



## Proactive Release

The following document has been proactively released by the Department of the Prime Minister and Cabinet (DPMC), and the Child Wellbeing and Poverty Reduction Group (CWPRG) on behalf of Hon Jan Tinetti, Minister for Child Poverty Reduction:

### **Proactive Release: Strengthening collective ownership of the Child and Youth Wellbeing Strategy**

The following document has been included in this release:

- **Title of paper:** Briefing: Strengthening collective ownership of the Child and Youth Wellbeing Strategy (DPMC-2022/23-1278)

Some parts of this information release would not be appropriate to release and, if requested, would be withheld under the Official Information Act 1982 (the Act). Where this is the case, the relevant section of the Act that would apply has been identified. Where information has been withheld, no public interest has been identified that would outweigh the reasons for withholding it.

### **Key to redaction codes:**

- S9(2)(a) protect the privacy of natural persons, including that of deceased natural persons;
- S9(2)(f)(iv) maintain the constitutional convention protecting the confidentiality of advice tendered by Ministers and officials.



## Coversheet

### Briefing: Strengthening collective ownership of the Child and Youth Wellbeing Strategy

Date:	14/04/2023	Report No:	DPMC-2022/23-1278
		Security Level:	<del>IN CONFIDENCE</del>
		Priority level:	Medium

	Action sought	Deadline
Hon Jan Tinetti Minister for Child Poverty Reduction cc: Minister of Education	Agree to the recommendations	20/04/23

Name	Position	Telephone	1 <sup>st</sup> Contact
Clare Ward	Executive Director, Child Wellbeing and Poverty Reduction	s9(2)(a)	s9(2)(a) ✓
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Departments/agencies consulted on Briefing

#### Minister's Office

Status:

Signed

Withdrawn

Comment for agency

Attachments: Yes

# Briefing

## Strengthening collective ownership of the Child and Youth Wellbeing Strategy

To: Hon Jan Tinetti, Minister for Child Poverty Reduction  
cc: Hon Jan Tinetti, Minister of Education

Date	14/04/2023	Security Level	<del>IN CONFIDENCE</del>
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### Purpose

1. This paper provides advice on activities underway and proposed over the next six months to:
  - a) strengthen collective ownership of the Child and Youth Wellbeing Strategy (the Strategy) within and beyond central government, including with NGOs, local government and communities
  - b) encourage wider mobilisation of Strategy implementation across New Zealand communities to improve child and youth wellbeing.

### Executive Summary

2. The Strategy provides a framework for government and communities to work collectively to improve child and youth wellbeing outcomes across New Zealand. It acknowledges that a wide range of players have contributions to make to improving child and youth wellbeing, and no single organisation can achieve the Strategy's vision by itself.
3. The first Strategy Review (the Review), completed in August 2022, found that, overall, there is strong and ongoing support for the Strategy and that no changes are required to its framework, but the opportunities for wider collective ownership have not yet been fully realised, especially beyond government.
4. The Review identified harnessing collective ownership as one of the five key enablers to support Strategy implementation over the next three years. The Child Wellbeing and Poverty Reduction Group (CWPRG) (with other agencies) is focusing on strengthening and embedding collective ownership to further mobilise Strategy implementation in a range of key areas:
  - a) within government
  - b) amongst children and young people, iwi/Māori, Pacific and other key subpopulation groups
  - c) with a broader range of stakeholders outside government, including NGOs and communities.
5. We have identified a suite of activities over the next six months, which will provide an opportunity for you to demonstrate your leadership and encourage wider mobilisation of the Strategy across communities. These include a range of stakeholder engagements with children and young people, NGOs and communities, participation in a Ministerial video and

some webinar events, visiting community initiatives to shine a light on what's working well and the potential to partner with the Child Wellbeing Research Institute at the University of Canterbury to host a summit.

### Recommendations

We recommend you:

1. **note** the update on progress being made to strengthen collective ownership of the Child and Youth Wellbeing Strategy (the Strategy) and to encourage wider mobilisation of the Strategy across communities
2. **note** that the Child Wellbeing and Poverty Reduction Group (CWPRG) has been approached by the Child Wellbeing Research Institute (CWRI) at the University of Canterbury, with a draft proposal to partner with them to host a summit on the Strategy. The CWPRG will liaise with you and your office once the proposal is further refined
3. **indicate** which of the stakeholders listed in **Attachment A** you would like to progress meeting with, within the next six months:

**EITHER**

3.1 all stakeholders

YES /  NO

**OR**

3.2 only those highlighted through mark ups

YES /  NO

4. **agree** for the CWPRG to work with your office to agree an agenda of engagements with children, young people, NGOs and communities over the next six months
5. **agree** to record a 60-90 second video, outlining your aspirations for the Strategy as the new Responsible Minister, for publication on the Strategy website and use in engagements
6. **agree** to participate in an upcoming webinar hosted by the CWPRG, to share your perspectives on the Strategy with key stakeholder audiences

YES /  NO

YES /  NO

YES /  NO

s9(2)(a)

**Clare Ward**  
**Executive Director**  
**Child Wellbeing and Poverty Reduction**

13 April 2023



**Hon Jan Tinetti**  
**Minister for Child Poverty Reduction**

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## Background

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6. The vision of the Child and Youth Wellbeing Strategy (the Strategy), released in August 2019, is that “New Zealand is the best place in the world for children and young people”.
7. The Strategy provides a framework for government and communities to work collectively to improve child and youth wellbeing outcomes across New Zealand. It acknowledges that the Government is just one player, and that the collective efforts of local government, iwi and Māori organisations, business, non-government organisations and the philanthropic sector are all necessary to achieve the Strategy’s ambitions.
8. The first Strategy Review (the Review), completed in August 2022, found that overall, there is strong and ongoing support for the Strategy and that no changes are required to its framework. However, changes to implementation are needed for the Strategy to be a catalyst for, and driver of, system change. The Review also found that we should focus on fewer things and do these things well.
9. The Review identified harnessing collective ownership as one of the five key enablers to support Strategy implementation over the next three years.
10. This paper outlines activities (underway and proposed) over the next six months, to embed wider community ownership of the Strategy across New Zealand.
11. It also identifies opportunities to use your new responsibility for the Strategy to proactively leverage and reinvigorate wider community involvement in the Strategy’s implementation.

## Strengthening and embedding collective ownership

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12. We have identified a number of key areas of focus to strengthen and embed collective ownership, and to further mobilise Strategy implementation, in partnership with other agencies.
13. These include strengthening ownership within government, for children and young people, for iwi/Māori, Pacific and other key subpopulation groups, and with a broader range of stakeholders and wider public audiences.
14. Other relevant work to implement the review recommendations includes enabling more whānau-centred, community-led approaches and developing a ‘learning system’ model that includes diverse voices and perspectives. These work areas also grow collective ownership of the Strategy but are not the subject of this briefing.

### Embedding collective ownership within government

15. The Social Wellbeing Board (SWB) provides agency-level governance for the Child and Youth Wellbeing Strategy. In November last year it considered and approved advice from CWPRG to strengthen its role through aligning its focus with the four Strategy policy priorities and five enablers. It also agreed to a quarterly reporting approach that provides an overview of progress on the 16 Strategy review recommendations.
16. At the same time, SWB agreed to a Lead Chief Executive (CE) model to give effect to the system convenor role played by Lead CEs in relation to the four Strategy policy priorities. The purpose of the model is explicitly to enable collective ownership of the priority areas, with the intention that each priority should have at least two Lead CEs, supporting a cross-agency approach.
17. Two of the four priorities currently have joint Lead CEs – reducing child poverty and mitigating the impacts of socio-economic disadvantage (DPMC and the Ministry of Social Development), and addressing racism, discrimination and stigma (the Ministry of Justice and the Ministry of Education). The first 1000 days priority is currently led by DPMC, with Oranga Tamariki

expected to become a joint lead in the near future. The Ministry of Health is leading the priority area to enhance child and youth mental wellbeing, with discussions being held with the Ministry of Education about becoming a joint lead.

18. s9(2)(g)(i)

19. Agencies are also key connectors and drivers of change in the regions. In particular, CWPRG is working with the Ministry of Social Development to ensure that the Strategy is well understood and embedded within the Regional Public Service Commissioner model.

20. At a Ministerial level, the changes you have agreed to in relation to the Child and Youth Wellbeing Strategy Ministerial Group [DPMC-2022/23-911 refers] will support strengthened collective ownership of the Strategy.

### **Strengthening child and youth representation, voice and leadership**

21. As part of the recent Strategy Review, we asked children and young people how we can better support and empower them to have their voices heard. Their feedback and insights informed four of the Review's 16 recommendations and progress is being made on all of these recommendations.

a) Rec 5: Refreshing and amplifying best-practice guidelines for engaging with children and young people.

i. New best practice guidelines were finalised and shared with agencies in December last year. They reflect what children and young people told us about how we can better support and empower them to have their voice heard. They also incorporate elements of established guidelines and links to more detailed information, including considerations when engaging with specific population groups.

b) Rec 6: Exploring ways to promote and encourage wider usage of civics and citizenship education resources.

i. A working group has been established and work is progressing. An initial article showcasing where schools are doing this well has been published in the [Education Gazette](#) and a [five-part video campaign](#) has also been published by The Hive<sup>1</sup> that aims to break down some of the issues that can make politics confusing for young people. Work is also underway to develop curated collections of civics and citizenships resources on online platforms for teachers, to make them more accessible.

c) Rec 7: Establishing regular network and development opportunities for members of Youth Advisory/Leadership Groups.

i. The Ministry of Youth Development (MYD) has recently established a new Youth Advisory Group (YAG), Te Manatū Whakahiato Taiohi. Its role is to give advice on specific projects that will help to embed youth voice into government decision-making, including supporting the review of the government's Youth Plan. This group is also considering a wider gathering of YAGs, where members will have an opportunity to mix with each other, hear from decision makers, and present their ideas and insights on issues that are of importance to them. You may wish to consider attending this gathering (see paragraph 43, below).

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<sup>1</sup> The Hive is a youth-led initiative that was founded by the Ministry for Youth Development and Curative in 2019 to support young people to have authentic, two-way conversations with decision-makers, about issues that matter to them.

- d) Rec 8: Developing an online platform to raise visibility of child and youth engagement and representation opportunities across government, and to capture findings from engagements so that they can be used to inform a range of other work.
  - i. A temporary repository has been established on the Strategy website and we are working with the Social Wellbeing Agency to develop more advanced and longer-term repository solution.

### **Partnering with iwi/Māori**

- 22. Strategy implementation is intended to give practical effect to The Treaty of Waitangi/Te Tiriti o Waitangi. Tamariki and rangatahi Māori are also identified as a priority group in both the legislative framework for the Strategy, and the Strategy itself. The Review noted that central government must shift how it works with iwi/Māori, from 'consultation/collaboration' to 'partner/empower' (eg, a shift to whānau-centred, community-led and centrally-enabled approaches).
- 23. The CWPRG has started building a relationship with the Pou Tangata team from the National Iwi Chairs Forum (NICF) as one way to give effect to Treaty/Tiriti partnership in the delivery of the Strategy. Pou Tangata has identified the Strategy as a key connecting point across their priorities and indicated interest in supporting the implementation of the Strategy.
- 24. You recently met with Pou Tangata Co-Chair, Rahui Papa and Pou Tangata advisors, and agreed that the Co-Chairs of Pou Tangata will be invited to attend the Child and Youth Wellbeing Strategy Ministerial Group meeting twice each year, to share information and perspectives, and work collaboratively on key priorities for child and youth wellbeing. The CWPRG will continue to support you to work effectively in partnership with Pou Tangata, and deliver on the joint priorities that have been identified. We will also make recommendations to build wider iwi/Māori relationships as the Strategy implementation progresses.

### **Mobilising NGOs, local government and a broader range of communities**

- 25. There is a very wide range of organisations across a number of sectors outside government that contribute to the goals of the Strategy, including NGOs and community organisations, academics and local government.
- 26. The CWPRG has developed a strategic approach to mobilising collective ownership beyond government through identifying and working with organisations that have the ability to influence wider networks. This will enable us to reach a wide range of stakeholders within the capacity we have available.
- 27. Our aim is for:
  - a) funders and commissioners to be aware of the government's child and youth wellbeing priority so that funding is allocated in the right way to achieve outcomes for children and young people
  - a) communities and organisations outside government to feel a stronger sense of joint ownership of the Strategy and incorporate its framework, along with a lens of child and youth wellbeing, into their own organisations' policies and decision-making processes.

### **NGOs and communities**

- 28. The CWPRG is working to build stronger relationships with NGOs and communities that are active in work to improve child and youth wellbeing. This includes regularly attending events and positioning the Strategy as the national framework for all work that supports child and youth wellbeing (eg, at the recent Pacific Child Wellbeing Conference, the upcoming Social Service Providers Aotearoa national conference and an upcoming local government Community Wellbeing Forum).

29. We're also working with a small, targeted set of stakeholders including the Child Poverty Action Group (CPAG), The Salvation Army and Christians Against Poverty to try to build a common understanding of the data on child poverty rates and child wellbeing outcomes, to address the often conflicting public narrative that is being generated by some high-profile NGOs and academics.

### **Academics and thought-leaders**

30. The CWPRG is also working to strengthen collective ownership with academics and thought leaders, to ensure that research agendas support the Strategy's outcomes and priority areas. We have recently been approached by the Child Wellbeing Research Institute at University of Canterbury (CWRI) with a draft proposal to partner with them to host a summit on the Strategy in August 2023.
31. This could provide a timely opportunity to reinvigorate momentum behind the Strategy, and strengthen collaborative, generative relationships across government, community and academic sectors. We will liaise with you and your office to consider this opportunity once the proposal is further refined.

### **Local government**

32. The final report of the independent 'Review into the Future for Local Government' is due to be published in June 2023. The Review uses the Treasury Wellbeing Framework, and includes a specific focus on wellbeing.
33. The CWPRG has previously worked in partnership with Taituarā (Local Government Professionals Aotearoa) to create guidance for local government to support child and youth wellbeing. Once the Review into the Future for Local Government findings are published, we will refresh and repromote this guidance.

### **Diverse communities**

34. One of the recommendations of the Strategy review was to develop enduring mechanisms for Māori, Pacific, rainbow and disabled children and young people and those from ethnic communities, non-government leaders, experts and whānau to be actively involved in shaping the Strategy's implementation at national, regional and local levels:
35. We have established relationships across a number of population agencies to support the progression of this recommendation, and this work will be a focus over the next six months.
36. Further information on some of the key recent and proposed activity with NGOs, population agencies and local government is provided in **Attachment B**.

## **Your role in helping to strengthen collective ownership**

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37. As the Responsible Minister for the Strategy, you have a critical role in raising the profile of the Strategy, connecting with key stakeholders, influencing the narrative about child wellbeing and poverty reduction in New Zealand and encouraging wider mobilisation of the Strategy across communities. The CWPRG has identified some actions that you may wish to take now and over the next six months to support this.

### **Within government**

38. You can influence your fellow Ministers through your leadership of the Child and Youth Wellbeing Strategy (CYWS) Ministerial Group and through other ministerial engagements, including those related to your Education and Women portfolios. With the support of the Social Wellbeing Board and the CWPRG, you can also influence wider agencies across government to implement the 16 recommendations identified in the Strategy Review. This includes encouraging agencies to work in partnership with communities and harness collective action through cross agency work.

39. The decisions you have made to strengthen the operation of the CYWS Ministerial Group give you the opportunity to drive action across government to advance the vision of the Strategy. In particular, over the coming months decisions will be needed about further actions the Government will take to continue to progress towards the child poverty targets. CWPRG proposes that the meeting of the Ministerial Group on 29 May includes a 'deep dive' on the policy priority to reduce child poverty and mitigate the impacts of socio-economic disadvantage.
40. You may also wish to suggest to your Ministerial colleagues who hold lead agency portfolios (the Minister for Social Development, the Minister of Health, the Minister of Justice and the Minister for Children) that they ask their officials about the work their agencies are doing in their respective lead agency roles.

#### **Outside government**

41. There is a range of stakeholders outside of government with whom you can engage to drive collective ownership. You have already undertaken early engagements with the Children's Commissioner, as well as representatives of the National Iwi Chairs Forum (Pou Tangata), the Child Poverty Action Group, The Salvation Army and KidsCan Charitable Trust.
42. We will support you to continue to build upon this early engagement. We have enclosed a list of further stakeholders for your consideration, whom you may wish to meet over the next six months (**Attachment A**).

#### **Engagement with children and young people**

43. You may wish to focus some of your time on engagements specifically with children and young people. For example, you may wish to attend the proposed gathering of youth advisory groups, or a meeting of the Ministry of Youth Development Youth Advisory Group (see above at paragraph 21(c)).
44. Meanwhile, as part of our work to progress the civics and citizenship education recommendation (see paragraph 21(b)), we have identified a number of schools/teachers who are doing excellent work in this area, which we are showcasing through magazines like the Education Gazette and other relevant platforms. You may be interested in visiting one of these schools, which would also align well with your Education portfolio.
45. We would be happy to work with your office, and in coordination with MYD, the Ministry of Education and relevant Ministers' offices, to explore these and other possible engagements with children and young people as this work progresses.

#### **Communications and community site visits**

46. The communications infrastructure to promote wider ownership and involvement in the delivery of the Strategy is well established, but there is a need to refresh communications to recognise your new leadership of the Strategy, as well as the recommendations from the recent Review.
47. The current Child and Youth Wellbeing Strategy website includes a video of the former Minister for Child Poverty Reduction talking about her aspirations for the Strategy. We seek your agreement to film a new 60-90 second video of you speaking about your aspirations for the Strategy as the new Responsible Minister. We also plan to refresh the communications material that we use to promote the Strategy at external stakeholder events.
48. You may also like to consider undertaking some site visits to shine a light on good work occurring through philanthropic organisations and more widely in communities. This would help reinforce your leadership, along with the Government's continued commitment to delivering on the Strategy and the child poverty reduction targets.

49. Subject to your agreement, we will liaise with your office to consider some possible community site visit options.
50. In addition to the Strategy website, one of the key channels used to engage with wider audiences is the Strategy e-newsletter which is sent out to around 2,500 subscribers. CWPRG has also established a very effective cross-agency communications network which involves more than 20 government agencies. They are provided with regular updates on the Strategy for distribution through their own external and internal communications and digital channels.
51. The CWPRG also recently started a webinar series to raise the profile of the Strategy and share information, insights and examples of good practice related to child and youth wellbeing. The first webinar, in December 2022, featured Dr Hinemoa Elder and officials from the Social Wellbeing Agency, who shared their insights about strengths-based measurement and reporting. About 270 people attended the webinar, which received very good ratings in the post-event survey. The next webinar will focus on sharing the findings from this year's Child and Youth Wellbeing Strategy Annual Report and is scheduled for 18 April 2023.
52. You may like to participate in an upcoming webinar, using this as an opportunity to share your perspectives on the Strategy with wider audiences. You may also like to consider running smaller Zoom-style online events with specific sector stakeholders and leaders, such as philanthropists, to share your perspectives, galvanise further action, and answer any questions they may have.
53. The release of the Child Poverty Related Indicators Report in June could provide an opportunity to trial an initial virtual engagement. If this is successful, you could consider holding similar engagements on a quarterly or six-monthly basis to enhance your relationship with some of the most critical sector stakeholders. If you agree, we would be happy to work with your office to plan and facilitate these types of online engagements.

## **Treaty of Waitangi considerations and te ao Māori perspective**

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54. The Treaty of Waitangi partnership is central to all our work and will continue to provide a focal point for collective efforts to implement the Strategy. Building collective ownership with iwi/Māori is an important part of our collective ownership approach. The strengthening relationship with Pou Tangata as our Treaty/Tiriti partner is core to this, but we will continue to look for opportunities to work with a wider range of iwi/Māori stakeholders. This in turn will support the implementation of the recommendations from the Strategy Review about embedding te ao Māori concepts of wellbeing into the Strategy.

## **Financial implications**

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55. There are no financial implications arising from the proposals outlined in this paper.

## **Next steps**

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56. We will continue our work to strengthen collective ownership and encourage wider mobilisation of the Strategy across government and communities.
57. We will liaise with your office to implement any of the activities that you indicate you wish to support over the coming months.

Attachments:	Title	Security classification
Attachment A:	Ministerial Engagement Recommendations	<del>In confidence</del>
Attachment B:	Activities to strengthen collective ownership of the Child and Youth Wellbeing Strategy	<del>In confidence</del>

Proactively Released

## Attachment A: Ministerial Engagement Recommendations

CWPRG has identified representatives from three stakeholder organisations, as listed below, whom we recommend you meet with within the next six months. They are from Social Service Providers Aotearoa, Philanthropy NZ, and Ara Taiohi (the peak body for youth development in Aotearoa).

Organisation details: Social Service Providers Aotearoa	
<b>Background</b>	Social Service Providers Aotearoa (SSPA) is a national body representing some 200 community organisations working with at-risk children and young people and with families, whānau and communities. They are a registered charity and incorporated society. The CWPRG will be hosting an exhibit to promote increased NGO involvement in Strategy implementation at SSPA's national conference in May.
<b>Purpose of meeting</b>	A meeting would provide an opportunity for you to discuss with SSPA's Chief Executive, Dr Claire Achmad, how to better galvanise NGO support for Strategy implementation across communities.

Organisation details: Ara Taiohi	
<b>Background</b>	Ara Taiohi is the peak body for youth development in Aotearoa. They are a national membership-based organisation with over 1600 personal and organisational members representing a diverse range of groups and practitioners that work with young people.
<b>Purpose of meeting</b>	A meeting with Ara Taiohi provides an opportunity for you to hear directly from the peak body for youth development about what young people think is important right now.

Organisation details: Philanthropy NZ	
<b>Background</b>	Philanthropy New Zealand/Topūtanga Tuku Aroha o Aotearoa is the peak body for philanthropy and grant-making in New Zealand. They support generosity, effective giving, and a strong philanthropic ecosystem. They provide training, share best practice, data and research, and connect their members to enable collaboration.
<b>Purpose of meeting</b>	Philanthropists provide an important non-government source of funding for activities to improve child and youth wellbeing. A meeting would provide an opportunity for you to discuss with Philanthropy NZ's Chief Executive, Sue McCabe, how to ensure philanthropic efforts in this area align with the Strategy's outcomes.

## Attachment B: Activities to strengthen collective ownership of the Child and Youth Wellbeing Strategy

Date (2023)	Stakeholders	Detail
Jan-March	Te Puni Kokiri, Ministry for Pacific Peoples, Ministry for Ethnic Communities, Ministry for Youth Development	Engagement with key population agencies on the development of the Child and Youth Wellbeing Annual Report 2021/22.  We plan to revisit engagement with these agencies to provide an opportunity for a more diverse range of voices to shape the development of our future measurement, monitoring and reporting approach.
31 Mar	Pacific Child Wellbeing Conference hosted by Moana Connect	Executive Director, Clare Ward, recently presented an overview of the Strategy at a Pacific Child Wellbeing Conference hosted by Moana Connect, an NGO focused on improving Pacific wellbeing. This has led to further engagement with Moana Connect. We will continue to seek out and evolve similar relationships alongside the Ministry Pacific for Peoples and the key population agencies.
18 April	Government agencies, NGOs and philanthropic organisations, academics and thought leaders, wider members of the public with an interest in child and youth wellbeing	CWPRG webinar to share findings from the Child and Youth Wellbeing Strategy Annual Report 2021/22.
1-2 May	Social service providers	The CWPRG will be hosting an exhibit at the Social Service Providers Aotearoa's (SSPA's) national conference, Whakamanawa 2023. SSPA is a national body representing about 200 community organisations. The exhibit will share guidance for how NGOs can align their planning and actions to the Strategy's framework using the Strategy outcomes and guiding principles and how they can incorporate children and young people's voices and input into their planning and delivery, processes and governance.
8 May	Local government	CWPRG officials will lead a workshop at a Community Wellbeing Forum hosted by Taituarā (Local Government Professionals Aotearoa). We will encourage local government officials to consider the role of local government in delivering child and youth wellbeing alongside central government, iwi, and communities. Taituarā has also agreed to participate in a follow up webinar to be hosted by the CWPRG later this year, aimed at further deepening consideration of child and youth wellbeing within local government.
(TBC)	Academics and community organisations	The Child Wellbeing Research Institute at Canterbury University has approached CWPRG about an opportunity to co-host a potential summit on the Strategy, with the aim of reinvigorating momentum behind the Strategy as well as strengthening collaborative, generative relationships across government, community and academic sectors.