disability needs tell us they want to work – and they can with the right support. Our support this year includes advisory roles to help these people realise their employment goals. By supporting people to live independent lives, we also help to address labour and skill shortages in our region.

We remain committed to working alongside our partners in the Tairāwhiti Abuse Intervention Network, the Family

Violence Interagency Response System and the Hawke's Bay Local Initiative for Violence Elimination in tackling the issue of family violence.

Furthermore, we'll continue to be innovative in helping communities understand our services and how they can access them. Just one example is our Heartland Service Centres, which are successfully bringing some essential social services together in a way that ensures people living in remote areas have easier access to them.

There are still pockets of disadvantage in some communities. Access to services continues to be a priority. Our Enterprising Communities Grants Scheme is helping to build stronger communities through projects with lasting employment.

Many challenges lie ahead. But I'm confident that by working together and working smarter we'll continue to make a real, tangible difference to the lives of individuals, families and communities in the East Coast.

A handwritten signature in black ink that reads "Lindsay". The signature is fluid and cursive.

Lindsay Scott
Regional Commissioner for Social Development

HIGHLIGHTS OF 2007/2008

Our goal for last year was to work with individuals, families and their communities to drive positive change – to make a real difference to the lives of children, young people, working age people, older people and families and whānau.

In partnership with other government agencies, individuals and organisations, we developed and implemented a variety of initiatives to address the East Coast's important social issues – and to help build a strong, healthy society for the people who live here.

Highlights of our work include:

- **More East Coast people gained horticulture skills training and long-term employment opportunities** through a partnership with Hawke's Bay horticultural contractor AYR Contractors.
- **The appointment of two youth justice teams** – in Tairāwhiti and the Hawke's Bay – who are working alongside the New Zealand Police, the Courts, community service providers and families to help young people coming into the justice system learn how to make better life choices.
- **Helping with the revitalisation of the community of Maraenui in Napier.** The community is now enjoying a safe and rejuvenated shopping centre, a whānau ora centre and non-government community representation. These improvements were developed under a renewal plan to ensure the community has the resources to improve the health and safety of its families and whānau.
- **An early intervention programme for young parents.** This programme delivered by providers such as Te Taiwhenua o Heretaunga and Te Kupenga Hauora Ahuriri is ensuring young parents get the right support to help them live successful lives.
- **People in some of the region's more isolated areas are now enjoying access to training and employment support** through the development of projects, such as the Te Ata Ra Rapumaki Trust Manuka Cultivation and Harvest Project and the Turanga-Uawa Home Maintenance Project.
- **Our Heartland Service Centres in Ruatoria, Waipukurau and Wairoa** are continuing to provide the residents of these small communities with the vital link to one-stop-shop access to a range of government and other community-based services.

OUR REGION



EAST COAST AT A GLANCE

192,282
PEOPLE
LIVE IN OUR REGION

OUR MAIN
INDUSTRIES
INCLUDE

TOURISM, AGRICULTURE,
HORTICULTURE AND VITICULTURE

34% OF
GISBORNE'S
POPULATION
IS UNDER 20

THE HAWKE'S
BAY AREA

IS THE LARGEST APPLE PRODUCING
REGION IN THE COUNTRY

GISBORNE
IS THE FIRST
CITY IN THE WORLD TO SEE
THE SUNRISE

FACING CHALLENGES, BUILDING ON OPPORTUNITIES

Why we do what we do

Social sector government agencies must work closely together to achieve the best results for New Zealanders. Often agencies' priorities don't always fit neatly together so we are contributing to the priorities of other agencies where we have shared interests. Sometimes this involves us as a working partner, at other times we lead by co-ordinating, streamlining and monitoring services.

Some of the East Coast's challenges are common to other regions around the country – the need for quality housing, an ageing population and increasing awareness of family violence. Others are more unique to the region. Whether national or local, we need to address all challenges with smart, innovative solutions. We need to explore and take maximum advantage of the East Coast's opportunities to help our people build their lives and livelihoods.

WHAT WE KNOW...

We have a high number of teenage parents – Hastings has the seventh highest number of births in the country and Gisborne the tenth – teenage parents and their children are more likely to need support to live successful lives.

Youth offending numbers are not yet on the decline – 25% of people caught offending in the Hawke's Bay are under 17 years, the majority are male and are most likely to commit dishonesty offences such as theft, burglary and car conversion. Offences committed by people over the age of 17 are more likely to involve drugs and anti-social behaviour.

Our Māori population is significant (28% compared with the national average of 14%), with the greater proportion living in Gisborne (44%). Our policies and practices must therefore be informed by cultural influences and iwi and hapū.

We have a growing number of older people requiring income assistance – Statistics New Zealand predicts that by the end of the next decade one in four New Zealanders receiving social assistance will be aged over 65.

Our unemployment rate was 5.4% at the end of March 2008, higher than the national average of 3.6%. Many of the region's employment opportunities are seasonal in nature – a primary example is the horticulture and viticulture industries.

WHAT WE'RE DOING ABOUT IT...

We'll work with education and youth service providers to ensure these teens have access to the support and opportunities they need to succeed in life as individuals and as parents. (Read more on pages 10 and 11)

We'll work with justice and youth services to help our young people to make more positive choices, especially encouraging them to stay in school. (Read more on page 12)

We'll work closely with the region's iwi and hapū to ensure our policies and practices are informed by cultural influences.

We'll continuously review our services to ensure we can deliver to the changing needs of the region's older residents. (Read more on pages 14 and 15)

We'll work with service providers to build the skills of people wanting to work to match those needed by employers. This will include working with people not traditionally regarded as sources of labour. (Read more on page 14)

WHAT WE KNOW...	WHAT WE'RE DOING ABOUT IT...	
Skill and labour shortages continue to be experienced by many industries – especially in care for older people, childcare, early childhood education, farming and forestry.	We'll continue working in partnership with local industry to identify their labour needs and hiring requirements. (Read more on page 14)	For us to make a difference in the East Coast, all our work requires close collaboration – within the Ministry and with our partners in the health, education and justice sectors and community organisations and volunteers throughout the region. Strong collaboration is a feature of the initiatives we're undertaking in 2008/2009.
Family violence is increasing – just under 9,000 incidents of family violence were recorded in 2006/2007 in the East Coast.	We'll work closely with the New Zealand Police, other agencies and the community to build a more collaborative response to family violence in our region. (Read more on page 16)	The work we've outlined here in this Regional Plan fits neatly with the Ministry's 'big picture' strategies and goals. Working as part of a strong, cohesive nationwide team, we'll also act locally – delivering services that meet our region's unique needs.
Housing quality is an issue in some of our more remote communities. Homeowners in these areas often don't have the resources to improve the standard of dwellings.	We'll continue our active involvement in community projects and seek opportunities to work with local communities and other agencies to address housing issues. (Read more on page 19)	
Many of the region's smaller rural communities are isolated – with many of our people living some distance from education, health and welfare services.	We'll improve the way we work internally and with others to ensure all people in the East Coast receive the right services at the right time. (Read more on pages 18 and 19)	

OUR PRIORITIES FOR 2008/2009

The Ministry of Social Development is all about helping to build successful individuals – and in turn building strong, healthy families and communities.

We know we can't do this alone; that only by working with government and non-government organisations, with communities and with individuals can we really make a positive difference.

That's our focus – and it's reflected in our five key priorities for 2008/2009.



GIVE CHILDREN THE BEST START IN LIFE

Children are New Zealand's future – all children deserve to grow up in a safe and happy environment.



HELP YOUNG PEOPLE ACHIEVE THEIR POTENTIAL

Young people need to be supported to overcome barriers and develop their understanding and ability to make sound decisions about the issues and opportunities they face.



ENABLE PEOPLE TO LIVE INDEPENDENT LIVES

All New Zealanders need to have access to services and the ability to gain skills that will enable them to live healthy and productive lives.



SUPPORT FAMILIES AND WHĀNAU TO BE SAFE AND RESILIENT

Families and whānau should be able to support their members' wellbeing, identity, participation in society and interdependence.



STRENGTHEN COMMUNITIES

We need to build our relationships with, and the capability of, volunteers and community organisations to ensure that New Zealand families and communities are strong and resilient.



GIVE CHILDREN THE BEST START IN LIFE

Strong and loving families are vital to give children the best start in life.

Under this priority we aim to help all children to feel valued and respected, and to be involved in decisions that affect their lives. After all, healthy, safe and active children and their families are crucial to our social, economic and cultural strength.

In the coming year we will:

Ensure children in care enjoy a stable home

In partnership with hapū, whānau, caregivers and other agencies

The upheaval of moving between different caregivers can interrupt the development of children and young people. We'll work to ensure children and young people in our care enjoy the benefits of permanent placement. Ideally this is with the wider family, but where this cannot happen, a permanent placement with non-kin caregivers offers the greatest stability.

To support these permanent caregivers we'll provide:

- advice and support from social workers
- some assistance with legal fees
- ongoing financial support through the Unsupported Child Benefit, the Care Supplement and any other support they're entitled to.

Foster success in young parents

Working with education, health and housing agencies and service providers

Often teenage parents don't know how to access information and support for themselves and their children. Teen Parent Co-ordinators from Te Aka Ora in Gisborne and Te Taiwhenua o Heretaunga in Hastings connect young parents to support services and ensure their children are taking part in:

- Well Child Tamariki Ora health checks
- immunisation programmes
- quality early childhood education services.

The Co-ordinators also connect young parents with other agencies such as the Housing New Zealand Corporation and with parenting support programmes.

In 2008/2009 we'll work with young parents at the William Colenso Teen Parent Unit to help them to stay in education throughout pregnancy and motherhood. This includes ensuring they are aware of all the support to which they are entitled and helping them avoid financial commitments that could impact on their education and employment opportunities and their children's wellbeing.

This year a selected group of young parents will benefit from our SMILE Programme, which offers them the opportunity to build their skills and develop good work habits through work experience at a Work and Income service centre.

Support families at home

Working with other government organisations, community agencies and service providers

Family Start provides intensive in-home support to the region's most vulnerable families to build their resilience and ensure their children are safe. This year trained workers will visit more family homes to give advice and support to caregivers of children from birth to six years, develop plans and put in place the supports to improve:

- children's health, education and social achievements
- parenting skills and practices
- children's and parents' personal and family circumstances.

Promote positive parenting

In partnership with community organisations working with children and families

Strategies with Kids – Information for Parents (SKIP) helps parents build their skills in raising their children in a positive, loving way, using limits and boundaries rather than physical discipline. This year we'll review and update our resources for parents and caregivers of children from birth to five years wanting advice and information.

We have relationships with national organisations, in a partnership model, who are actively promoting SKIP messages of positive parenting in our communities. Partners include Barnardos, Plunket and the Rural Education Activities Programme (REAP).

Connect services for families

To improve our co-ordination of support for families and children we'll locate Work and Income case managers in the region's Child, Youth and Family sites. This will strengthen our ability to ensure these vulnerable children and families are supported with the full range of Ministry services and assistance.



To access SKIP resources or to find out more about our funding visit:
www.familyservices.govt.nz

HELP YOUNG PEOPLE ACHIEVE THEIR POTENTIAL

By helping young people to strengthen and develop their self-esteem and resilience, we're encouraging personal development and achievements as well as better health.

Through our own services and with help from partner organisations, we're committed to helping young people to connect to their families and communities and develop pathways to further education, training or employment. This is also an important strategy for reducing re-offending and helping at-risk young people to turn their lives around for the better.

To find the location of your nearest Youth Transition Service visit: www.workandincome.govt.nz

In the coming year we will:

Help young people make better choices

Alongside Youth Transition Services and working with local government, the New Zealand Police, the Ministry of Justice, iwi, and education and community service providers

Strong family support and access to education and employment opportunities are important in connecting young people to their communities and reducing youth offending. In 2008/2009 initiatives include:

- The Ka Hao te Rangatahi programme for young Māori men who show signs of violent behaviour. The Maraenui-based, year-long programme connects participants with their cultural values and builds self-esteem to help reduce their use of alcohol and drugs, and the likelihood of them offending and being recruited by gangs.
- Our work with the New Zealand Police to provide ongoing support to every young person coming into contact with the youth justice system.
- Child, Youth and Family will enter into co-location arrangements with other government agencies and community organisations to provide community-based youth justice services in areas where youth offending is high.
- Our Youth Transition Services in Gisborne and the Hawke's Bay, which help young people to successfully transition from school to further education, training or employment.
- The Ministry of Youth Development's Specialist Youth Service Corps

programme, which provides learning opportunities to young people entering the youth justice system and builds relationships between families and the young people.

- The Ministry of Youth Development's New Zealand Conservation Corps programme, delivered locally by Te Rūnanga o Tūrangānui ā Kiwa and Tairāwhiti Polytechnic. This programme offers both on-campus training and off-campus project work including planting, fencing and community work.

Provide young people with a voice

Working with local government, schools and youth service providers

Young people need a sense of being valued, of being connected with others; they also need to be included in the decision-making process on issues that affect them. We'll develop programmes that provide the region's young people with a variety of ways to connect and communicate with decision-makers.

Initiatives this year will include:

- Napier City Council representation at the Youth in Local Government Conference in Christchurch
- involvement in Ministerial forums on youth issues such as how young people can realise their potential and contribute to their communities
- PROVOKE, Youth Council and School Decision-Makers Network workshops to be held in Napier and Gisborne.



schools plus

For more information visit:
www.schoolsplus.govt.nz

Foster the leaders of tomorrow

Alongside the Youth Transition Services and working with the Gisborne and Wairoa District Councils, iwi, schools and Te Rūnanga o Tūrangānui ā Kiwa

The Kōkiri Taiohi programme builds the leadership skills among young people in the Rongowhakaata, Ngāi Tamanuhiri and Te Aitanga a Mahaki iwi. The programme encourages participants to seek higher learning and commit to quality, meaningful employment opportunities.

In 2008, phase two of the programme will maintain the momentum by raising awareness of education and employment opportunities. This phase will focus on developing and implementing a cross-sector collaborative communication programme to provide young people with learning and career opportunities.

Keep young people on the pathway to learning

In partnership with the Waiohiki Charitable Trust, Youth Transition Services, local government, secondary schools and training organisations

Ideally, all young people will move seamlessly from school into work, further education or training. The reality is that

some do not. In 2008/2009 we'll increase our efforts to provide support to young people at risk of falling through the gaps. Initiatives will include:

- The Waiohiki Charitable Trust programme, which provides young people with work experience, training and education to build their knowledge and uptake of options. The programme offers literacy and numeracy education as well as art, pottery and a range of challenging outdoor activities.
- Working with the Ministry of Education on the Schools Plus initiative, to ensure that young people stay in school or participate in appropriate training until they are 18. Options sought for students leaving school before 18 include training through youth training programmes, modern apprenticeships, local industry training organisations and individual employers.

Help tertiary students make good decisions

In partnership with prospective and current students, parents, teachers and influencers

We help current students and potential students to make informed decisions about their study options, the types of financial

assistance available and how to keep their borrowing as low as possible. We also provide students with the information they need to understand the financial realities of student life and how to get the most out of their investment.

In 2008/2009, we'll enhance and further develop our programmes including:

- On Course – an informative presentation helping mainly secondary students take the step up to tertiary education
- StudyWise – an in-depth session advising on study choice, costs of studying, StudyLink and Work and Income assistance, other funding options such as scholarships and grants, and the impacts of taking on a Student Loan
- StudyLink Expos – an opportunity for prospective students to get advice on the financial options including student loans, and discuss career choices
- MyStudyLink – an online service through which students can view and update their personal details
- two StudyLink scholarship programmes – the Bonded Merit Scholarship for students in their second year of study and the Step Up Scholarship for students in the first year of a degree who qualify for a Student Allowance.

ENABLE PEOPLE TO LIVE INDEPENDENT LIVES

Paid work provides the foundation to wellbeing for New Zealand families.

Through this priority area we aim to support all New Zealanders in contributing to their own lives and to their communities, the voluntary sector and the economy.

We'll be developing our services to ensure we provide the right support for people starting work or taking up other opportunities – and we'll be learning more about older people's issues, so that we respond with the right services at the right time.

To find out more about our Employer Services call 0800 778 008 or visit: www.workandincome.govt.nz

In the coming year we will:

Help more people into paid work

Working with East Coast district health boards and primary health organisations

Working New Zealand: Work-Focused Support ensures that people receiving a Sickness or Invalid's Benefit, who want to work, are given every opportunity to do so. The programme provides people with more opportunities and access to support and services to enter or resume work.

We've introduced a number of advisory roles to provide the right service and support to people with ill-health or a disability. This year, advisors and co-ordinators will work with the individual and their health professionals to identify their needs and goals – then establish the most appropriate support and services to help them move into suitable work, as their circumstances allow. Where work isn't an option, we'll support people to participate in their community.

During 2008/2009 we'll work with district health boards to identify other ways we can work together to support the health and wellbeing of people in the East Coast.

Improve our local labour market

In partnership with the region's industries and employers

To increase sustainable employment – jobs for the long term – we'll build the skills of people available to work to match the needs of the region's employers.

Through our Industry Partnerships we'll work with industries and employers to address their skill and labour shortages and create career opportunities for job seekers.

Within the region skill and labour

shortages exist in the areas of healthcare, retail, construction and primary industries. Through our Straight 2 Work programmes we'll tailor our approach to meet the needs of key employers by:

- developing skills and work-based training programmes so job seekers get the right training to meet an employer's entry-level requirements
- providing on-the-job support to help new employees settle in quickly and develop their career path.

We'll also work closely with the horticulture and viticulture industries to help address existing and future skill and labour shortages in these regionally vital industries.

Support positive choices

Working with community organisations

The region's shortage of skilled labour presents even more opportunities for older people who wish to work, to do so. An increasing number of people are choosing not to retire at 65, preferring to remain in paid employment or to do voluntary work. In 2008/2009 we'll work with agencies such as Grey Power, training organisations and employers to address the particular workplace and training needs of older people to ensure they can improve their financial wellbeing through continued participation in paid work.

The number of volunteers available to the community has dropped. Older people are more likely to have the time to volunteer; they also have the skills and expertise much needed by our communities. This year we'll make contact with superannuitants in the region to encourage them to consider the many volunteer opportunities available to them.



Improve the independence of older people

For most New Zealanders, independence often means financial security – and we're continuing our efforts to make sure all New Zealanders, especially older people, receive the financial help they're entitled to build their security.

For many older people independence also means being able to live in their own home and make choices concerning their future. This year we'll keep older people and their families informed on changes to the enduring powers of attorney legislation and the progress

of the Home Equity Conversion Code of Practice. We'll also provide job opportunity information and actively promote our services and support for older people.

Expand SuperGold Card benefits

In partnership with the business sector, business associations and local government

The SuperGold Card offers older people discounts and concessions on a range of products and services. We'll work to increase the number, location and value of these products and services.

To find out which businesses in our region offer discounts to SuperGold cardholders visit: www.supergold.govt.nz

SUPPORT FAMILIES AND WHĀNAU TO BE SAFE AND RESILIENT

Strong, resilient families that know how to look after themselves are vital to New Zealand's economic, social and cultural wellbeing.

While most Kiwi families cope well with the pressures of today's world, some do not – and they need our support.

For information on 'It's not OK' visit: www.areyouok.org.nz

In the coming year we will:

Build support for families experiencing family violence

Working with the New Zealand Police and community providers

Initiatives for 2008/2009 to reduce incidences of family violence in the East Coast region include:

- The development of a joint response to incidents with the New Zealand Police and refuge services.
- Our Family Violence Intervention Programme through which frontline Work and Income staff are trained to have the confidence and skills to identify family violence and to refer people to the services and support they need. The Programme helps ensure that those who experience family violence are identified quickly and supported to keep themselves and their children safe.
- The provision of a whole-of-community response to family violence issues through our work with the Tairāwhiti Abuse Intervention Network (TAIN) and the Hawke's Bay Local Initiative for Violence Elimination (LIVE). Involving a number of agencies, this work will raise community awareness and improve the co-ordination of prevention services.
- Support for the ongoing development of the 'It's not OK' campaign, to build greater local awareness of the campaign's messages.

Identify families with multiple and complex needs

Working with other government agencies such as the New Zealand Police, the Housing

New Zealand Corporation, district health boards and non-government organisations

Our recently implemented Integrated Service Response identifies families with multiple and complex needs and provides them with services that aim to reduce their level of risk and build on their strengths. This year, Integrated Service Co-ordinators will work with other government agencies and non-government agencies to support our most at-risk families by providing a co-ordinated interagency response to ensure they receive the right support at the right time.

Bring families and support agencies together

Working with other government agencies, non-government organisations and community service providers

Strengthening Families helps families gain access to the services they need by bringing together a family and all the agencies that play a part in helping them. At an initial meeting, families talk about their priorities and the agencies explain how they can help. It allows families to get better access to information and services to develop their own goals and solutions.

During 2008/2009 we'll seek to reach more families under this initiative through:

- using an improved contracting model to employ a greater number of service providers
- improving our connections with non-government agencies and service providers
- focusing on clusters of primary schools
- developing a regional governance group with membership from supporting agencies.

Improve agency and community responses

Working with Te Ikaroa Rangitahi Social Services, Birthright, Open Home Foundation, Te Roopu a Iwi, PSS-Family Works and Te Taiwhenua o Heretaunga

Our Differential Response Approach helps us to ensure we respond appropriately to notifications of children, young people and families needing our help. With increasing notification numbers it's vitally important families get the right level of service right from the start and that any actions we take are appropriate to families' circumstances and delivered promptly and effectively. During 2008/2009 we'll implement the Approach in all Child, Youth and Family sites in the East Coast region. We'll also seek to strengthen our partnerships with non-government organisations to provide a speedier upfront response to all cases reported to us, and then use case management where needed to support families with long-term needs.

Help parents to provide for their families

In partnership with Inland Revenue and working with service providers

In 2008/2009 we'll work with families region-wide to reduce their financial hardship and to ensure they receive all the support available to them. This work will include:

- Increasing our promotion of the Working for Families package by working with kōhanga reo and childcare centres in low-income areas. The package is designed to make it easier for parents to work and raise a family



by providing a financial incentive to those parents who would like to move into paid employment but face challenges such as low income or childcare needs.

- Making sure people receiving income assistance are aware of their responsibilities to advise us of changes to their circumstances. Our approach to the prevention of overpayments also includes providing people with advice and support that focuses on the management and reduction of overpayments.
- Providing budget advice services that will assist families to manage their incomes.

We'll also pilot an integrated case management programme with 10 households where family members are receiving a range of financial assistance. We'll seek to ensure these families with

high needs are receiving all the support to which they're entitled – from us and other agencies – and are not incurring any overpayments from us.

Provide information on support

Working with local government agencies

Knowing where or who to go to for support is an important step in enabling families to meet their needs. Our National Directory provides online information on non-government organisations' services available in communities throughout New Zealand. In 2008/2009 we'll work to expand the Directory to ensure it includes all community organisations. Our staff will also promote the Directory's services to the people we work with.

You can access the National Directory for your area at: www.familyservices.govt.nz

STRENGTHEN COMMUNITIES

This priority recognises and responds to the enormous contribution made by volunteers and community organisations to New Zealand's social, economic, environmental and cultural wellbeing.

By building our relationships with this sector, we can work together to develop strong, resilient New Zealand families and communities.

To find out more about Pathway to Partnership visit our website: www.msd.govt.nz

In the coming year we will:

Strengthen community providers

In partnership with community service providers

Pathway to Partnership is a long-term plan that will make sure community organisations have the funding they need to deliver high-quality, effective services. At its core are the strong, supportive working relationships between government and the community sector.

The funding package – \$446 million nationally over four years – will be progressively introduced from July 2008. The new funding will enable us to:

- begin to move essential children, young people and family-focused services to full funding by 2011
- provide for annual cost adjustment payments
- address forecast volume increases
- focus more on achieving results and less on inputs or programmes
- enable providers to build their workforce capability and capacity
- support organisations to work more closely together to reduce duplication and get more resources into services.

The funding also builds on work that we're already doing, like simplifying our funding and contracting processes, moving some contracts to grants to reduce compliance costs and providing organisations with multi-year funding.

Build a responsive, co-ordinated approach

Working in partnership with other government agencies and local government
Collaboration between the government

agencies involved in social service delivery is vital to our effectiveness, particularly when we're working with the same groups of people. In 2008/2009 we'll:

- Establish a regional Strengthening Families governance group with the New Zealand Police, the Ministry of Education, the Housing New Zealand Corporation and others. This will improve the way we work together in responding to social issues emerging in our region.
- Continue our involvement in the Tairāwhiti Development Partnership with other central government agencies, local government and non-government organisations. This partnership jointly identifies opportunities and gaps in services focused on improving the economic and social wellbeing of Gisborne.

Get the most out of funding

Working with the Department of Internal Affairs, local government and community service providers

Community organisations and service providers have an immensely valuable contribution to make to the wellbeing and strength of East Coast families and communities. During 2008/2009 we'll work to improve both how we engage with service providers and the effectiveness of the services delivered to communities. We'll do this through:

- a Collaborative Funding Forum with the Department of Internal Affairs and the Hawke's Bay councils, to provide an opportunity for service providers and funders to meet together to share information

- an internal funders forum to ensure we're using funds to the greatest benefit of the region and to look for opportunities to improve our response across the Ministry, including the way we contract providers.

Improve local-level planning

In partnership with local government, community organisations, central government agencies and iwi

This year we'll complete a Local Services Mapping project in Tairāwhiti. Local Services Mapping helps communities identify ways to improve the development, planning, delivery, effectiveness and funding of social services for families. Working with the various agencies and service providers within communities, the process 'maps' the services available and then seeks to build strong links between these services and between community and government.

Support community development

In partnership with other government agencies and local government

The people who live and work in the community best understand the challenges it faces. One of the most important roles we can play is one of supporter for local authorities, service providers and non-government agencies who, every day, work to make a difference in their community. During 2008/2009 we'll:

- be involved in the regional Chief Executives' Forum where local authorities and key government social sector agencies co-ordinate action on specific regional issues such as family violence and regional facilities



- remain committed to the progress of Community Forums in Gisborne and the Hawke's Bay, to support councils in driving development of their community outcomes process.

Connect isolated communities

Working with the Housing New Zealand Corporation, other government agencies, local councils and community service providers

People living in the smaller, isolated areas of our region often miss out on a range of services, including health and education, help with training and job hunting, and the support to improve the quality of their housing. During 2008/2009 we'll work to improve the services available through:

- working with the Ruatoria community to get more residents involved in opportunities for training and work outside the township
- supporting the retrofitting projects in the Gisborne and Tairāwhiti areas, and working with the Housing New Zealand Corporation and iwi providers to ensure that people in Ruatoria and Wairoa living in substandard housing have access to services and assistance

- increasing the access for the Te Araroa, Tokomaru Bay and Tolaga communities and the users of our Heartland Service Centres in Ruatoria, Waipukurau and Wairoa to facilities such as the internet and transport so they can increase their participation in training and work.

Bring services together in one place

We often work with people at critical times in their lives. Our research and experience tells us that the best results are achieved when individuals are the ones making informed choices about how to make their lives successful.

At our new Linwood Community Link in Christchurch – government and community agencies work together to achieve positive results for these individuals and their families. Community Link wraps the right mix of services and supports around individuals and their families in a way that suits their particular needs and circumstances. The approach we're testing at Linwood is a new way of working which enables us to address the underlying needs of our clients. While it's early days and there's still a lot to learn, we're committed to using the aspects of the approach that are effective in our region.

THANKS

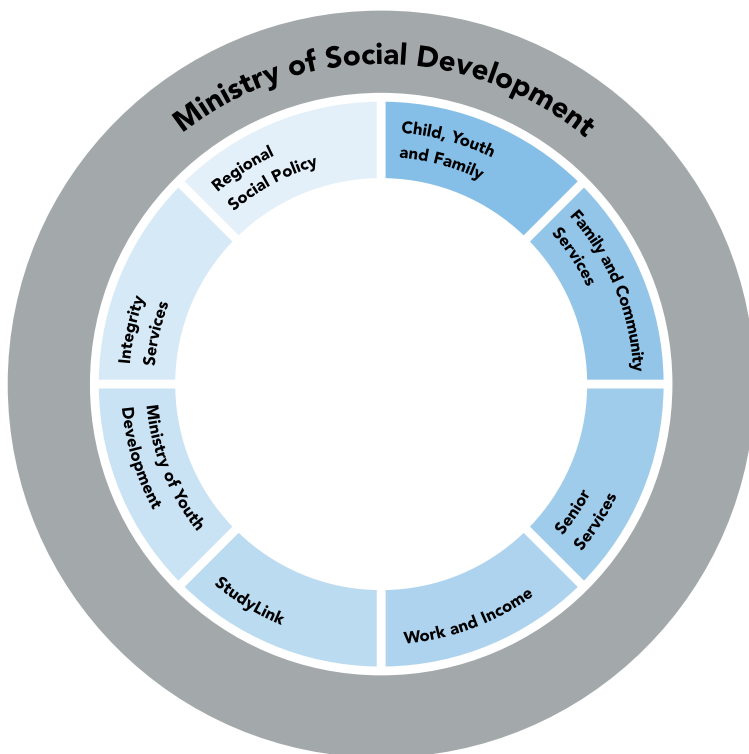
The details in this Plan reflect one aim: to help people in the East Coast region find solutions to live better lives.

This is not always a simple job. There are no quick-fix solutions to the many issues some people face – and it's not a job we can do alone. Success requires our combined efforts with other government agencies and non-government organisations, along with communities and individuals. Working together provides New Zealand families and communities with the benefit of our many skills and resources.

For the great results we've already achieved here in the East Coast I thank the Ministry's staff and our partners in central government such as the Education, Health and Justice Ministries, the New Zealand Police and the Housing New Zealand Corporation. Local iwi and hapū, district health boards, primary health organisations, local government and numerous voluntary and community-based organisations have all contributed hugely to making a difference in the lives of people in the East Coast.

OUR ORGANISATION

How the Ministry operates in our region



● Child, Youth and Family

Helps children and young people who are abused or neglected, or who commit offences by working with their families to help make them safe or to keep them from re-offending. We also provide adoption services. We have:

- 1 Service Centre
- 3 Sites.

● Family and Community Services

Helps to build connected communities and strong, resilient families by co-ordinating government and non-government organisations to support families to be well resourced, violence-free and connected to their communities. We have:

- 3 Heartland Service Centres
- 2 Heartland Outreach Centres.

● Senior Services

Administers the Community Services Card and the SuperGold Card and includes International Services and War Pension Services.

● Work and Income

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

- 10 Service Centres.

● StudyLink

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

- 3 Outreach Sites.

● Ministry of Youth Development

Promotes the interests of young people aged between 12 and 24 years so that they are valued, nurtured, and challenged to reach their full potential.

● Integrity Services

Helps to ensure people are receiving their correct entitlements to financial assistance with an emphasis on preventing and minimising overpayments and fraud.

● Regional Social Policy

Connects the regions and National Office by providing early warning of the big risks that are emerging on the ground, supporting Regional Commissioners to achieve regional priorities and bringing issues to National Office that require a national policy response.

Ministry of Social Development

East Coast Regional Office
1st Floor Vautier House
Corner Dalton and Vautier Streets
Napier
www.msd.govt.nz

Community Services Card

0800 999 999

Child, Youth and Family

www.cyf.govt.nz
0508 326459

Family and Community Services

www.familyservices.govt.nz

Integrity Services

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

International Services

0800 777 117

Ministry of Youth Development

www.myd.govt.nz

StudyLink

www.studylink.govt.nz
0800 88 99 00

SuperGold Card

0800 25 45 65 (Card Holders)
0508 65 00 00 (Business Partners)

Work and Income

www.workandincome.govt.nz
0800 559 009

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