



Social Development and Employment Update

Week ending Friday 4 April 2025



**MINISTRY OF SOCIAL
DEVELOPMENT**
TE MANATŪ WHAKAHIATO ORA

Contents

Contents	2
Client Service Delivery	3
The change of a lifetime	3
Digital Passport now available on Gateway and Careers.govt.nz	3
Empowering Communities through the Digi-Coach Aotearoa pilot programme.	4
Disability and Carers	5
A new provider of the Mainstream Internship Programme.....	5
Minimum Funding Rate Increase for providers of Community Participation services	5
Family and Sexual Violence.....	5
Update on Ethnic Communities Innovation Fund project.....	5
Love Better Phase Two wins at the AXIS Awards.....	6
Media and OIA requests	7
Official Information Act requests	7
Social Media Highlights	8
Rebecca's success at TBI Health in Motueka	8
Annual General Adjustment post – student rates	8
Cabinet Papers and Report Planner.....	9
Publications Pipeline.....	10
Upcoming Pipeline	10
Visits and Actions.....	11
Upcoming Visits.....	11
Visit Actions.....	11
Upcoming Reports.....	12

s9(2)(ba)(i)

Front cover photo: Rebecca (pictured on the right), landed her perfect job after overcoming various barriers including PTSD, with therapy and ongoing support from case manager while getting ready to work. Pictured here with her manager Lizelle.



Tele'a Andrews
Director, Office of the Chief Executive

Client Service Delivery

The change of a lifetime

Lead: Graham Allpress, Group General Manager Client Service Delivery

Pete's* journey from over 10 years on benefit to full-time employment has been made possible due to the power of collaboration from MSD and contracted services.

Working closely with his Employment Case Manager Sam Jackson, Pete was referred to TASK Mental Health, a local service that provides pre-employment and work readiness support to people with mild to moderate mental health needs. This was the first step in preparing Pete for the journey ahead.

Pete was then referred to s9(2)(a) where he received even more specialised job search assistance. He was able to renew his learner driver licence, completing a traffic management course, and is working towards his restricted licence. All of these were funded by MSD through s9(2)(a) which helped build Pete's skills and qualifications.

By November 2024, Pete's efforts paid off when Work Broker, John Fitchett, identified an opportunity s9(2)(a) By February 2025, Pete was working full-time in the role.

MSD also supported Pete with bridging finance and work clothing under the Transition to Work grant, to succeed in his new job after 10 years on benefit.

In the 12 months ending February 2025, the Southern region have had over 5,200 benefit cancellations due to entering employment.

**pseudonym used to protect identity*

Digital Passport now available on Gateway and Careers.govt.nz

Lead: Graham Allpress, Group General Manager Client Service Delivery

Following a request you made during a meeting in August 2024 with the Auckland Regional Commissioner and the Employers Manufacturing Association, we are pleased to inform you that the Digital Passport programme has now been successfully integrated into the Tertiary Education Commission (TEC) Gateway Programme. This integration ensures that senior secondary school students across 384 schools will have access to essential digital, job-readiness, and AI skills as part of their structured workplace learning.

Digital Passport is now also available on Careers.govt.nz, providing job seekers and students with the opportunity to enhance their digital literacy and employability skills. This integration will transition to Teahatū later in 2025, when the existing site is decommissioned.

The resource supports career development by providing guidance on:

- The importance of employability skills in the future workforce
- How to upskill online effectively
- Career progression and training opportunities

We are pleased to have collaborated with the TEC to get this activity delivered to provide learners with the critical digital skills that complement their classroom education and prepare them for the modern workforce. The availability of the Digital Passport across multiple platforms strengthens pathways to workforce readiness and supports ongoing skill development for both students and jobseekers.

Empowering Communities through the Digi-Coach Aotearoa pilot programme

Lead: Graham Allpress, Group General Manager Client Service Delivery

The Digital Inclusion Alliance Aotearoa (DIAA), in partnership with MSD, is running a pilot from January to June 2025, employing 30 Digi-Coaches in libraries across Canterbury, Wellington, and Waikato. Each coach will work 20 hours per week for 13 weeks, earning a living wage through Flexi-wage Project in the Community.

Digi-Coaches lead Digital Drop-in sessions, helping community members with digital tools and supporting job seekers with employment-focused digital training, including Digital Passport and Virtual Reality (VR) modules.

Digi-Coaches get:

- 5-day induction wānanga and ongoing mentorship
- Fortnightly Zoom sessions for extra training
- Access to DIAA digital skills programmes
- Support from local MSD Programme Coordinators and DIAA Digi-Coach Coordinators

So far, 20 HCID (Health Condition, Injury or Disability) and Sole Parent Support clients have started their 13-week placements in Canterbury and Waikato. Wellington coaches kicked off their training on 31 March.

At the end of the pilot, participants will have gained on-the-job skills in a collaborative environment, moving them closer to the labour market. We'll work with local communities to refine and expand the programme, ensuring it continues to grow with the people it serves.

Responsible DCE: Viv Rickard, Service Delivery

Disability and Carers

A new provider of the Mainstream Internship Programme

Lead: Rebecca Brew-Harper, General Manager, Service and Contracts Management

MSD administers the Mainstream Internship programme to help current or recently graduated tertiary students with a disability or health condition, get placement in a suitable intern role for up to 12 weeks.

Be.Lab (formally the Be. Institute Charitable Trust or Be.Accessible), who have administered the Mainstream Internship Programme since 2015, closed down on 31 March 2025. We understand Whaikaha has previously provided you an update regarding their closure.

We have engaged a new provider – Propel. They started on 1 April 2025 to ensure a continuity of support for existing service users. Propel are a subsidiary of Workbridge, an existing national partner of MSD for the specialist employment service.

Minimum Funding Rate Increase for providers of Community Participation services

Lead: Rebecca Brew-Harper, General Manager, Service and Contracts Management

MSD-funded providers of Community Participation services support people with disabilities and health conditions lasting longer than six months who require additional support with community participation and inclusion, and in some cases employment outcomes.

MSD is working to introduce standardised funding rates for providers currently being paid less than \$4,000 per client per year through baseline funding. This is aligned to broader work in the disability sector to improve funding approaches which DSS is also undertaking. This change will impact up to 21 providers (of 92 total providers) and we believe this will be welcomed change as this will provide increased funding rates per client. This increase will only impact providers currently being paid less than \$4,000 per client annually which represents the lower end of our provider contracts. All other Community Participation providers and clients will be unimpacted.

Responsible DCE: Mārama Edwards, Māori Communities and Partnerships

Family and Sexual Violence

Update on Ethnic Communities Innovation Fund project

Lead: Rena Hona, General Manager, Māori Partnerships and Programmes

In the 1 November 2024 SDEU report, we updated you on a key milestone in the Ethnic Communities Violence Prevention (ECVP) work programme.

The Ethnic Communities Innovation Fund (ECIF) project is a key workstream within the broader ECVP work programme. ECIF supports the development and delivery of innovative family violence and sexual violence (FVSV) prevention initiatives to better understand and address the complexity of violence within ethnically diverse communities.

Through the fund, 25 community providers (from Auckland to Invercargill) are currently delivering initiatives across a range of ethnically diverse communities, including for youth, older people, disabled people, Rainbow, and those living rurally.

Over 7 and 8 April 2025, we will host a national hui in Auckland at the Parnell Conference Centre to bring together community organisations working with ethnically diverse communities across New Zealand. The hui will celebrate the progress and achievements of the 25 community partners, and provide an opportunity to strengthen sector knowledge, capability and connections. The two-day hui will include:

- An interactive research panel to discuss research projects being delivered as part of the ECVP programme and the ECIF project.
- A workshop on FVSV and immigration, a key issue for ethnically diverse communities.
- A session on community mobilisation and community readiness to help prepare ECIF partners to continue supporting their communities when ECIF funding ends.
- A capability building session on ethnically diverse men's behaviour change for those wanting to support men using violence.
- Presentations on other government prevention programmes.

Love Better Phase Two wins at the AXIS Awards

Lead: Mark Henderson, General Manager Safe Strong Families and Communities

The AXIS Awards celebrate creativity and innovation in New Zealand's advertising industry, recognising work that makes an impact and sets a standard of quality.

These awards typically look at commercial advertising, however phase two of the Love Better campaign - Love Creep - was nominated in 16 categories, winning one gold, six silver, and four bronze medals.

The AXIS Award gold medal that Love Creep received was for User Generated Content. This award recognised the power of the Love Creep digital experience, its role in bringing the voices of young people who have experienced, seen, or used coercive control into a safe space where the audience can learn what controlling relationships look, feel, and sound like.

This latest recognition follows on from last year where Love Creep won an international award for best social advertising.

Responsible DCE: Mārama Edwards, Māori Communities and Partnerships

Media and OIA requests

Official Information Act requests

Since the last SDEU to week ending 4 April 2025, you received no new requests for official information. Details of current requests are shown in the table below.

Existing Requests				
Requester	Topic	Approach	Due date to the Minister	Due date to Requester
s9(2)(a)		Request refined to 11 reports - provide reports with relevant redactions	7 March 2025	28 March 2025
		Suggest release of one AM, two talking points	19 March 2025	7 April 2025
		To be confirmed (awaiting Business Unit feedback)	4 April 2025	11 April 2025
		Provide any reports about recommendations	23 April 2025	1 May 2025
		To maintain consistency with other active requests asking the same	24 April 2025	16 May 2025
		To be confirmed	7 April 2025	16 May 2025
		Release 9 docs, with some active consideration	13 March 2025	27 May 2025

Social Media Highlights

We use our social media channels to let clients know how we can work with them on their journey to employment, as well as about changes to payments or programmes, client success stories, and to highlight the work of MSD staff. For many of the groups we serve, social media is their preferred method of communication.

Below is some of our top-performing posts between 24-28 March 2025.

Rebecca's success at TBI Health in Motueka

MSD Ministry of Social Development NZ
March 26 at 2:38 PM · 🌐

Sole parent Rebecca's bold approach to job hunting has paid off with her landing her ideal job at The Back Institute (TBI) in Motueka.

"I applied online, waited four days, and then rocked up to the counter to tell them I wanted an interview because I'm a perfect fit for the job," she said. It worked.

Rebecca's manager and occupational therapist, Lizelle Hattingh, says that in four short months of working at the clinic, Rebecca has become an integral part of the team and the "face" of the organisation, working in a permanent, part-time role as the practitioners' administrator and receptionist.

"It's just amazing to have Rebecca onboard", says Lizelle. "She's so switched on, internally driven, uses her initiative, learns so quickly and has become part of our family here."

The pathway to employment wasn't straightforward for Rebecca who'd been on and off a benefit for ten years which included time raising her young son. She'd had short stints of work and study in that time, but had struggled with severe Post Traumatic Stress Disorder (PTSD), finding it difficult even to leave the house to get to medical appointments.

Despite her difficulties, Rebecca continued to meet regularly with her Work and Income case manager in Motueka, Cherie Bowater, who encouraged her and made sure she had the right financial support as she took her next steps to work including Disability Allowance, Accommodation Supplement and other one-off assistance. Rebecca credits therapy for getting her through PTSD.

"Without that support, I couldn't have fronted up at the counter to ask for an interview," she says. "I'm working because it's great for my mental health. Ultimately, I wanted a purpose. That's what work has done for me, and I really feel like I've found my 'soul mate' job!"

Pictured: Lizelle Hattingh (left) and Rebecca from TBI Health Group New Zealand



We reached over 11,200 people on Facebook with a post about Rebecca, who took a proactive approach to find and secure a job after a difficult time on and off the benefit while struggling with PTSD and raising her son.

She found support through her regular check-ins with her case manager who encouraged her and ensured she had the right Work and Income support while she prepared to get ready for work.

The post received 167 reactions and 23 comments.

Annual General Adjustment post – student rates

We reached over 36,700 people on Facebook with a post about the Annual General Adjustment (AGA) in April, when benefits and NZ Superannuation rates will increase.

This post focused on student support rates which will increase, including Student Allowances and Student Loan Living Costs.

The post received 55 reactions, 27 comments, and was shared 24 times. The post also received 165 link clicks to the Work and Income website.

Responsible DCE: Melissa Gill, Organisational Assurance and Communication

MSD Ministry of Social Development NZ
March 26 at 9:54 AM · 🌐

On 1 April student support rates will increase, including Student Allowances and Student Loan Living Costs.

Changes to Student Allowance payments happen automatically, you don't need to do anything. If you asked us to automatically adjust your Student Loan Living Cost payments each year, you don't need to do anything either.

You can read more information on our StudyLink website, including a full list of the new rates: <https://studylink.govt.nz/.../changes-to-payments-from-1-...>

Student Allowance & Student Loan Living Costs will increase from 1 April 2025

Payment type	Net weekly rate (after tax at 'M') - current maximum	Net weekly rate (after tax at 'M') - from 1 April 2025, maximum
Student loan living cost component	\$316.39	\$323.43
Student Allowance - under 24, away from home, single, no dependent children	\$316.30	\$323.33
Student Allowance - over 24, away from home, single, no dependent children	\$360.93	\$368.96

For the full list of rates, visit: studylink.govt.nz

Cabinet Papers and Report Planner

The following are your papers to be considered in the upcoming months.

Cabinet Committee	Title	Branch	Date
APH	Social Workers Registration Board: Appointment	Strategy & Insights	8 April 2025
APH	Student Allowance Appeal Authority: Appointment	Strategy & Insights	8 April 2025
SOU	Additional reporting for agencies in response to the Independent Children's Monitor's reports: Approval for amendment to the Oversight of Oranga Tamariki System Legislation Amendment Bill	Policy	9 April 2025
SOU	Draft Working for Families Discussion Document for Ministerial Consultation	Policy	7 May 2025
LEG	Social Security (Accommodation Supplement and Income-Related Rent) Legislative Amendment Bill: Approval for Introduction	Policy	8 May 2025
SOU CAB	Further Automated Decision-Making Legislative Amendments	Policy	14 May 2025 19 May 2025
LEG	Adjustment to the Residential Care Subsidy as part of the Annual General Adjustment 2025	Policy	22 May 2025
SOU	Excluding Flexible Childcare Assistance and Training Incentive Allowance from Youth Money Management	Policy	May 2025 (TBC)
APH	Independent Children's Monitor Board: Appointments	Strategy & Insights	3 June 2025 (TBC)
APH	New Zealand Artificial Limb Service: Appointment	Strategy & Insights	July 2025 (TBC)
APH	Social Security Appeal Authority: Appointments	Strategy & Insights	July 2025 (TBC)

Publications Pipeline

Upcoming Pipeline

The following publications have been completed and will be published on MSD's website.

Title	Description	Publication date
EA effectiveness report for 2022/23 financial year	This annual report updates the effectiveness results of MSD-funded employment assistance interventions for 2022/23. The analysis evaluates the impact of the interventions on participants' outcomes and assigns an effectiveness rating to each employment programme. The report summarizes these ratings based on the level of expenditure in each category from effective through to not feasible to evaluate.	9 May 2025
EA effectiveness report for 2023/24 financial year	This annual report updates the effectiveness results of MSD-funded employment assistance interventions for 2023/24. The analysis evaluates the impact of the interventions on participants' outcomes and assigns an effectiveness rating to each employment programme. The report summarizes these ratings based on the level of expenditure in each category from effective through to not feasible to evaluate.	9 May 2025
Benefit System Performance Report 2024	This report (formerly the 'actuarial report') brings together evidence from a range of sources, including actuarial estimates, to help understand the performance of the benefit system, including long-term implications and opportunities and risks. It builds on the earlier analysis on the benefit system using the 2023 Social Outcomes Model.	May 2025 (TBC)
Employment Investment Strategy 2025-2028	The 2025-28 Strategy is focused on supporting more people into work, reducing benefit dependency and intervening early by targeting investment based on people's employment support needs and their distance from the labour market.	1 July 2025
When parental aspirations aren't enough: An exploration of the importance of parental aspirations in the socioeconomic gradient in child outcomes (Motu)	This research found little evidence that parental aspirations are an important driver explaining disparities in child outcomes for children from low socioeconomic backgrounds.	2025 (TBC)

Visits and Actions

Upcoming Visits

The following are events that you have planned in the upcoming months.

Date of visit	Where	Purpose of visit
14 April 2025	Whakamaru	You were invited to attend the blessing of Whakamaru but were unable to due to diary commitments.
15 April 2025	I'm In	SDE Portfolio visit for April recess: - Meet provider focused on supporting job seekers to prepare for and enter work.
16 April 2025	Auckland Airport International	SDE Portfolio visit for April recess: - Meet one of MD's key partners and discuss employment opportunities for job seekers.
17 April 2025	Motivationz	SDE Portfolio visit for April recess: - Original visit planned for 2024 however had to be postponed due to diary commitments - Meet provider focused on supporting youth and who delivers a range of services including E2E and Community Coaching.
17 April 2025	MSD Site (TBC)	SDE Portfolio visit for April recess: - Meet MSD staff - Observe job seeking activities on site.
11 June 2025	Field Days	To attend Field days in your Ministerial capacity.
27 September 2025	LSV Graduation, Trentham	To attend the LSV Graduation and meet graduates of the programme.

Visit Actions

You have no outstanding actions from visits.

Upcoming Reports

The following are reports to be considered in the upcoming months set out in order of your priorities.

Title	Description	Due Date	Business Unit
<i>Priority 1: Getting people into employment and lifting economic outcomes</i>			
s9(2)(f)(iv)			
<i>Priority 2: Welfare that Works and Reducing Benefit Dependency</i>			
Proposed Amendment Paper for the Social Security Amendment Bill	Seeks agreement to introduce an Amendment Paper for the Social Security Amendment Bill at the Committee of the Whole House stage to ensure the policies are implemented as intended	9 April 2025	Policy
Benefit System Performance Report	This report (formerly the 'actuarial report') provides you with a summary of how the benefit system has performed in 2024.	30 April 2025	Strategy & Insights
<i>Priority 3: Making work pay by ensuring appropriate incentives to work</i>			
Draft Working for Families Discussion Document for Ministerial Consultation	Draft Cabinet paper and Working for Families discussion document for Ministerial Consultation. Joint with Minister of Finance and Minister of Revenue.	8 April 2025	Policy

*Priority 4: Other**Corporate accountability*

Review of near-final Estimates of Appropriations documents for Vote Social Development (SD) and Vote Disability Support Services (DSS)	This report provides you with the opportunity to review the near-final versions of the Supplementary Estimates of Appropriations 2024/25 and Estimates of Appropriations 2025/26 (Mains) for Vote SD, and for Vote DSS Mains 2025/26.	17 April 2025	Strategy & Insights
Final confirmation of Estimates of Appropriations documents for Vote SD and Vote DSS	This report seeks your certification of the final Estimates documents for Vote SD and Vote DSS, and for them to be forwarded to the Minister of Finance by end of day 24 April 2025.	23 April 2025	Strategy & Insights
Final Statement of Intent for approval and presentation to the House.	This report provides you with the final MSD Statement of Intent for approval and presentation to the House. MSD's final Key Performance Indicators will also be attached for your information.	28 May 2025	Strategy & Insights

Income support

Final Year Fees Free - Interface with MSD Assistance	Outlines the impact of students' Final Year Fees Free (FYFF) entitlements on income and cash assets for assistance administered by MSD.	9 April 2025	Policy
--	---	--------------	--------

Welfare support

s9(2)(f)(iv)

s9(2)(f)(iv)	Seeks your agreement to lodge the Cabinet paper. The Cabinet paper seeks approval on two legislative amendments following further detailed design work.	8 May 2025	Policy
	Seeks Cabinet approval on three legislative amendments following further detailed design work.	14 May 2025	Policy

Housing support

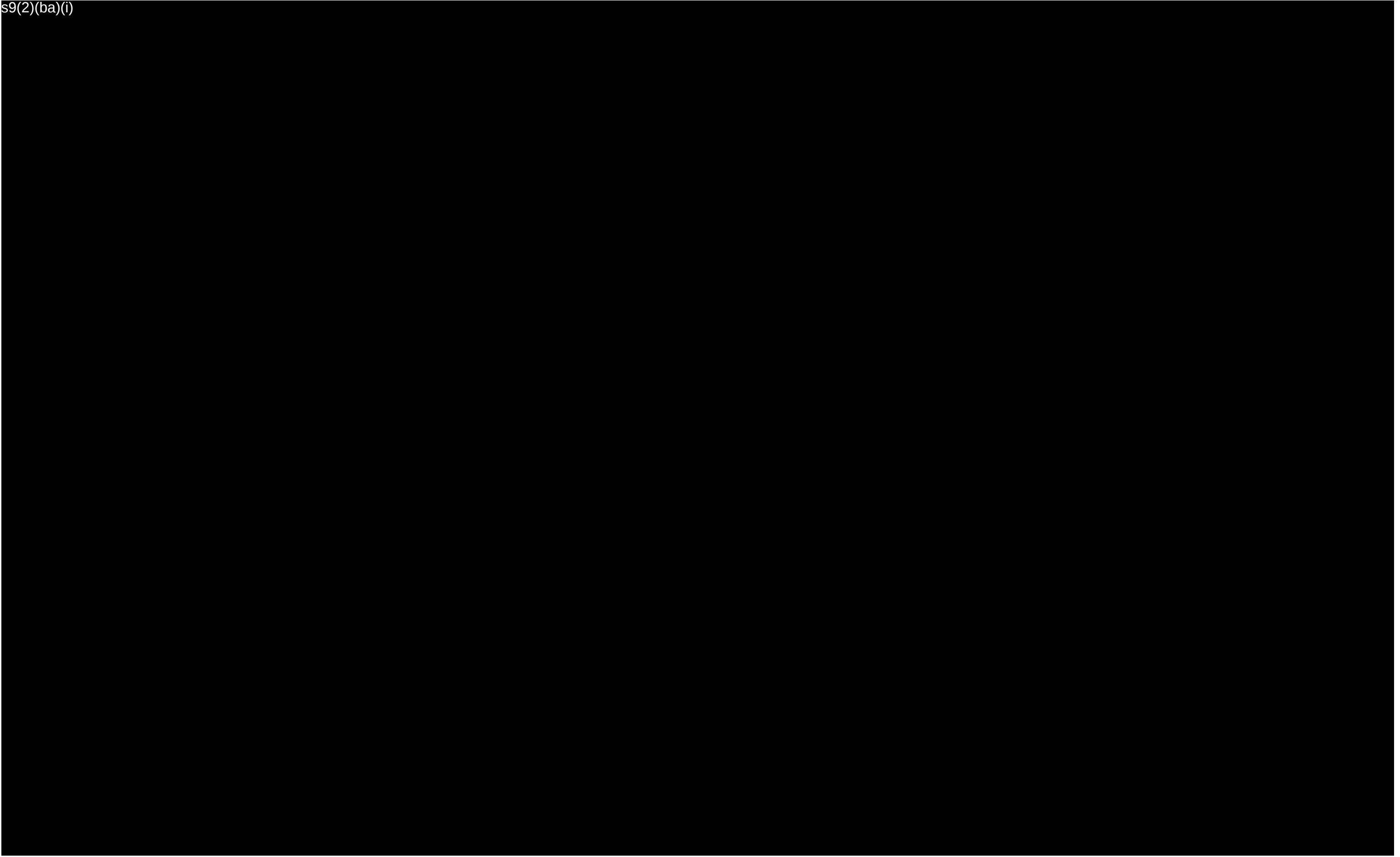
s9(2)(f)(iv)			
--------------	--	--	--

Family and Sexual Violence

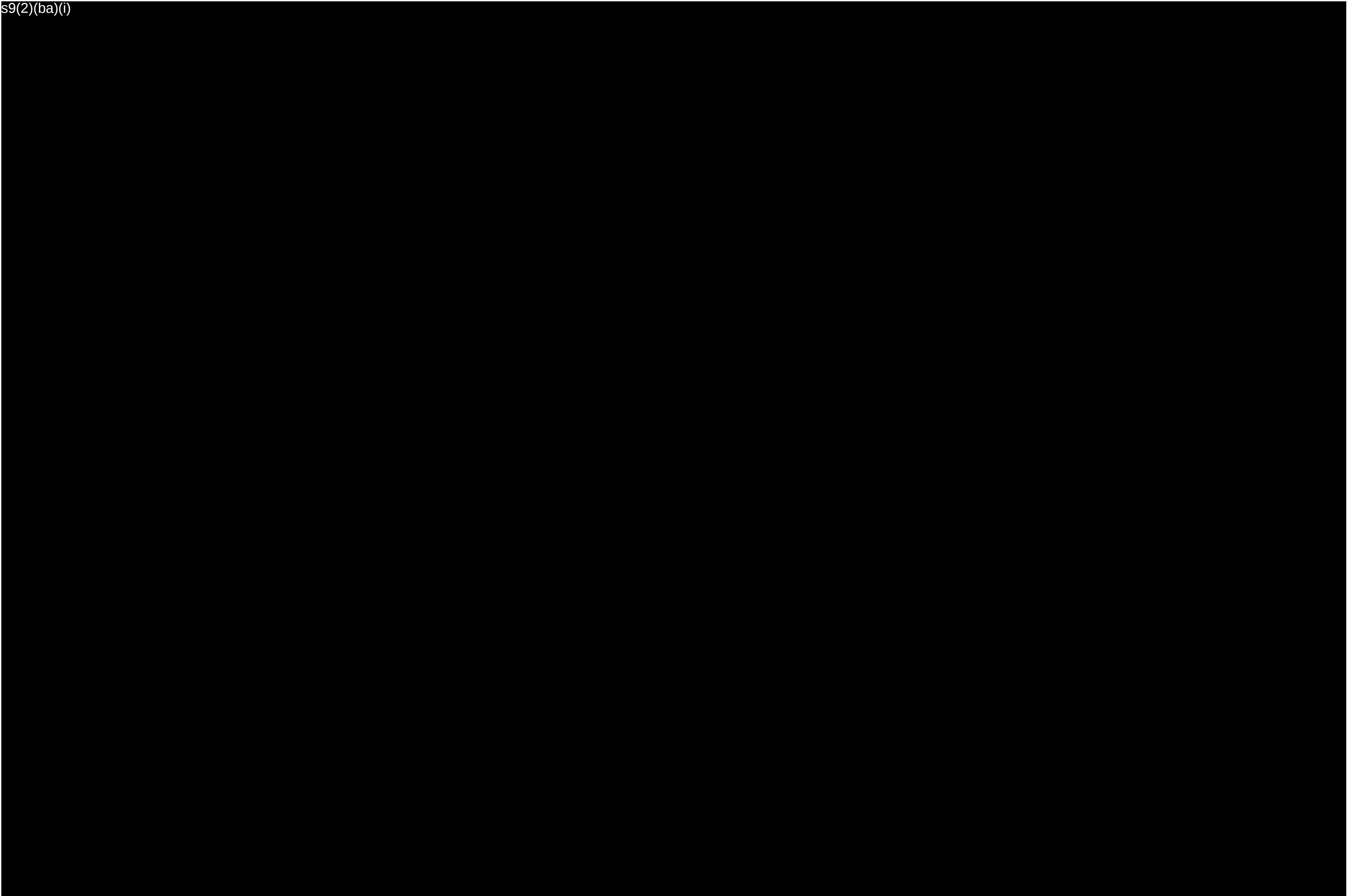
Report back on the implementation of Budget 2022 family violence prevention initiatives	This is a report back on MSD's implementation of Budget 2022 family violence prevention funding	4 April 2025	Māori, Communities and Partnerships
s9(2)(f)(iv)	This report outlines two options for your consideration regarding the reprioritised funding through decommissioning two services: Sexual Violence Long-Term Recovery and Care (SVLTREC) and Sexual Violence Prevention (SVPREV). Both options would enable more targeted investment in sexual violence services that have greater evidence bases to support their impact when compared to SVLTREC and SVPREV services	4 April 2025	Māori, Communities and Partnerships

s9(2)(f)(iv)	This report outlines our work on services Supporting Men's Behaviour Change – Te Huringa o Te Ao, including more detailed background and update on recent procurement process	4 April 2025	Māori, Communities and Partnerships
Update on Family Violence Responses	This report gives background on Family Violence Responses and proposed plans to more specifically target this investment in the future.	18 April 2025	Māori, Communities and Partnerships
<i>Older People</i>			
s9(2)(f)(iv)	Consideration of options within the social development portfolio that could influence the upcoming update of the Better Later Life Action Plan.	April 2025 (TBC)	Policy

s9(2)(ba)(i)



s9(2)(ba)(i)



s9(2)(ba)(i)





Social Development and Employment Update

Week ending Friday 2 May 2025



**MINISTRY OF SOCIAL
DEVELOPMENT**
TE MANATŪ WHAKAHIATO ORA

Contents

Contents	2
Client Service Delivery	4
Employment.....	4
Income.....	5
Winter Energy Payment went live 1 May	5
Family and Sexual Violence.....	6
An update on Love Better	6
Are You OK – new campaign concepts finalised.....	6
Contract extensions for NGO participation at Safety Assessment Meetings and Family Violence Response Coordination	7
Iwi partnerships	7
Waikato Tainui Koiora Accord	7
Regional System Leadership	8
Educational Engagement: Tēnei Tamati, Tēnei Whānau campaign.....	8
Media and OIA requests	10
Official Information Act requests	10
Social Media Highlights	11
Meet Mangere case manager, Semisi	11
Two mums find success at kohanga reo.....	12
Dionte’s success at Kiwi Crunch	12
Cabinet Papers and Report Planner.....	13
Publications Pipeline.....	14
Upcoming Pipeline	14
Visits and Actions.....	15
Upcoming Visits.....	15



Tele'a Andrews
Director, Office of the Chief Executive

Visit Actions..... 15

Upcoming Reports.....16

s9(2)(ba)(i)

Front cover photo: Whaea Ngaire-Ani (pictured left) and Whaea Pare found roles with Te Kōhanga Reo o Raurimu in Whangārei with the help of local work brokers.



Tele’a Andrews
Director, Office of the Chief Executive

Client Service Delivery

Sole parent strives for success

Lead: Graham Allpress, Group General Manager, Client Service Delivery

Tania*, a mother of children aged five and two, has set her sights on employment with the support of Integrated Services Case Manager Jenni Mattingly.

Jenni, who supports families with high and complex needs, had been supporting Tania for the last five years. In May 2024, when Tania's children were old enough for her to consider looking for work, Jenni referred her to the s9(2)(a) course, a key step in Tania's journey towards employment. Tania thrived in the course but lacked the confidence to apply for jobs.

To boost her self-assurance, Jenni then enrolled her in s9(2)(a) personal development programme, designed to help individuals gain confidence and identify their skills.

Through s9(2)(a), Tania's confidence soared, motivating her to make important steps towards independence. Tania applied for two contact centre roles and secured full-time employment with one of them. She is now excited to begin six weeks of induction, with the ability to work from home after six months.

Jenni ensured Tania had everything in place to hit the ground running to start her job, including Work Start Bonus and Transition to Work (TTW) Bridging Finance. She also helped with a Childcare Subsidy for her youngest and Out of School Care & Recreation (OSCAR). A referral to the s9(2)(a) Dressing Service ensured Tania was prepared to step into her new role with confidence and professionalism in her work clothes.

In the 12 months ending February 2025, the Southern region has had over 5,200 benefit cancellations due to entering employment.

*Pseudonym used to protect identity

Responsible DCE (Acting): Jayne Russell, Service Delivery

Employment

From classroom to construction site

Lead: Sasha Tuitapa, Acting Group General Manager, Employment

The Jobs and Skills Hub in Auckland's North West is spearheading an initiative that partners with employers to create paid work opportunities for local students in the construction and infrastructure industries.

Te Ara (The pathway) aims to bridge the gap between high school students and the sector by creating pathways into long-term projects within the region. Successful

students can earn an income over the summer holidays, explore different employment opportunities and apprenticeships, and gain valuable skills and industry insights. Fixed-term contracts are offered, with some outcomes leading to full-time permanent employment.

The programme started in 2021 with just one employer and has grown to 14 employers who have taken on Te Ara students over the last four years.

Starting in November 2024, seven of the 12 students who transitioned into Te Ara from last summer's intake went on to secure full-time employment, three continued with further study and two are being supported by the Hub to find employment.

Attendee, s9(2)(a), one of the students who accepted a full-time role with s9(2)(a) following his successful summer placement shares, "It's been different, getting up and being ready by 4am, but it's been worth it".

The success of Te Ara has led to more schools wanting to be included. Of the 15 secondary schools across Auckland North West, 10 have expressed an interest in being involved. Employers now include many of the big players from the sector including Downers, Fulton Hogan, Hawkins and s9(2)(a)

MSD supports students into the programme with Site Safe via virtual reality for those who meet the criteria and Site Safe Blended, a one-day training funded by the Jobs and Skills Hub.

Since 1 July 2024, the Jobs and Skills Hubs based in Lower Hutt, Hawke's Bay, Tairāwhiti and Auckland's North West, City Centre and Manukau have achieved 1,005 employment outcomes and 2,632 training outcomes.

Responsible DCE (Acting): Jayne Russell, Service Delivery

Income

Winter Energy Payment went live 1 May

Lead: Shannon Soughtton, Group General Manager, Income

Winter Energy Payment (WEP) went live on Thursday 1 May and will be paid through to 1 October. This will be paid to just under one million clients this year.

This payment supports people and whānau to cover the cost of energy bills and helps them heat their homes.

Single people with no dependent children will receive \$20.46 a week, and couples and people with children will receive \$31.82 a week.

People who are eligible to receive WEP will automatically receive this, they do not need to apply for this payment. Clients are still able to opt out, or opt back in, at any time.

Responsible DCE (Acting): Jayne Russell, Service Delivery

Family and Sexual Violence

An update on Love Better

Lead: Mark Henderson, General Manager Safe, Strong Families Communities

Shortlisted for two awards at The Webbys

The Webby Awards is the leading international award honouring excellence on the internet. The Love Better website was shortlisted for both the Webby Award and the Webby People's Voice Award.

The website made the top five out of almost 13,000 nominations and was the only finalist in our category from outside the USA. While we did not win either award, it was an honour to be nominated, and being shortlisted demonstrates the high calibre of the website and its content.

Collaboration supporting ethnically diverse young people

Between September 2024 and February 2025, a series called "Third Culture Kids" was delivered. This series highlighted conversations about break-ups, love and relationships for young people from ethnically diverse and global majority populations who were brought up in a culture different to their parents' nationality. This collaboration consisted of six videos with a variety of ethnically diverse content creators and hosted by Marianne Infante. They were shared on socials with a link back to the full video on the Love Better website.

The series performed extremely well, garnering over 1.1 million engagements from young people across New Zealand, and becoming the highest performing content on the Love Better website between 24 January and 28 February.

This collaboration has now concluded; however, we will continue to look for opportunities to highlight the voices of ethnically diverse, third culture young people and continue these valuable conversations about relationships.

Are You OK – new campaign concepts finalised

Lead: Mark Henderson, General Manager Safe, Strong Families Communities

On 15 December 2024 you agreed to the development and implementation of a new help seeking campaign for victims of intimate partner violence. Concepts for the new Are You OK campaign have now been developed and audience tested. The concepts tested positively and cover the following:

Phase one: Launching on 15 May, this first phase reframes 'helping' to 'supporting' and aims to encourage more people to visit the Are You OK website to find out what support for people experiencing intimate partner violence looks like. We will do this by actively and openly talking about the role of a supporter and what that means from those who have done it.

Phase two: Launching on 30 July, International Friendship Day. Phase two will normalise supporters asking if friends are safe at home, by framing it as a question of care. This phase will prompt people to think deeply about how they connect with friends

and how deep they really do or don't go, giving them a way to reflect if there's anything important that they're missing.

Both phases will include video and audio components which will be shared on social media and mainstream media, driving people back to the website for more information, advice and support.

The website is undergoing updates, especially to the 'supporters/friends and whānau' section, to ensure it is fit for purpose for the audiences who will be accessing the site after engaging with the campaign.

Contract extensions for NGO participation at Safety Assessment Meetings and Family Violence Response Coordination

Lead: Mark Henderson, General Manager Safe, Strong Families Communities

We fund 60 family violence specialist providers to participate in Safety Assessment Meetings across New Zealand. NGO participation in these meetings ensures family violence expertise contributes to risk assessments and safety planning. The long-term goal is to improve access to appropriate local services for whānau experiencing family violence, enhancing their safety and ongoing support.

We also fund 36 providers to deliver Family Violence Response Coordination (FVRC) across New Zealand. FVRC was established under the previous Te Rito strategy released in 2001 with a focus on network coordination of the family violence sector. They now deliver a variety of responses including networking, coordination, prevention, education, and frontline service delivery. s9(2)(f)(iv)

s9(2)(f)(iv)

Responsible DCE: Mārama Edwards, Māori Communities and Partnerships

Iwi partnerships

Waikato Tainui Koiora Accord

Lead: Rena Hona, General Manager Māori Partnerships and Programmes

Following your meeting with Waikato Tainui on 22 April, along with other participating agencies, we met with Waikato Tainui on 29 April to discuss the Koiora Accord. You are the lead Minister for this Accord.

Through our conversations, we consider there is an opportunity to investigate social outcome agreements with the iwi, that use an impact investment approach.

During our meeting, Waikato Tainui provided examples of where further investment from the government would see some of their current initiatives have a wider reach across communities on a number of social outcome priorities. We will discuss this further with you at an upcoming officials' meeting.

Responsible DCE: Mārama Edwards, Māori Communities and Partnerships

Regional System Leadership

Educational Engagement: Tēnei Tamati, Tēnei Whānau campaign

Lead: Hilary Gandy, Acting Manager, Policy Office and Regional System Leadership

The performance of the Regional System Leadership Framework sits within Vote Social Development.

Attendance rates on the East Coast have been a concern for a long while, however the impact of COVID-19 combined with the North Island weather events the region has witnessed an increased normality of staying home. The region is facing alarmingly low attendance and engagement rates in education with Hawke's Bay experiencing 49% regular attendance in schools and Gisborne having 38% regular attendance¹ in 2022.

The Ministry of Education brought together Regional Directors from 10 government agencies, Ministry of Education – as the lead agency, Ministry of Social Development, Kainga Ora, Corrections, Ministry of Justice, Police, Te Puni Kōkiri, Department of Internal Affairs, Te Whatu Ora, and Oranga Tamariki, to discuss the issues preventing attendance. The RPSC now brings together and helps facilitate the 10 agencies to improve the attendance, participation, and engagement statistics across the region, forming a collective endeavor called Tēnei Tamaiti, Tēnei Whānau (3TW). The purpose of this programme is to bring agencies together to address barriers to attendance and engagement through a coordinated, wraparound support approach where individual agencies have been unable to resolve issues through their existing BAU solutions.

3TW includes two operational groups, one in Hawke's Bay and one in Te Tairāwhiti. Both groups report to the 3TW Governance Group which consists of the RPSC, Director of Education, Oranga Tamariki Regional Commissioner and Director of Kainga Ora. The role of the RPSC and their RPS Team is to maintain a clear focus on delivering successful outcomes for whānau by ensuring outcomes are clear and actions are being followed through, including support for developing protocols and referral pathways.

¹ Ministry of Education has a target of 90% regular attendance.

Through 3TW they are working to increase attendance through a social media campaign focused on the successful promotion of the benefits of attending school, using the stories and experiences of local personalities. The RPS Team enabled communities to hear from local personalities in the campaign which increased its reach.

The campaign has been active on social media since 2024 and continues to expand its reach, with TikTok engaging over 450,000 users, YouTube surpassing 220,000, and Facebook reaching 121,000 to date.

The commencement of 3TW is resulting in an increase in attendance rates in Gisborne from 34.2% (Term 3, 2022) to 40.3% (Term 3, 2024) and Hawke's Bay from 46.7% (Term 3, 2022) to 49.2% (Term 3, 2024). Due to positive online interaction with the campaign to date we anticipate seeing the attendance trend continue upwards, this is also indicated by the Term 1 daily attendance rates that can now be tracked on Education Counts website.

Responsible DCE: Simon MacPherson, Policy and Jayne Russell (Acting), Service Delivery

Media and OIA requests

Official Information Act requests

Since the last SDEU to week ending 25 April 2025, you received three new requests for official information. Details of current requests are shown in the table below.

New Requests				
Requester	Topic	Approach	Due date to the Minister	Due date to Requester
s9(2)(a)		To be confirmed	2 May 2025	9 May 2025
		To retrieve any information in-scope	2 May 2025	9 May 2025
		To be confirmed	8 May 2025	15 May 2025

Existing Requests				
Requester	Topic	Approach	Due date to the Minister	Due date to Requester
s9(2)(a)		Request refined to 11 reports - provide reports with relevant redactions	7 March 2025	28 March 2025
		Release in part	4 April 2025	11 April 2025
		Provide any reports about recommendations	23 April 2025	1 May 2025

s9(2)(a)

	To maintain consistency with other active requests asking the same	24 April 2025	16 May 2025
	Release reports in part, with legal privilege and 18(c)(ii) applying	7 April 2025	16 May 2025
	Release 9 docs, with some active consideration	13 March 2025	27 May 2025

Social Media Highlights

We use our social media channels to let clients know how we can work with them on their journey to employment, as well as about changes to payments or programmes, client success stories, and to highlight the work of MSD staff. For many of the groups we serve, social media is their preferred method of communication.

Below is some of our top-performing posts between 7 - 25 April 2025.

Meet Mangere case manager, Semisi

MSD Ministry of Social Development NZ
Published by Ferry Peter
April 23 at 9:30AM · 68

Semisi felt overwhelmed and grey after returning to New Zealand. He and his family had moved overseas with plans that hadn't worked out.

He was eager to rescue the future of his young family. Although the road hasn't been straightforward,

Semisi is now one of our MSD case managers who helps others going through the same process. Semisi says, "The experience of relocating overseas and our ambitious plans not working out definitely took a toll on me. I needed a chance to regroup."

Semisi worked on rebuilding his confidence, and with perseverance, things slowly started falling into place. He says, "My work broker and the MSD team at Māngere helped me update my CV with current marketing techniques and got me to revisit my interview techniques. It's been a while since I had a job interview, and I needed to brush up on preparing for interviews."

As a case manager, Semisi understands the challenges of job searching and advises others to embrace who they are.

"Your authenticity is definitely your unique element amongst other applicants. And reach out to those employment supports around, it's okay to ask for help 'cause sometimes it gets hard."

Now Semisi aspires to become an MSD work broker, after being inspired by the local work broker that supported him. He hopes to pay it forward to those needing to find work for themselves and their families.

Semisi says: "Things didn't work out for our plans overseas, but I'm good with where myself and family need to be, home".

Feeling anxious about work? We may be able to help.
<https://www.workandincome.govt.nz/work/index.html>



... We reached more than 79,000 people with a Facebook story about Semisi, a job seeker who found work as an MSD case manager. Semisi recently returned to New Zealand with his family after his overseas plans didn't work out.

His work broker and the MSD team supported him to update his CV and brush up on interview skills – leading him to his job with MSD.

The post received 442 reactions, 22 comments and was shared 16 times. The story is one of our ten biggest posts by reach for the last 12 months.

Two mums find success at kohanga reo



Whaea Ngaire-Ani and Whaea Pare have found a fresh start in their new roles with Te Kohanga Reo o Raurimu in Whangārei. 🌟

Although their job-seeking journeys have been very different, the resilience they share is inspiring.

Both wāhine toa worked alongside one of our local work brokers at MSD, who helped them through the interview process and transition to employment when they secured the job.

For Pare, after 22 months of searching for a home and a job while raising her tamariki, her role as Kaiawhina (Teacher Aide) has given her a sense of belonging.

"I'm just happier, more confident, and a better māmā," Pare says. "Having a legal car and being able to take my babies to the beach on weekends, or to laser tag—it's a blessing. I've never been in a position to do that before. I'm so grateful for the support I've received—it's been life-changing."

Whaea Ngaire-Ani was wanting to return to work after the birth of her second pēpi (baby). She secured a new role as Kaiwhakarite (Administration Officer). "I wake up excited to come to work every day," she shares.

"The wraparound support I've received has made all the difference in balancing routine while working and still caring for my pēpi. I'm absolutely loving it."

Driven by their personal goals, Pare is looking to create a brighter future for her tamariki while Ngaire-Ani wanted to successfully balance work and family life.

If you need support to get ready for a new job, check out 🌟

<https://www.workandincome.govt.nz/.../get.../index.html>



Earlier in April, we reached more than 49,600 people on Facebook with a post about two Whangārei mums who have found a fresh start after starting work at Te Kohanga Reo o Raurimu.

They each worked with an MSD work broker who supported them to apply for, and successfully gain employment.

The post received a positive response from our Facebook audience, particularly from people in the Northland community.

There were 951 reactions, 172 comments, and the post was shared 23 times. The post also received 75 link clicks to the Work and Income website information on support available to get ready for a new job.

Dionte's success at Kiwi Crunch



"I'm now able to support my family without struggle, without having to worry about money," says 22-year-old Dionte from Hastings.

Being able to financially support his family is a biggie for the former job seeker.

After some initial training, he is working as a control box operator at Kiwi Crunch packhouse in Hastings. He manages the fruit flow through a sizer, so fruit gets to the right lanes for the packing crews.

His boss says Dionte's enthusiasm helped him land the job.

"He's a good guy - keen to do the job, and keen to be at work", says Kiwi Crunch General Manager Post Harvest and People, Ross.

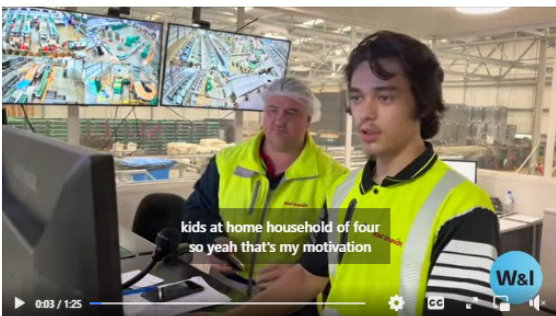
Dionte is one of 20 people aged 18 to 24 who got their start through the SEED training programme this year. SEED is facilitated by training provider, Land Based Training. <https://landbasedtraining.co.nz>

There are a range of ways we can help you look for work and prepare for jobs.

Check out the Work and Income website for more info

<https://www.workandincome.govt.nz/work/index.html>

Download the descriptive transcript here 🌟 <https://www.msd.govt.nz/.../dionte-success-hastings...>



We reached more than 14,000 people with the story of Dionte, a 22-year-old who found work as a control box operator at Kiwi Crunch packhouse after taking part in an employment training programme in Hawke's Bay.

Dionte's enthusiasm helped him land the job. In this Facebook video, he talks about how much he values being able to financially support his family.

This post had 133 reactions, 14 comments and 22 clicks through to Work and Income information on how we can help people look for work and prepare for jobs. It was shared nine times.

Responsible DCE: Melissa Gill, Organisational

Assurance and Communication

Cabinet Papers and Report Planner

The following are your papers to be considered in the upcoming months.

Cabinet Committee	Title	Branch	Date
SOU CAB	Release of Working for Families Discussion Document at Budget 2025	Policy	14 May 2025 19 May 2025
SOU CAB	Further Automated Decision-Making Legislative Amendments	Policy	14 May 2025 19 May 2025
LEG	Social Assistance Legislation (Accommodation Supplement and Income-Related Rent) Amendment Bill: Approval for Introduction	Policy	15 May 2025
LEG	Adjustment to the Residential Care Subsidy as part of the Annual General Adjustment 2025	Policy	22 May 2025
LEG	Introducing the Social Security Amendment Regulations (No 2) 2025	Policy	22 May 2025
SOU	Excluding Flexible Childcare Assistance and Training Incentive Allowance from Youth Money Management	Policy	22 May 2025
APH	Independent Children's Monitor Board: Appointments	Strategy & Insights	3 June 2025 (TBC)
APH	New Zealand Artificial Limb Service: Appointment	Strategy & Insights	July 2025 (TBC)
APH	Social Security Appeal Authority: Appointments	Strategy & Insights	July 2025 (TBC)

Publications Pipeline

Upcoming Pipeline

The following publications have been completed and will be published on MSD's website.

Title	Description	Publication date
Effectiveness of MSD employment assistance: reports for the 2022/2023 and 2023/2024 financial years	The Effectiveness of MSD Employment Assistance (EA) is an annual report that summarises the Ministry of Social Development's evidence on the effectiveness of its EA interventions. The reports for the 2022/2023 and 2023/2024 financial years are now complete, and present the estimated spend on EA interventions, the portion of that spend that is evaluated, and assigns an effectiveness rating to evaluated programmes.	9 May 2025
Benefit System Performance Report 2024	This report (formerly the 'actuarial report') brings together evidence from a range of sources, including actuarial estimates, to help understand the performance of the benefit system, including long-term implications and opportunities and risks. It builds on the earlier analysis on the benefit system using the 2023 Social Outcomes Model.	June 2025 (TBC)
Employment Investment Strategy 2025-2028	The 2025-28 Strategy is focused on supporting more people into work, reducing benefit dependency and intervening early by targeting investment based on people's employment support needs and their distance from the labour market.	1 July 2025
When parental aspirations aren't enough: An exploration of the importance of parental aspirations in the socioeconomic gradient in child outcomes (Motu)	This research found little evidence that parental aspirations are an important driver explaining disparities in child outcomes for children from low socioeconomic backgrounds.	2025 (TBC)
Flexi-wage Expansion Evaluations Package	The Flexi-wage Expansion Evaluation pack contains five reports: - Flexi-wage expansion effectiveness report. - Evaluation of the Flexi-wage Subsidy Expansion. - Flexi-wage self-employment effectiveness report. - Evaluation of the Flexi-wage Self-employment Product. - Evidence Synthesis of the Flexi-wage Expansion Evaluations.	2025 (TBC)

Visits and Actions

Upcoming Visits

The following are events that you have planned in the upcoming months.

Date of visit	Where	Purpose of visit
11 June 2025	Field Days	To attend Field days in your Ministerial capacity.
27 September 2025	LSV Graduation, Trentham	To attend the LSV Graduation and meet graduates of the programme.

Visit Actions

You have no outstanding actions from visits.

Date of visit	Where	Purpose of visit
14 April 2025	Whakamaru	No actions.
15 April 2025	I'm In	s9(2)(f)(iv)
16 April 2025	Auckland Airport International	s9(2)(f)(iv)
17 April 2025	Motivationz	s9(2)(f)(iv)
17 April 2025	MSD Horby Site	No actions.
17 April 2025	Catapult Employment Services	s9(2)(f)(iv)
17 April 2025	GEM Training	No Actions.

Upcoming Reports

The following are reports to be considered in the upcoming months set out in order of your priorities.

Title	Description	Due Date	Business Unit
<i>Priority 1: Getting people into employment and lifting economic outcomes</i>			
s9(2)(f)(iv)			
<i>Priority 2: Welfare that Works and Reducing Benefit Dependency</i>			
Instrument to exclude non-financial sanctions from hardship eligibility	Seeks your signature on a legal instrument amending the Special Needs Grants Programme and Emergency Housing Grants Programme to exclude people receiving a non-financial sanction from being eligible for these supports (reflecting your previous decisions on this matter)	8 May 2025	Policy
Benefit System Performance Report	This report (formerly the 'actuarial report') provides you with a summary of how the benefit system has performed in 2024.	May 2025 (TBC)	Strategy & Insights
<i>Priority 4: Other</i>			
<i>Corporate accountability</i>			
New Zealand Artificial Limb Service Board member reappointment	This report seeks your agreement to reappoint one member of the New Zealand Artificial Limb Service Board.	7 May 2025	Strategy & Insights

Crown Entity Accountability Documents 2025/26	This report provides draft Statements of Performance Expectations (SPEs) for the New Zealand Artificial Limb Service and Social Workers Registration Board, and proposed timetables for draft SPEs and Statements of Intent for the newly established entities (Children's Commissioner and Independent Children's Monitor).	7 May 2025	Strategy & Insights
Report to Joint Ministers on review of benefit forecast material for BEFU 2025	This joint Ministers' report explains the key changes in MSD's benefit forecasts since the Half Year Economic and Fiscal Update (HYEFU) 2024. The report is used to obtain legal authority, through Ministerial approval, for changes to the expected level of spending for demand driven appropriations (excluding policy changes) as part of the Budget Economic and Fiscal Update (BEFU) 2025. <i>Other Ministers': Minister of Finance, Minister of Housing, Minister of Revenue and Minister for Veterans</i>	8 May 2025	Strategy & Insights
Final Strategic Intentions for approval and presentation to the House of Representatives	This report provides you with the final MSD Strategic Intentions for approval and presentation to the House. Also attached for your information are MSD's final Key Performance Indicators.	28 May 2025	Strategy & Insights
<i>Income support</i>			
Replacement of 'net ordinary weekly pay for a week' in protected earnings calculations	In response to MBIE led changes to the Holidays Act 2003, seeks agreement to amend the calculation of protected earnings, in relation to deduction notices issued by MSD, to align with other legislation.	19-May-25	Policy

Welfare support

Final Cabinet paper for agreement to lodge - Further Automated Decision-Making Legislative Amendments

Seeks your agreement to lodge the Cabinet paper. The Cabinet paper seeks approval on two legislative amendments following further detailed design work.

8 May 2025

Policy

Automated Decision-Making Detailed Design Decisions

Seeks agreement to detailed design decisions for ADM remediation processes being progressed through the Modernisation Amendment Bill.

14 May 2025

Policy

Housing support

Priority One for Social Housing: 12-month report back

Provides an update on the establishment of the priority one fast track for social housing for families with children who have been in emergency housing for 12 weeks or more. This will include further advice on excluding people from priority one who have been in a Kainga Ora tenancy that has been terminated.

14 May 2025

Policy

Family and Sexual Violence

Services Supporting Men's Behaviour Change – Te Huringa o Te Ao

This report outlines our work on services Supporting Men's Behaviour Change – Te Huringa o Te Ao, including more detailed background and update on recent procurement process

30 May 2025

Māori,
Communities and
Partnerships

Older People

Supporting older people with compounding disadvantage – options to influence the updated Better Later Life Action Plan

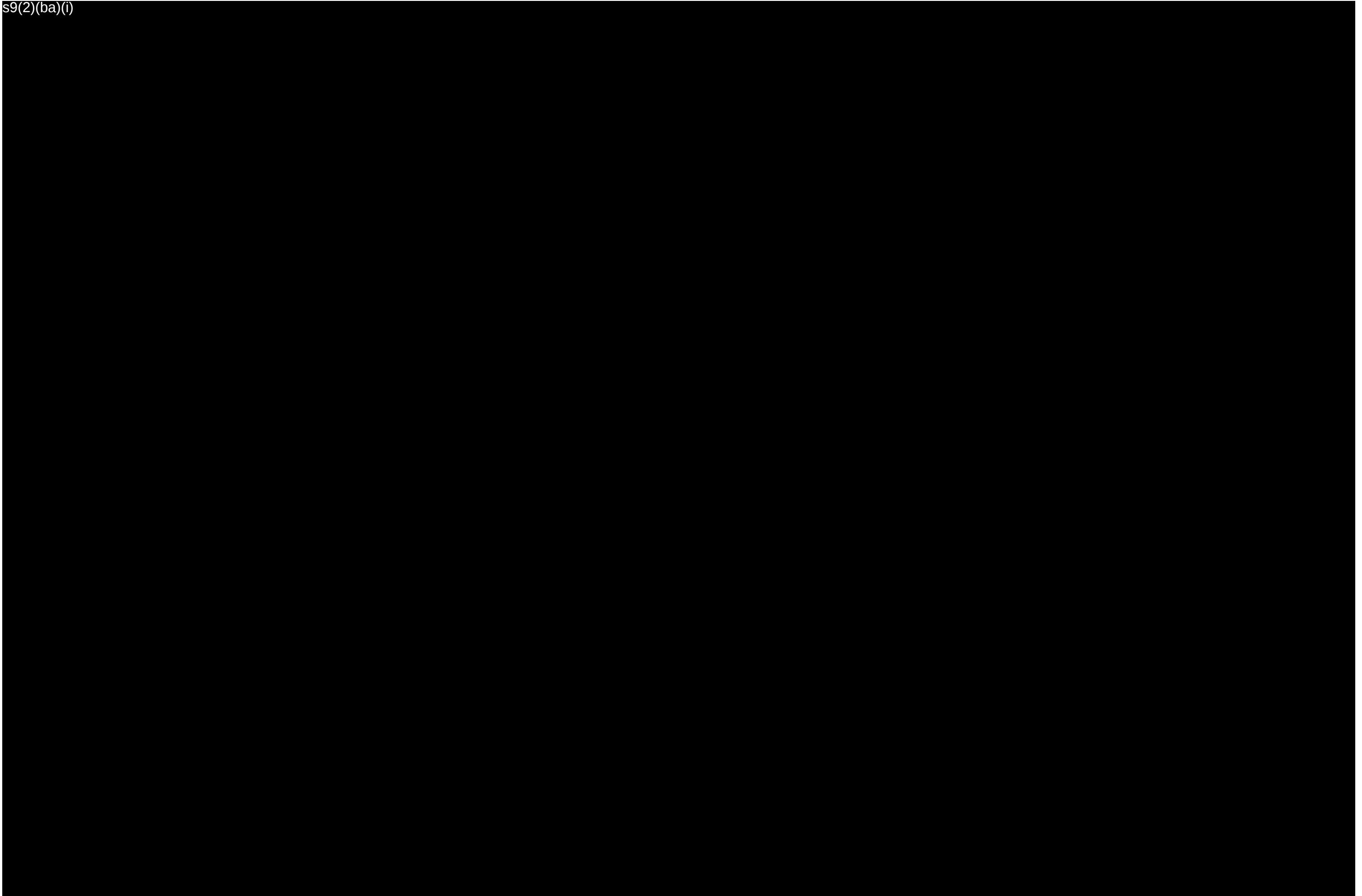
Consideration of options within the social development portfolio that could influence the upcoming update of the Better Later Life Action Plan.

May 2025
(TBC)

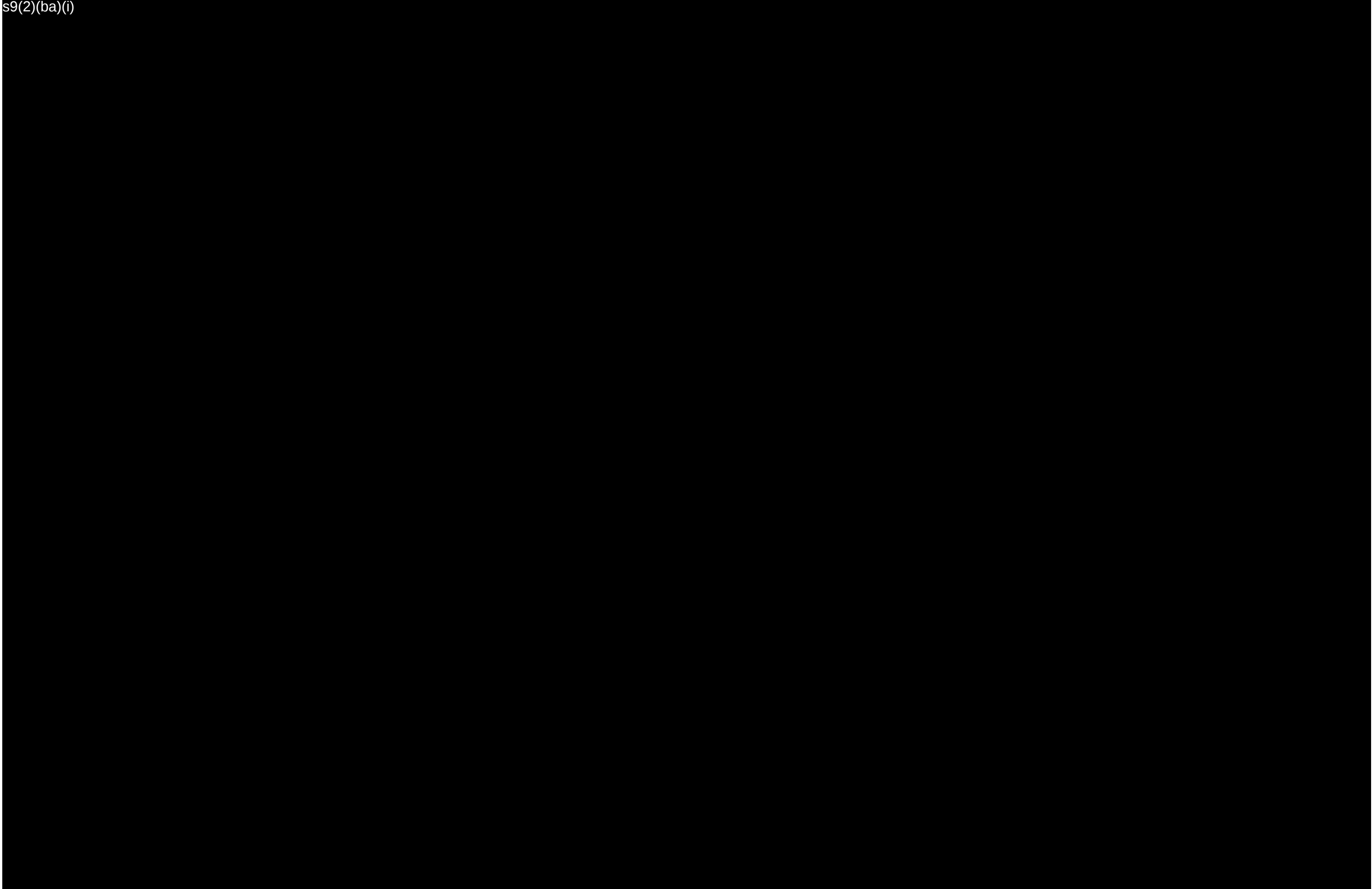
Policy

<i>Disability</i>			
s9(2)(h)			
Updates to ACC Regulatory Settings	Provides the Minister with advice on the impacts to MSD and DSS of MBIE's proposed changes to ACC's hearing aid regulations	21 May 2025	Policy

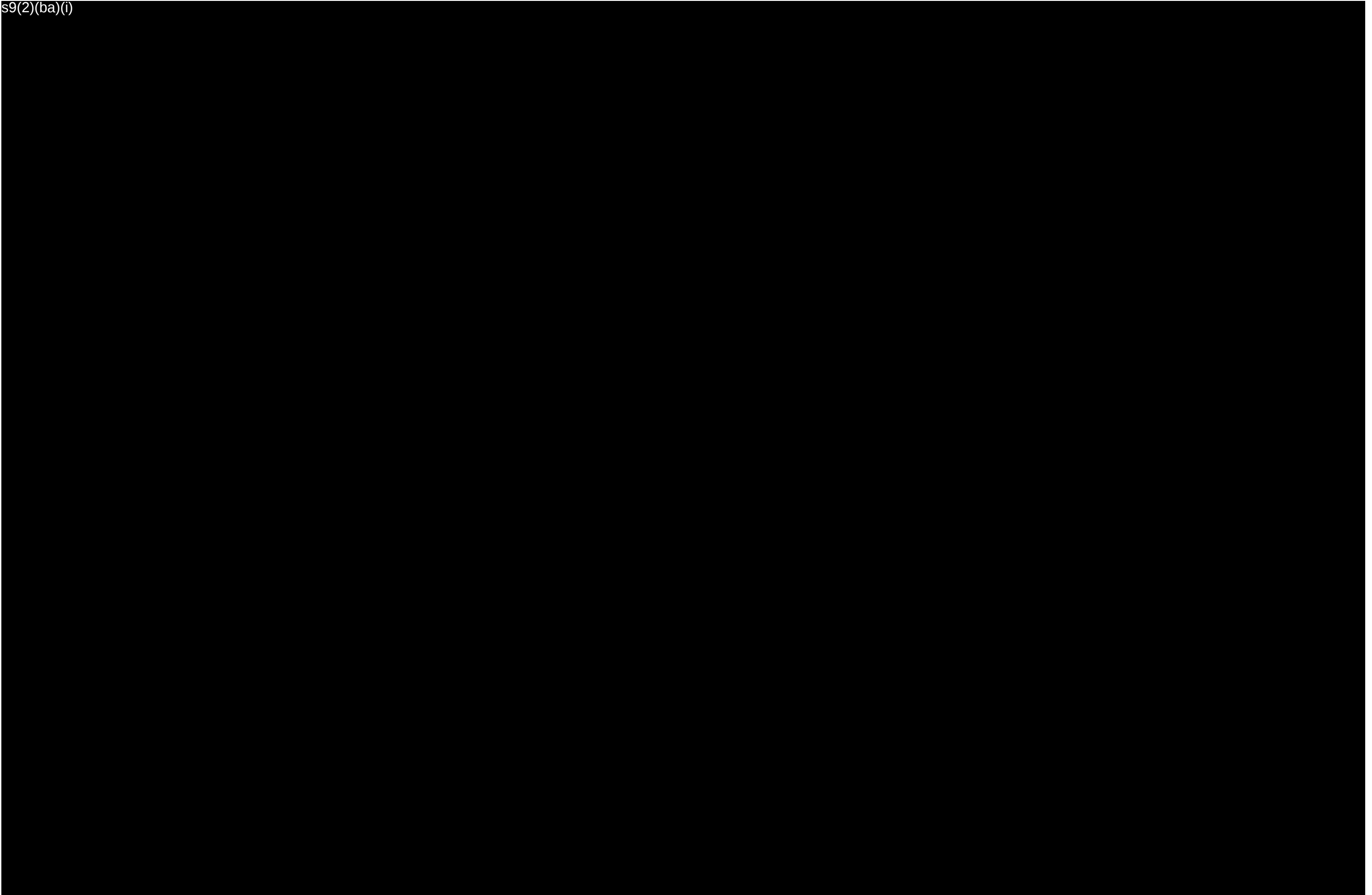
s9(2)(ba)(i)



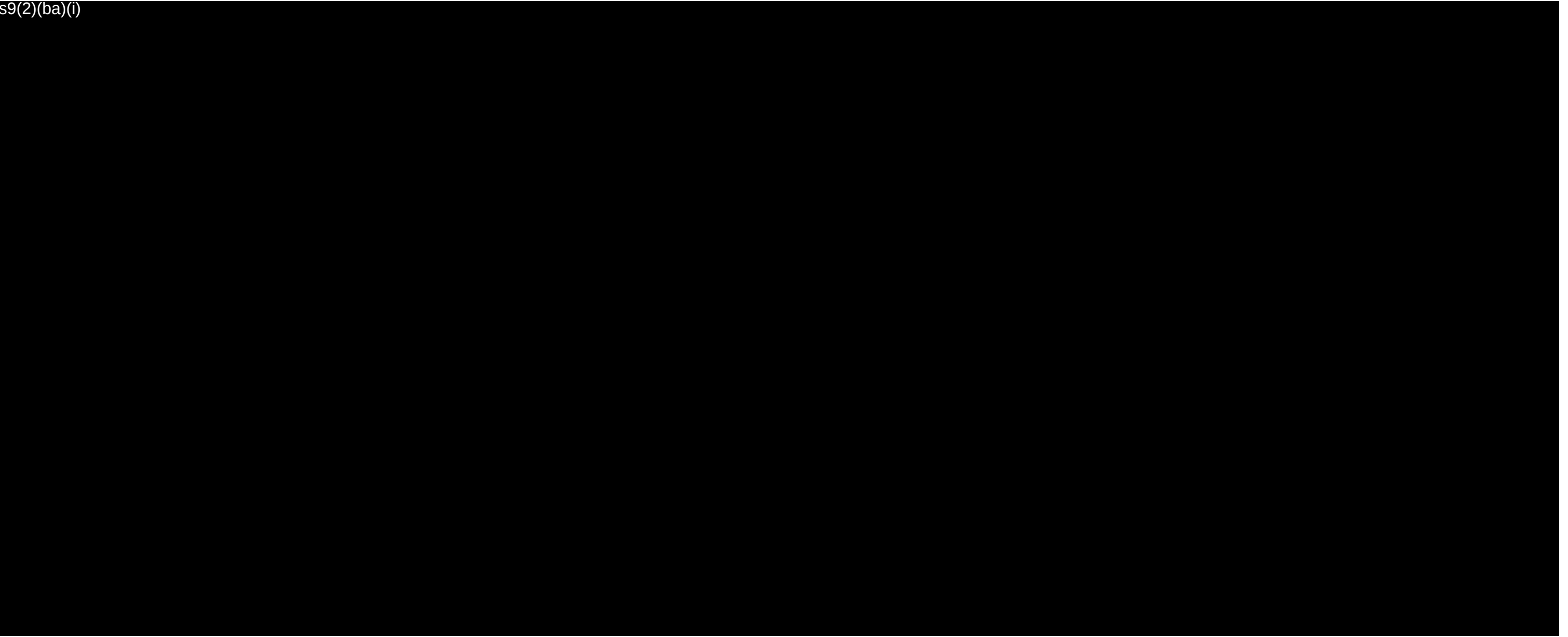
s9(2)(ba)(i)



s9(2)(ba)(i)



s9(2)(ba)(i)



s9(2)(a)

Social Development and Employment Update

Week ending Friday 9 May 2025



**MINISTRY OF SOCIAL
DEVELOPMENT**
TE MANATŪ WHAKAHIATO ORA

Contents

Contents	2
Client Service Support	3
Income	4
26-week reapplication implementation	4
Youth	5
The good yarn: crocheting his way through education	5
Organisational Assurance and Communication	6
Royal Commission of Inquiry Covid-19 Lessons	6
Strategy and Insights	6
Findings from the Flexi-wage expansion evaluations ready for publication	6
Effectiveness of MSD employment assistance: reports for the 2022/2023 and 2023/2024 financial years	8
Media and OIA requests	10
Official Information Act requests	10
Social Media Highlights	11
Set your Payment Card PIN in MyMSD	11
Winter Energy Payment starts today	11
Cabinet Papers and Report Planner	12
Publications Pipeline	13
Upcoming Pipeline	13
Visits and Actions	14
Upcoming Visits	14
Visit Actions	14
Upcoming Reports	15

s9(2)(ba)(i)

s9(2)(a)



Tele'a Andrews
Director, Office of the Chief Executive

Client Service Support

StudyLink 2024/2025 season

Lead: George Van Ooyen, Group General Manager, Client Service Support

s9(2)(f)(iv)

s9(2)(f)(iv)

We encourage students to submit their applications early

Each study year, StudyLink launches a 'call to action' campaign that encourages students to submit their applications by 16 December. The campaign includes targeted emails, social media and on campus advertising. Submitting student support applications early gives the student time to gather the information required, have this processed and their payments approved by the time they start studying.

Our campaign for the 2024/2025 season began on 22 September 2024. Between 22 September 2024 to 12 April 2025 we:

- received applications from 143,655 students. This is 15,275 more than the same period the previous year (an 11.9% increase).
- Processed 67,433 Student Allowance (SA) applications, 6,244 more (10.2%) than last year.
- Processed 146,188 Student Loan (SL) applications, an increase of 17,448 (13.6%).

We have finalised more applications and continue to see the benefits of applying early

One of our key measures is how many applications we complete (approved, declined, closed, or withdrawn).

As at the main study start date of 1 March 2025, we had finalised 31,492 SA applications (compared to 31,008 last year), and 105,182 SL applications (compared to 98,128 last year).

We continue to see the benefits of our annual call to action campaign:

- As of 1 March, we had finalised 83.3% of SA and SL applications received before 16 December. This compares to 56.5% of applications received after 16 December.
- Application completion will never get to 100% because some students (historically, 12-15%) decide not to progress their application.

Identifying improvements for students

For the next peak season, additional improvements around efficiency and processes will be applied to enhance and refine our approach, based on the lessons we learned over this period and feedback from our student cohort and the Ministry of Education.

Responsible DCE (Acting): Jayne Russell, Service Delivery

Income

26-week reapplication implementation

Lead: Rachael Wallis, acting Group General Manager, Income

The first change towards moving Jobseeker Support clients to 26-week reapplications for the 1 July 2025 go-live date was implemented successfully.

From 5 May, we started using specific engagements that we already have with Jobseeker Support clients, e.g. client conversations and activities, to meet the eligibility and/or work-focused parts of their reapplication. Counting these specific engagements may mean some clients have a simplified reapplication process from 1 July.

Implementation activities for 1 July are on track:

- Training for staff is in full swing across the country.
- MSD led a successful stakeholder event around this change with key groups such as FINCAP, Child Poverty Action Group and NZ Council of Christian Services.
- The Committee of the Whole House stage is almost completed, and the Bill is on track to be passed in May.
- An email campaign will inform all Jobseeker Support clients about the reapplication changes in late May.

s9(2)(f)(iv)

- Kōrero Mahi – Work Check-in seminars will pause from 1 June 2025 and restart from 1 July 2025 with a revised format to support the new 26-week reapplication process.

1 s9(2)(f)(iv)

We'll provide a further update closer to 1 July and a report post implementation advising how the changes have gone.

Responsible DCE: Jayne Russell, Acting Deputy Chief Executive, Service Delivery

Youth

The good yarn: crocheting his way through education

Lead: George Van Ooyen, Group General Manager, Client Service Support



Pictured: s9(2)(a) award winning blanket

Waikato Youth Service NEET provider, Te Wānanga o Aotearoa, plays a crucial role in helping young people stay engaged in education despite the challenges they may have. As of 30 April, they were working with 49 young people in the Youth Service NEET service. As a result, 79% of the NEET young people they worked with are in full-time education, exceeding the national average of 61%. The rest are being supported to find the right education or employment opportunities.

For example, s9(2)(a) was struggling to engage in school because of his anxiety and low self-esteem so was referred to Te Wānanga o Aotearoa.

Recognising the risk of further disengagement, his youth coach, Caro, intervened. She facilitated his enrolment in the Foundation Skills Level Two course at Open Polytech, where she met with him weekly to keep him on track.

To address his anxiety and build resilience, Caro encouraged s9(2)(a) to develop new skills, and he taught himself to crochet through online tutorials. Recognising his potential, Caro challenged s9(2)(a) to enter a local art competition, where he won the Young Star award for his crochet blanket. s9(2)(a) is now working to turn his hobby into a small business while continuing his education.

The intervention provided s9(2)(a) with the structured support he needed, ensuring he remained engaged in education and began developing a viable path toward his long-term career goal. Without this support, s9(2)(a) risked falling further into disengagement, a common outcome for young people facing similar challenges. Two months into the year, he has a 100% attendance rate including attending a school camp – a huge step for him! He's planning on studying law in 2026.

Responsible DCE: Jayne Russell, Acting Deputy Chief Executive, Service Delivery

s9(2)(h)

Strategy and Insights

Findings from the Flexi-wage expansion evaluations ready for publication

Lead: Paul Merwood, General Manager Evidence and Effectiveness

In January 2025, we provided you with a summary of the Flexi-wage Self-Employment (FWSE) evaluation findings, noting that we would provide a further update on the broader Flexi-wage Expansion evaluation package. This package consists of five reports:

- Two quantitative impact evaluations of the expanded Flexi-wage hiring subsidy (FWE) and FWSE.
- Two qualitative implementation evaluations of FWE and FWSE.
- One Evidence Synthesis report which brings together the headline findings from across the four reports.

The evaluations found that FWE remained an effective programme but had more of an impact on people further away from the labour market

As intended, the expansion of FWE increased the average number of participants a year from 6,500 to 11,000 and increased the proportion of those not on any main benefit before starting the programme (from 18% to 30%), in line with the intention of the expansion to scale up the programme to support New Zealanders affected by the economic downturn associated with the pandemic.

Because the goal of FWE was to broaden the eligibility criteria to support people who were not yet receiving a benefit, it was anticipated that the programme's overall impact on outcomes would be affected. This is because participants who were not yet receiving a benefit were relatively closer to the labour market and tend to have better outcome projections than other cohorts.

FWE's impact remained similar to that of pre-expansion settings, and it was found effective in improving employment and income outcomes for participants. However, as there was an increased cost-per-participant associated with the expansion (from an average of \$4,729 to an average of \$6,767) and there was an increase in participants who were not receiving a benefit, FWE was slightly less cost-effective than before. Overall, Flexi-wage remains MSD's most effective hiring subsidy and is an important tool in helping job seekers to stay competitive in the current economic conditions.

The qualitative evaluation of FWE found evidence that the expansion resulted in some employers receiving the subsidy for employees they would have hired even without the subsidy. While this was identified as a risk of scaling up, changes have been made subsequently to address this.

These findings supported changes to the delivery of the Flexi-wage programme (introduced in February 2024) which included the updating of operational guidance to improve the usage of Flexi-wage. These amendments are ensuring that the programme's eligibility criteria and associated definitions are being interpreted consistently across regions.

Further investment changes were introduced in mid-2024 to refocus the use of Flexi-wage to support Jobseeker Support recipients. These changes have resulted in a target of 70–75% of Flexi-wage placements now going to Jobseeker Support Benefit recipients, thereby reducing the participation rates of non-beneficiaries in the programme. We expect that the reduction in non-beneficiary participation should improve the cost-effectiveness rating of the programme.

Next Steps

We intend to publish these reports on the MSD website on 27 May 2025.

Effectiveness of MSD employment assistance: reports for the 2022/2023 and 2023/2024 financial years

Lead: Paul Merwood, General Manager Evidence and Effectiveness

The Effectiveness of MSD Employment Assistance (EA) annual reports summarise MSD's effectiveness of EA interventions. The report for the 2021/2022 financial year was published in November 2024, and the latest reports for the financial years 2022-23 and 2023-24 are ready to be published. The results from these iterations are already in use and have been contributing to other pieces of analysis and advice, including the ongoing Estimates and Annual Review work. We have summarised the findings from the two reports below.

In the 2022/2023 financial year report, MSD spent an estimated \$9522 million on EA programmes, an increase of \$121 million from the previous financial year.

- Almost 40% (\$367 million) of this expenditure was evaluated using statistical methods in 2022/23, with 90.4% of that found to be either effective³ or promising⁴.
- The EA expenditure that was not evaluated in this way was split between interventions that have not been rated yet (\$162 million), and those where evaluation is not feasible using the statistical method (\$423 million), but MSD does have other ways of assessing it.

In the 2023/2024 financial year report, estimated EA spend had decreased to \$845 million.

- 50% (\$423 million) was evaluated using statistical methods, with 91.5% of that found to be either effective or promising.
- The EA expenditure that was not evaluated was split between interventions that have not been evaluated yet (\$127 million), and those where evaluation is not feasible using these methods (\$288 million), but MSD does have other ways of assessing them.

MSD continues to build on this evidence base. Kōrero Mahi Let's Talk Work and Work Check-ins were implemented in 2024, participant data is available in the IDI and the methodology for determining impact is currently being developed. When statistical evaluation is not feasible, MSD uses other forms of analysis to indicate whether a programme is likely to deliver its intended outcomes such as:

² Expenditure is expressed in nominal dollars (i.e. not CPI-adjusted) and includes indirect costs. Total expenditure excludes Apprenticeship Boost. Note that the total expenditure in this report covers all employment related assistance, including programmes that are in the Employment and Multi Category Appropriation (excluding Apprenticeship Boost).

³ Effective interventions show positive impacts on one or more outcome domains, and no negative impacts.

⁴ Promising interventions are those that show trends of being effective over the long-term.

- Outcomes based evaluations
- Evidence briefs
- Intervention logic models
- Qualitative research
- International evidence on potential impacts.

The evidence provided by the Effectiveness of MSD employment assistance reports will help inform MSD's EA investments and inform the implementation of the Employment Investment Strategy.

We intend to publish these reports

We intend to publish these reports with accompanying technical reports on our website. We will work with your office on timings and key messages.

Responsible DCE: Sacha O'Dea, Strategy and Insights

Media and OIA requests

Official Information Act requests

Since the last SDEU to week ending 9 May 2025, you received no new requests for official information. Details of current requests are shown in the table below.

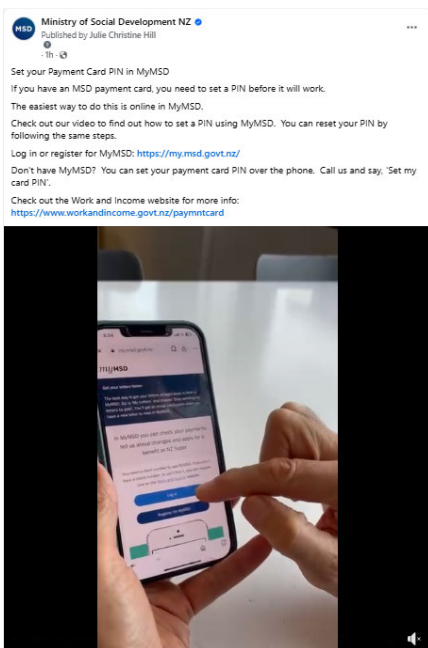
Existing Requests				
Requester	Topic	Approach	Due date to the Minister	Due date to Requester
s9(2)(a)		Release 9 documents, with some active consideration	13 March 2025	27 March 2025
		Request refined to 11 reports - provide reports with relevant redactions	7 March 2025	28 March 2025
		Release in part	4 April 2025	11 April 2025
		Partial refusals under sections 18(e), 9(2)(a), and 9(2)(f)(iv). Providing email correspondence in scope	2 May 2025	9 May 2025
		This request is a complete duplicate (+ subset) of concurrent //OIA//02/25-1752	24 April 2025	16 May 2025
		Release reports in part, with legal privilege and 18(c)(ii) applying	7 April 2025	16 May 2025
		To retrieve any information in-scope	11 June 2025	27 June 2025

Social Media Highlights

We use our social media channels to let clients know how we can work with them on their journey to employment, as well as about changes to payments or programmes, client success stories, and to highlight the work of MSD staff. For many of the groups we serve, social media is their preferred method of communication.

Below is some of our top-performing posts between 28 April - 5 May 2025.

Set your Payment Card PIN in MyMSD



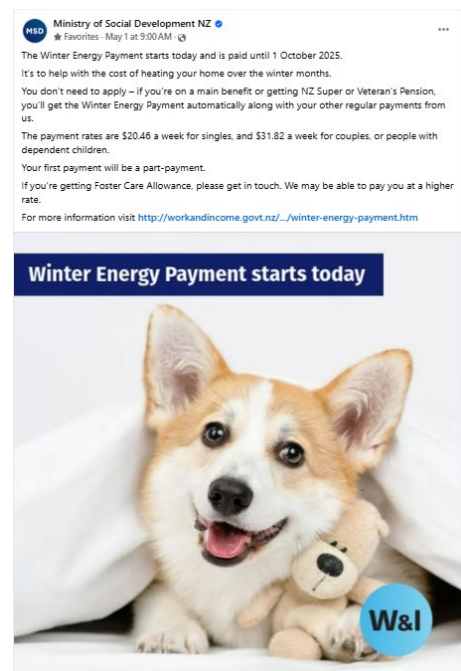
We reached just over 14,000 people with a video and reel demonstrating how to set a PIN in MyMSD. The easy-to-follow video guides the user through the process.

Together the posts received 49 reactions, 3 comments and 26 shares.

Winter Energy Payment starts today

We followed the initial Winter Energy Post reminder post of 16 April with a second post on 1 May, to advise the start of the Winter Energy Payment.

The post reached 7,422 people, received 186 reactions, and was shared 25 times. Many of the responses were people expressing their thanks and appreciation for the payment.



Responsible DCE: Melissa Gill, Organisational Assurance and Communication

Cabinet Papers and Report Planner

The following are your papers to be considered in the upcoming months.

Cabinet Committee	Title	Branch	Date
SOU CAB	Release of Working for Families Discussion Document at Budget 2025	Policy	14 May 2025 19 May 2025
SOU CAB	Further Automated Decision-Making Legislative Amendments	Policy	14 May 2025 19 May 2025
LEG CAB	Social Assistance Legislation (Accommodation Supplement and Income-related Rent) Amendment Bill: Approval for Introduction	Policy	15 May 2025 19 May 2025
LEG	Adjustment to the Residential Care Subsidy as part of the Annual General Adjustment 2025	Policy	22 May 2025
LEG	Introducing the Social Security Amendment Regulations (No 2) 2025	Policy	22 May 2025
SOU	Excluding Flexible Childcare Assistance and Training Incentive Allowance from Youth Money Management	Policy	21 May 2025
APH	Independent Children's Monitor Board: Appointments	Strategy & Insights	3 June 2025 (TBC)
APH	New Zealand Artificial Limb Service: Appointment	Strategy & Insights	July 2025 (TBC)
APH	Social Security Appeal Authority: Appointments	Strategy & Insights	July 2025 (TBC)

Publications Pipeline

Upcoming Pipeline

The following publications have been completed and will be published on MSD's website.

Title	Description	Publication date
Effectiveness of MSD employment assistance: reports for the 2022/2023 and 2023/2024 financial years	The Effectiveness of MSD Employment Assistance (EA) is an annual report that summarises the Ministry of Social Development's evidence on the effectiveness of its EA interventions. The reports for the 2022/2023 and 2023/2024 financial years are now complete, and present the estimated spend on EA interventions, the portion of that spend that is evaluated, and assigns an effectiveness rating to evaluated programmes.	16 May 2025
Flexi-wage Expansion Evaluations Package	The Flexi-wage Expansion Evaluation pack contains five reports: - Flexi-wage expansion effectiveness report. - Evaluation of the Flexi-wage Subsidy Expansion. - Flexi-wage self-employment effectiveness report. - Evaluation of the Flexi-wage Self-employment Product. Evidence Synthesis of the Flexi-wage Expansion Evaluations.	27 May 2025
Benefit System Performance Report 2024	This report (formerly the 'actuarial report') brings together evidence from a range of sources, including actuarial estimates, to help understand the performance of the benefit system, including long-term implications and opportunities and risks. It builds on the earlier analysis on the benefit system using the 2023 Social Outcomes Model.	June 2025 (TBC)
Employment Investment Strategy 2025-2028	The 2025-28 Strategy is focused on supporting more people into work, reducing benefit dependency, and intervening early by targeting investment based on people's employment support needs and their distance from the labour market.	1 July 2025
When parental aspirations aren't enough: An exploration of the importance of parental aspirations in the socioeconomic gradient in child outcomes (Motu)	This research found little evidence that parental aspirations are an important driver explaining disparities in child outcomes for children from low socioeconomic backgrounds.	2025 (TBC)

Visits and Actions

Upcoming Visits

The following are events that you have planned in the upcoming months.

Date of visit	Where	Purpose of visit
11 June 2025	Field Days	To attend Field days in your Ministerial capacity.
27 September 2025	LSV Graduation, Trentham	To attend the LSV Graduation and meet graduates of the programme.

Visit Actions

You have no outstanding actions from visits.

Date of visit	Where	Purpose of visit
14 April 2025	Whakamaru	No actions.
15 April 2025	I'm In	s9(2)(f)(iv)
16 April 2025	Auckland Airport International	s9(2)(f)(iv)
17 April 2025	Motivationz	s9(2)(f)(iv)
17 April 2025	MSD Hornby Site	No actions.
17 April 2025	Catapult Employment Services	s9(2)(f)(iv)
17 April 2025	GEM Training	No Actions.

Upcoming Reports

The following are reports to be considered in the upcoming months set out in order of your priorities.

Title	Description	Due Date	Business Unit
<i>Priority 1: Getting people into employment and lifting economic outcomes</i>			
s9(2)(f)(iv)			
<i>Priority 2: Welfare that Works and Reducing Benefit Dependency</i>			
Benefit System Performance Report	This report (formerly the 'actuarial report') provides you with a summary of how the benefit system has performed in 2024.	May 2025 (TBC)	Strategy & Insights
<i>Priority 4: Other</i>			
<i>Corporate accountability</i>			
Social Security Appeal Authority 2025 appointments approach	This report seeks your agreement to undertake an appointment process for five members of the Social Security Appeal Authority (the Authority) with terms expiring this year.	12 May 2025	Strategy & Insights
New Zealand Artificial Limb Service Board member reappointment	This report seeks your agreement to reappoint one member of the New Zealand Artificial Limb Service Board.	14 May 2025	Strategy & Insights
Responding to a New Zealand Artificial Limb Service request for change to its establishing legislation	This report seeks your agreement to an approach for responding to a request from the New Zealand Artificial Limb Service (NZALS) to amend its establishing legislation.	15 May 2025	Strategy & Insights

Final Strategic Intentions for approval and presentation to the House of Representatives	This report provides you with the final MSD Strategic Intentions for approval and presentation to the House. Also attached for your information are MSD's final Key Performance Indicators.	28 May 2025	Strategy & Insights
<i>Income support</i>			
Replacement of 'net ordinary weekly pay for a week' in protected earnings calculations	In response to MBIE led changes to the Holidays Act 2003, seeks agreement to amend the calculation of protected earnings, in relation to deduction notices issued by MSD, to align with other legislation.	19 May 2025	Policy
<i>Welfare support</i>			
Automated Decision-Making Detailed Design Decisions	Seeks agreement to detailed design decisions for ADM remediation processes being progressed through the Modernisation Amendment Bill.	14 May 2025	Policy
<i>Housing support</i>			
Priority One for Social Housing: 12-month report back	Provides an update on the establishment of the priority one fast track for social housing for families with children who have been in emergency housing for 12 weeks or more. This will include further advice on excluding people from priority one who have been in a Kainga Ora tenancy that has been terminated.	14 May 2025	Policy
<i>Family and Sexual Violence</i>			
Services Supporting Men's Behaviour Change – Te Huringa o Te Ao	This report outlines our work on services Supporting Men's Behaviour Change – Te Huringa o Te Ao, including more detailed background and update on recent procurement process	30 May 2025	Māori, Communities and Partnerships

Social Worker Registration Board

Supporting
information and
talking points for
meeting with the
Social Workers
Registration Board

Information to support the Minister's
bi-annual meeting with the Social
Workers Registration Board

12 May 2025

Policy

Disability

s9(2)(h)

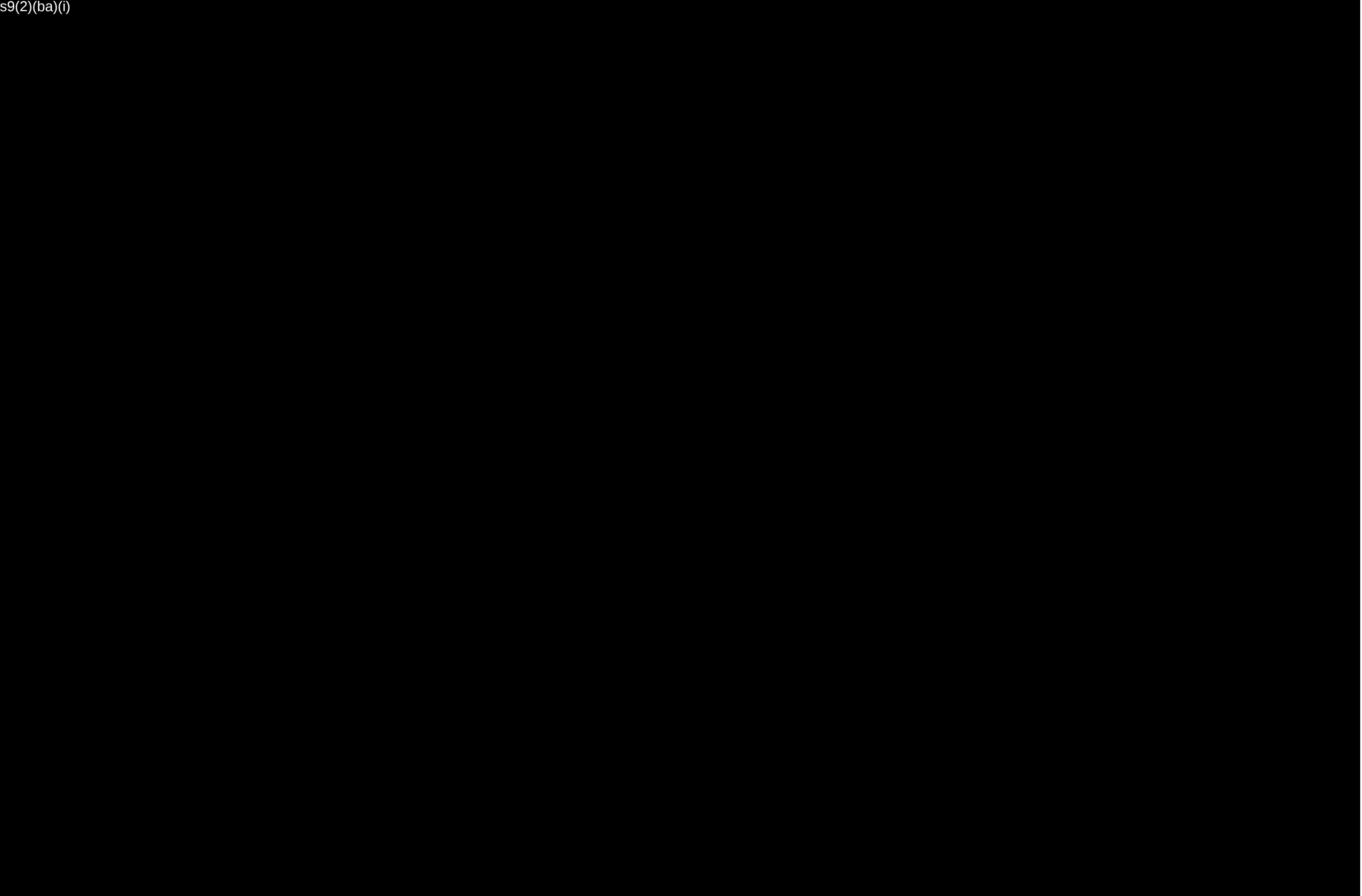
Updates to ACC
Regulatory Settings

Provides the Minister with advice on
the impacts to MSD and DSS of
MBIE's proposed changes to ACC's
hearing aid regulations

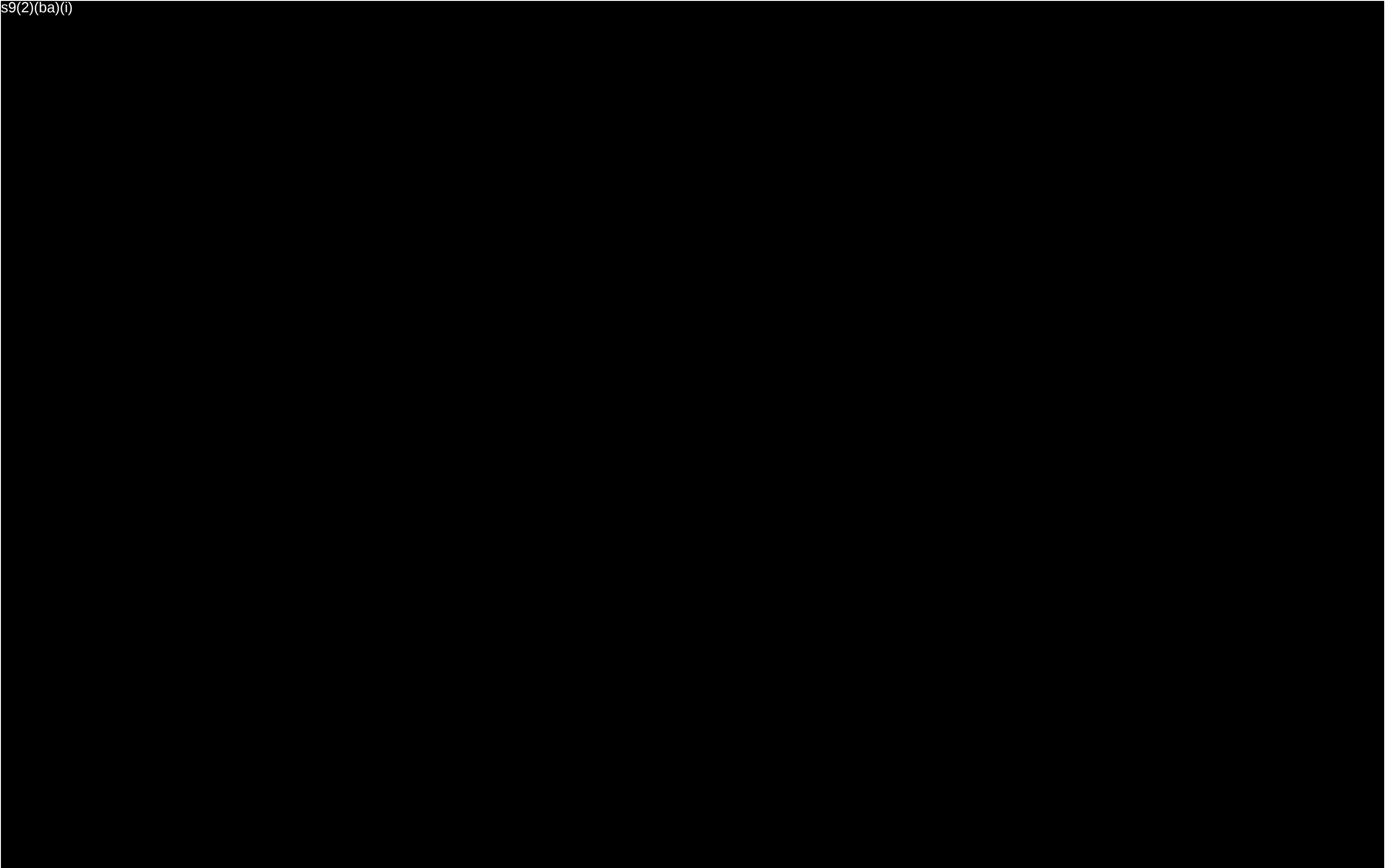
21 May 2025

Policy

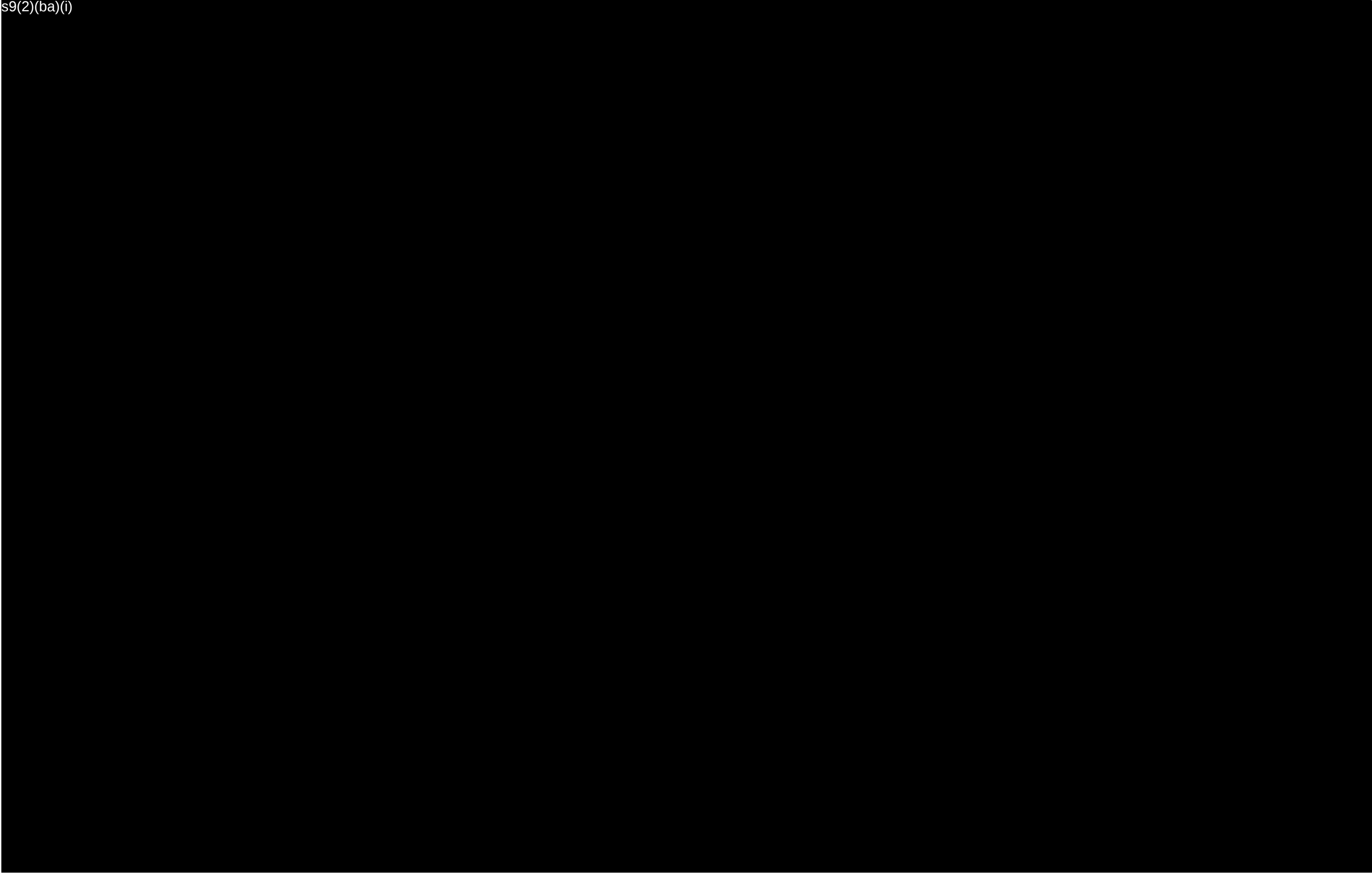
s9(2)(ba)(i)



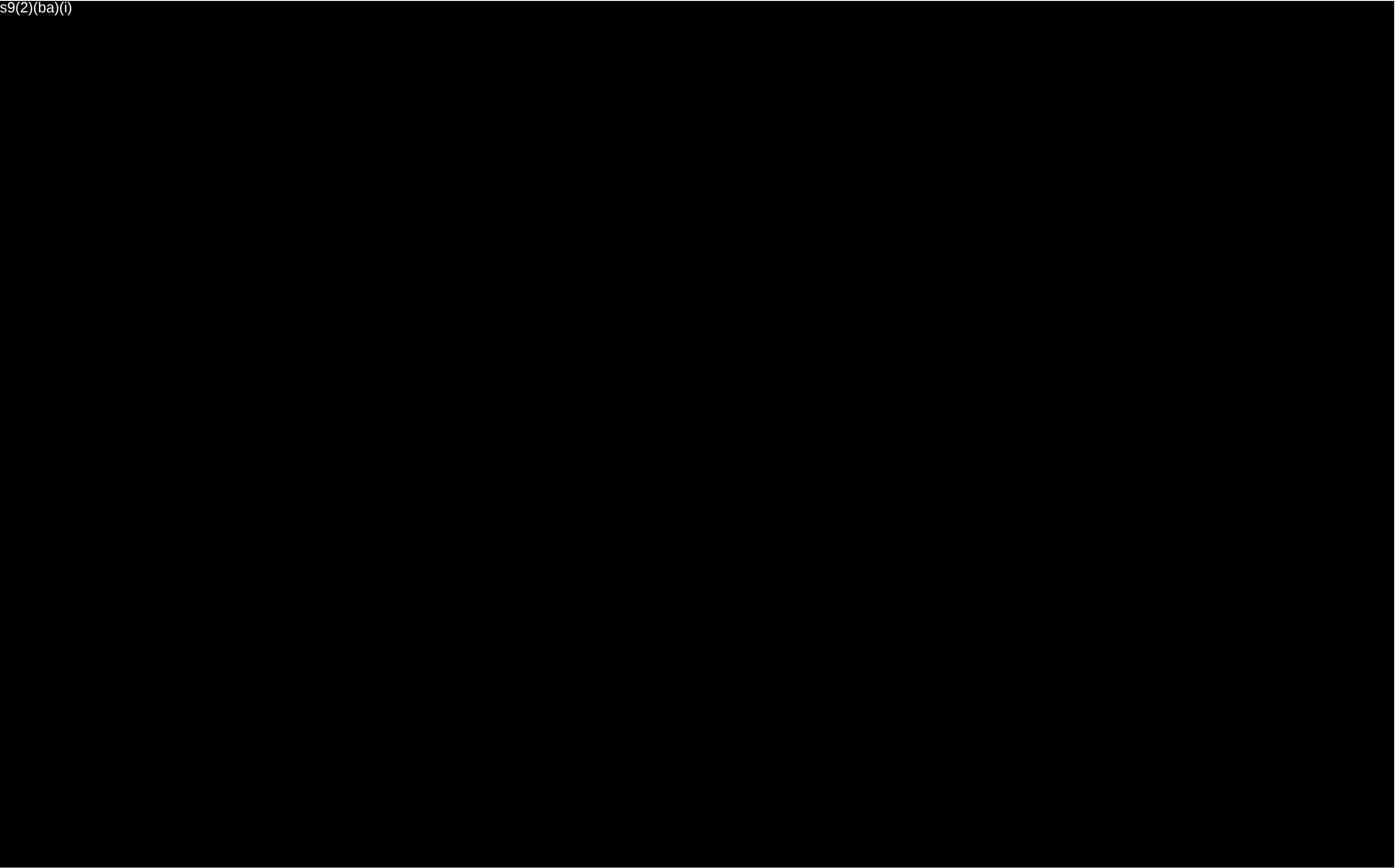
s9(2)(ba)(i)



s9(2)(ba)(i)



s9(2)(ba)(i)



Social Development and Employment Update

Week ending Friday 16 May 2025



**MINISTRY OF SOCIAL
DEVELOPMENT**
TE MANATŪ WHAKAHIATO ORA

Contents

Contents	2
Industry Partnerships	3
Update on Te Heke Mai 2.0 Launch and Early Results	3
Youth	3
Supporting youth into sustainable employment	3
Regional System Leadership	4
Strengthening Māori Crown relationships	4
Historic Claims	5
Top-up payment for Abuse in Care update	5
Media and OIA requests	6
Official Information Act requests	6
Social Media Highlights	7
Cabinet Papers and Report Planner.....	7
Publications Pipeline.....	8
Upcoming Pipeline	8
Visits and Actions.....	9
Upcoming Visits.....	9
Visit Actions.....	9
Upcoming Reports.....	10
s9(2)(f)(iv)	



Tele'a Andrews
Director, Office of the Chief Executive

Industry Partnerships

Update on Te Heke Mai 2.0 Launch and Early Results

Lead: Graham Allpress, Group General Manager, Client Service Delivery

On 27 February 2025, MSD, in partnership with pAI² (pie-squared) and industry representatives, launched Te Heke Mai 2.0, introducing key upgrades to enhance job seekers' experience and employment outcomes.

The 2.0 enhancements build on its success by offering:

- An AI-powered CV builder – tailors unique CVs to highlight users' strengths and individuality.
- Integrated one-on-one coaching – enables direct access to career guidance within the platform.
- A central hub for digital upskilling – connecting job seekers to MSD's full suite of industry-ed digital programmes.

Since the 27 February launch, Te Heke Mai has seen a significant increase in engagement, with over 500 new users joining in the first month. Since February, there has been a 45% increase in total users, from 1,159 to 1,684, with 50% of new users using the AI-powered CV builder, reinforcing its value in helping individuals present their skills effectively.

Te Heke Mai remains a free, nationwide coaching and mentoring programme that MSD purchases unlimited access to, giving all New Zealanders access to self-directed tools that support career development.

We have also delivered a range of internal communications and demonstrations of Te Heke Mai to help client facing staff understand the platform and how to use it in their interactions with clients for developing Individual Employment Plans, meeting their job search requirements and during Kōrero Mahi sessions.

Responsible DCE (Acting): Jayne Russell, Service Delivery

Youth

Supporting youth into sustainable employment

Lead: George Van Ooyen, Group General Manager, Client Service Support

MSD's Whanganui Youth Service inhouse team works with NEET (not in education, employment, or training) young people that have the highest risk of coming onto a benefit at the age of 18. Through working with the team, these young people form a plan to address their multiple and complex needs to achieve an independent future.

The Whanganui Youth Service inhouse team has an outstanding track record for helping young people achieve independence – in March, none of the young people who were enrolled in Youth Service NEET were on a benefit three months after they exited, 72%

exited with at least an NCEA level 1 qualification, and 92% were satisfied with the support they received.

s9(2)(a) was disengaged from school and bouncing between different training programmes when he enrolled in the service. Although his goal was to work and get his driver licence, s9(2)(a) faced several barriers including learning and literacy issues, no qualifications, and poor sleep habits from late-night gaming. His coach from Youth Service recognised his willingness to improve and focussed on keeping him motivated as they worked on getting him work ready and studying the road code.

s9(2)(a) worked with his coach to create a CV and connected with Work Bridge and a local work broker. Throughout 2024 he applied for multiple roles with local employers but was unsuccessful, although he was successful in getting his learner driver licence. In January 2025, his coach connected him with an APM employment consultant who supported him with job interview coaching.

Just a week before exiting Youth Service and applying for a main benefit, s9(2)(a) secured full-time employment at a local meat processing factory. This opportunity marked a pivotal moment, fostering his financial independence and boosting his self-esteem. Since starting work, he reports enjoying the job, adapting quickly to the work environment, and looking forward to each pay day. He is now saving for a trip to visit a friend in Australia, reflecting a shift in outlook and future life planning.

Responsible DCE (Acting): Jayne Russell, Service Delivery

Regional System Leadership

Strengthening Māori Crown relationships

Lead: Nelson Sheridan, Manager Policy Office and Regional System Leadership

The Auckland Regional Leadership Group (ARLG) began as a collective of senior leaders from across Auckland's public sector, who came together on significant regional and national issues including Government Targets. The ARLG is composed of 31 agencies from across the social, economic, and environmental sectors, including local government and a representative from the Tāmaki Makaurau Mana Whenua Council Forum. The Auckland RPSC is the chair of the ARLG.

After engaging with iwi Māori over the last 18 months, an additional nine mana whenua represented joined the ARLG as members. The expanded ARLG have reviewed and reset the ARLG regional priorities to ensure iwi priorities and aspirations are woven into the collective work programme. Iwi representatives are now involved in a range of shared priority areas, including iwi joining the Skills and Employment Steering group, becoming members of the Resilience to Organised Crime in Communities Steering group and the Youth Governance Group.

The Skills and Employment steering group is co-led by the Ministry of Social Development and the Ministry of Business Innovation and Employment. The purpose of the steering group is to understand the skilled workforce pipeline in Tāmaki Makaurau,

and how best to enable rangatahi to pursue career choices that align with the identified employment growth pipeline.

Iwi representation brings a wealth of economic knowledge and power to this steering group, ensuring Māori are a part of developing the strategic solutions required to meet the projected employment growth across the region.

Responsible DCEs: Simon MacPherson, Policy & Jayne Russell, Acting for Service Delivery

Historic Claims

Top-up payment for Abuse in Care update

Lead: Linda Hrstich-Meyer, General Manager, Historic Claims

Following the announcement on Friday 9 May by Minister Stanford that claimants of historic abuse with a closed claim could apply for a top-up payment we have received 577 registrations across all agencies as at 14 May 2025.

We have answered 472 calls (555 in total for all claim agencies) and there have been 1,263 unique users on the website. The calls are being managed within current resources with no wait times for claimants.

Themes for the calls include:

- Great feedback on how simple the process is.
- Wanting to know how long the process will take to get the payment (at this stage we are advising that we can't give me a timeframe as we need to work through several steps before payment, but this is a priority for agencies).
- Asking about what other support is available or whether they'll receive a top up payment for an open claim (we are pointing them back to one of our duty staff to talk through).

We now starting to do eligibility checking on the applications we have received.

Responsible DCE: Nadine Kilmister, People and Capability

Media and OIA requests

Official Information Act requests

Since the last SDEU to week ending 16 May 2025, you received no new requests for official information. Details of current requests are shown in the table below.

Existing Requests				
Requester	Topic	Approach	Due date to the Minister	Due date to Requester
s9(2)(a)		Request refined to 11 reports - provide reports with relevant redactions	7 March 2025	28 March 2025
		Release in part	4 April 2025	11 April 2025
		Release reports in part, with legal privilege and 18(c)(ii) applying	7 April 2025	16 May 2025
		This request is a complete duplicate (+ subset) of concurrent //OIA//02/25-1752	24 April 2025	16 May 2025
		Release 9 docs, with some active consideration	13 March 2025	27 May 2025
		Partial refusals under sections 18(e), 9(2)(a), and 9(2)(f)(iv). Providing email correspondence in scope	2 May 2025	30 May 2025
		To retrieve any information in-scope	11 June 2025	27 June 2025

Social Media Highlights

There were no new social media posts since the last SDEU.

Cabinet Papers and Report Planner

The following are your papers to be considered in the upcoming months.

Cabinet Committee	Title	Branch	Date
CAB	Release of Working for Families Discussion Document at Budget 2025	Policy	19 May 2025
CAB	Further Automated Decision-Making Legislative Amendments	Policy	19 May 2025
CAB	Social Assistance Legislation (Accommodation Supplement and Income-related Rent) Amendment Bill: Approval for Introduction	Policy	19 May 2025
SOU	Excluding Flexible Childcare Assistance and Training Incentive Allowance from Youth Money Management	Policy	21 May 2025
LEG	Adjustment to the Residential Care Subsidy as part of the Annual General Adjustment 2025	Policy	22 May 2025
LEG	Introducing the Social Security Amendment Regulations (No 2) 2025	Policy	22 May 2025
APH	Independent Children's Monitor Board: Appointments	Strategy & Insights	3 June 2025 (TBC)
APH	New Zealand Artificial Limb Service: Appointment	Strategy & Insights	July 2025 (TBC)
APH	Social Security Appeal Authority: Appointments	Strategy & Insights	July 2025 (TBC)

Publications Pipeline

Upcoming Pipeline

The following publications have been completed and will be published on MSD's website.

Title	Description	Publication date
Flexi-wage Expansion Evaluations Package	The Flexi-wage Expansion Evaluation pack contains five reports: - Flexi-wage expansion effectiveness report. - Evaluation of the Flexi-wage Subsidy Expansion. - Flexi-wage self-employment effectiveness report. - Evaluation of the Flexi-wage Self-employment Product. Evidence Synthesis of the Flexi-wage Expansion Evaluations.	27 May 2025
Employment Investment Strategy 2025-2028	The 2025-28 Strategy is focused on supporting more people into work, reducing benefit dependency, and intervening early by targeting investment based on people's employment support needs and their distance from the labour market.	1 July 2025
When parental aspirations aren't enough: An exploration of the importance of parental aspirations in the socioeconomic gradient in child outcomes (Motu)	This research found little evidence that parental aspirations are an important driver explaining disparities in child outcomes for children from low socioeconomic backgrounds.	2025 (TBC)

Visits and Actions

Upcoming Visits

The following are events that you have planned in the upcoming months.

Date of visit	Where	Purpose of visit
11 June 2025	Field Days	To attend Field days in your Ministerial capacity.
27 September 2025	LSV Graduation, Trentham	To attend the LSV Graduation and meet graduates of the programme.

Visit Actions

You have no outstanding actions from visits.

Date of visit	Where	Purpose of visit
14 April 2025	Whakamaru	No actions.
15 April 2025	I'm In	s9(2)(f)(iv)
16 April 2025	Auckland Airport International	s9(2)(f)(iv)
17 April 2025	Motivationz	s9(2)(f)(iv)
17 April 2025	MSD Hornby Site	No actions.
17 April 2025	Catapult Employment Services	s9(2)(f)(iv)
17 April 2025	GEM Training	No Actions.

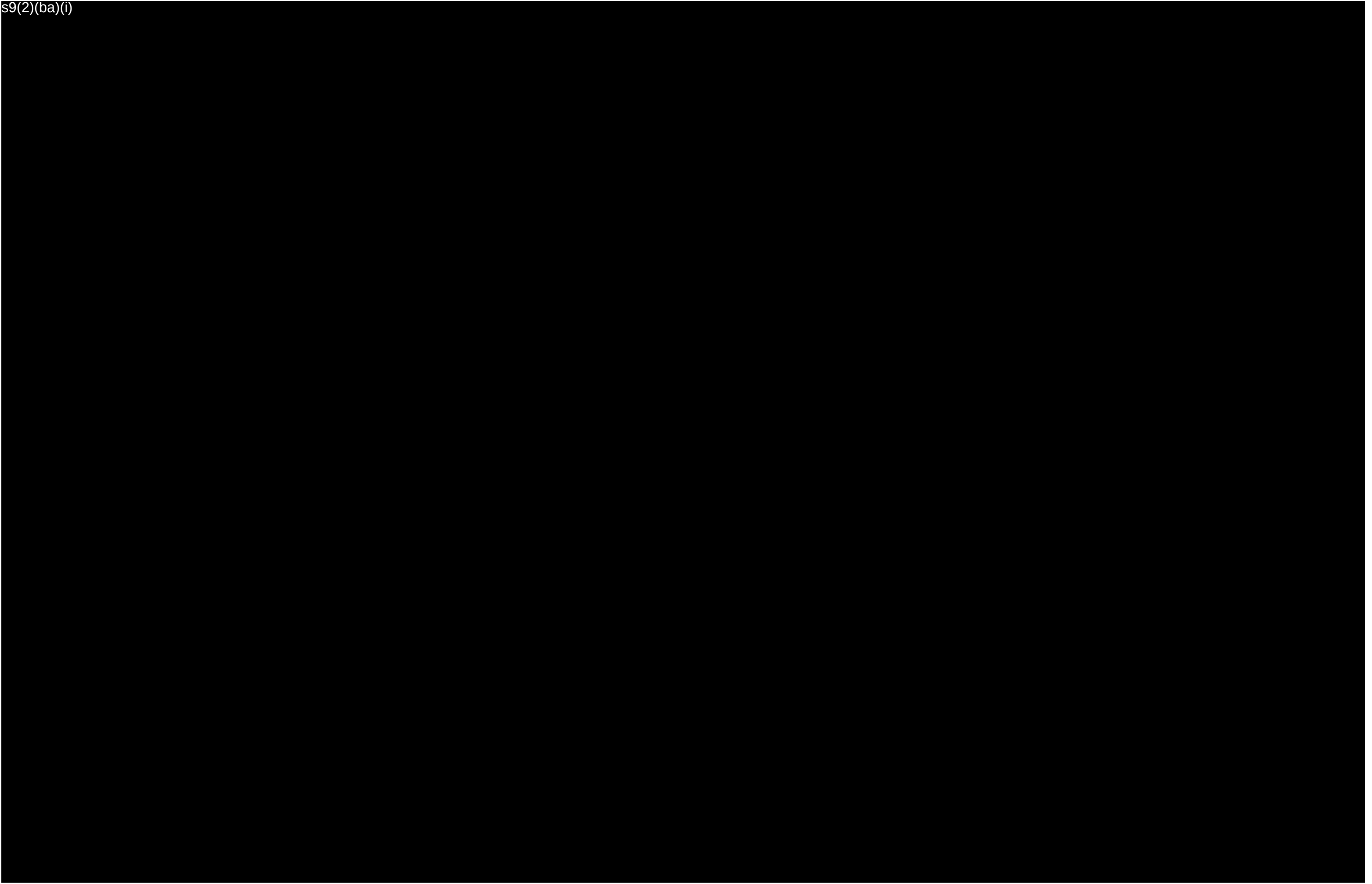
Upcoming Reports

The following are reports to be considered in the upcoming months set out in order of your priorities.

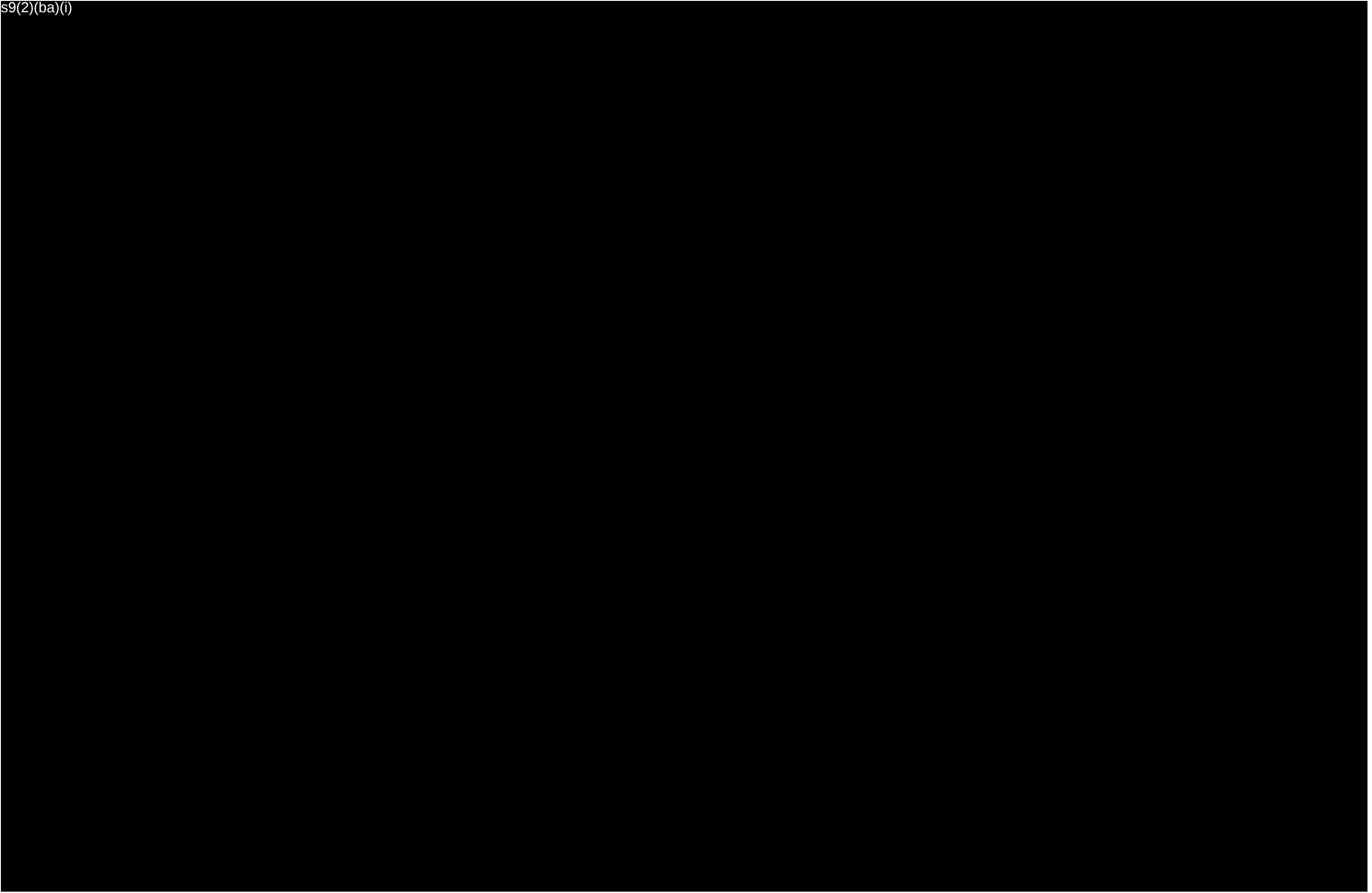
Title	Description	Due Date	Business Unit
<i>Priority 1: Getting people into employment and lifting economic outcomes</i>			
s9(2)(f)(iv)			
<i>Priority 2: Welfare that Works and Reducing Benefit Dependency</i>			
Benefit System Performance Report	This report (formerly the 'actuarial report') provides you with a summary of how the benefit system has performed in 2024.	May 2025 (TBC)	Strategy & Insights
<i>Priority 4: Other</i>			
<i>Corporate accountability</i>			
Final Strategic Intentions for approval and presentation to the House of Representatives	This report provides you with the final MSD Strategic Intentions for approval and presentation to the House. Also attached for your information are MSD's final Key Performance Indicators.	28 May 2025	Strategy & Insights
Te Korowai Whetu Social Cohesion Monitoring Report 2024	This report provides you with a summary of the findings and publication plan from the updated Te Korowai Whetū Social Cohesion Indicator Report (the report) which has been prepared by the Ministry of Social Development (MSD) for publication.	30 May 2025	Strategy & Insights
Place-based initiatives – report to Joint Ministers	This report to you and the Minister of Finance seeks your direction on funding decisions for the Place-based Initiatives. The current outcomes-based contracts are set to expire on 30 June 2025.	30 May 2025	Strategy & Insights

<i>Income support</i>			
Replacement of 'net ordinary weekly pay for a week' in protected earnings calculations	In response to MBIE led changes to the Holidays Act 2003, seeks agreement to amend the calculation of protected earnings, in relation to deduction notices issued by MSD, to align with other legislation.	19 May 2025	Policy
<i>Welfare support</i>			
Automated Decision-Making Detailed Design Decisions	Seeks agreement to detailed design decisions for ADM remediation processes being progressed through the Modernisation Amendment Bill.	21 May 2025	Policy
<i>Family and Sexual Violence</i>			
Services Supporting Men's Behaviour Change – Te Huringa o Te Ao	This report outlines our work on services Supporting Men's Behaviour Change – Te Huringa o Te Ao, including more detailed background and update on recent procurement process	30 May 2025	Māori, Communities and Partnerships
<i>Older People</i>			
Supporting older people with compounding disadvantage – work-programme report back.	Provides an update on the work-programme and options for future focus.	June 2025 (TBC)	Policy
<i>Disability</i>			
Updates to ACC Regulatory Settings	Provides the Minister with advice on the impacts to MSD and DSS of MBIE's proposed changes to ACC's hearing aid regulations	21 May 2025	Policy

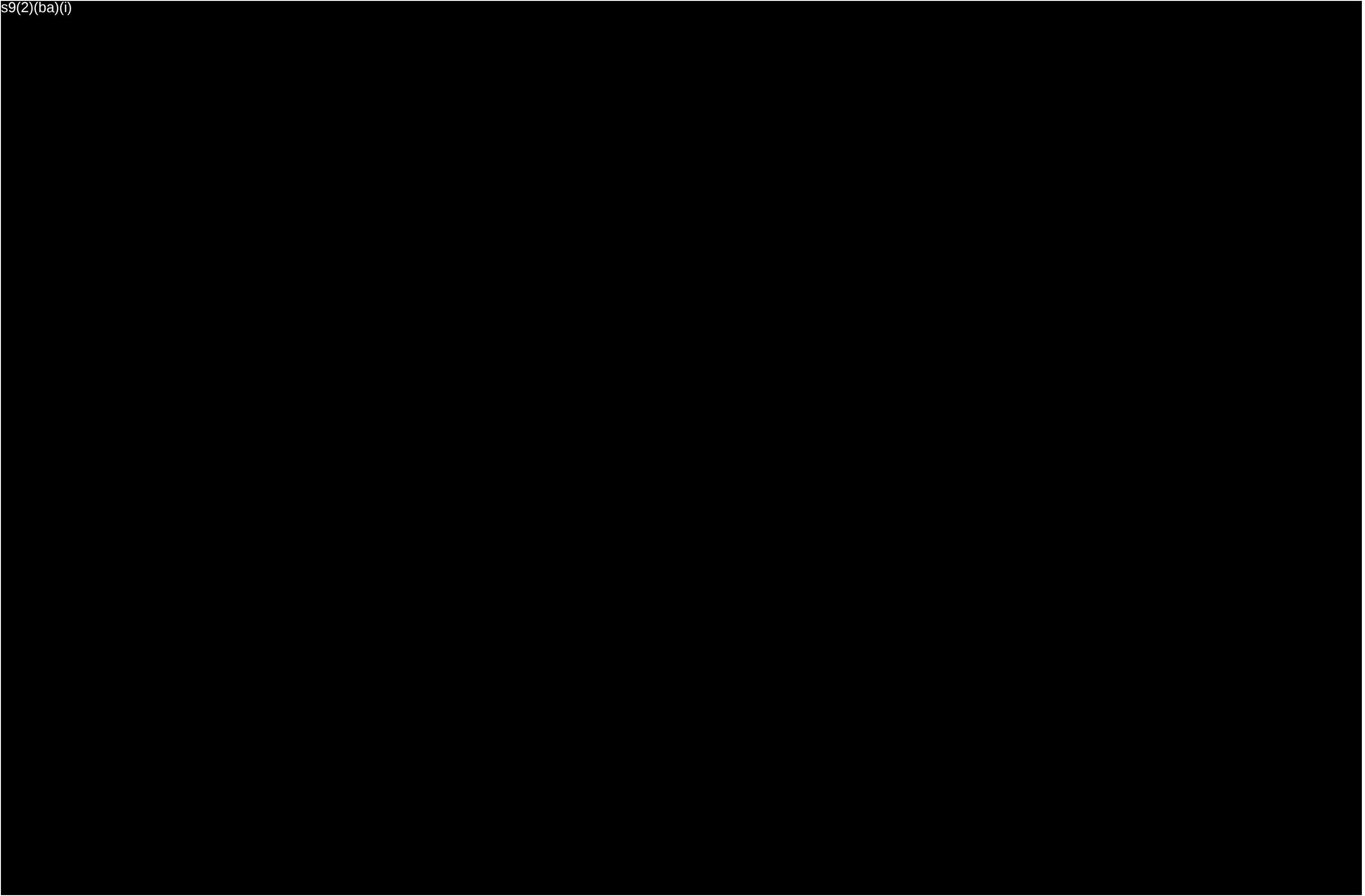
s9(2)(ba)(i)



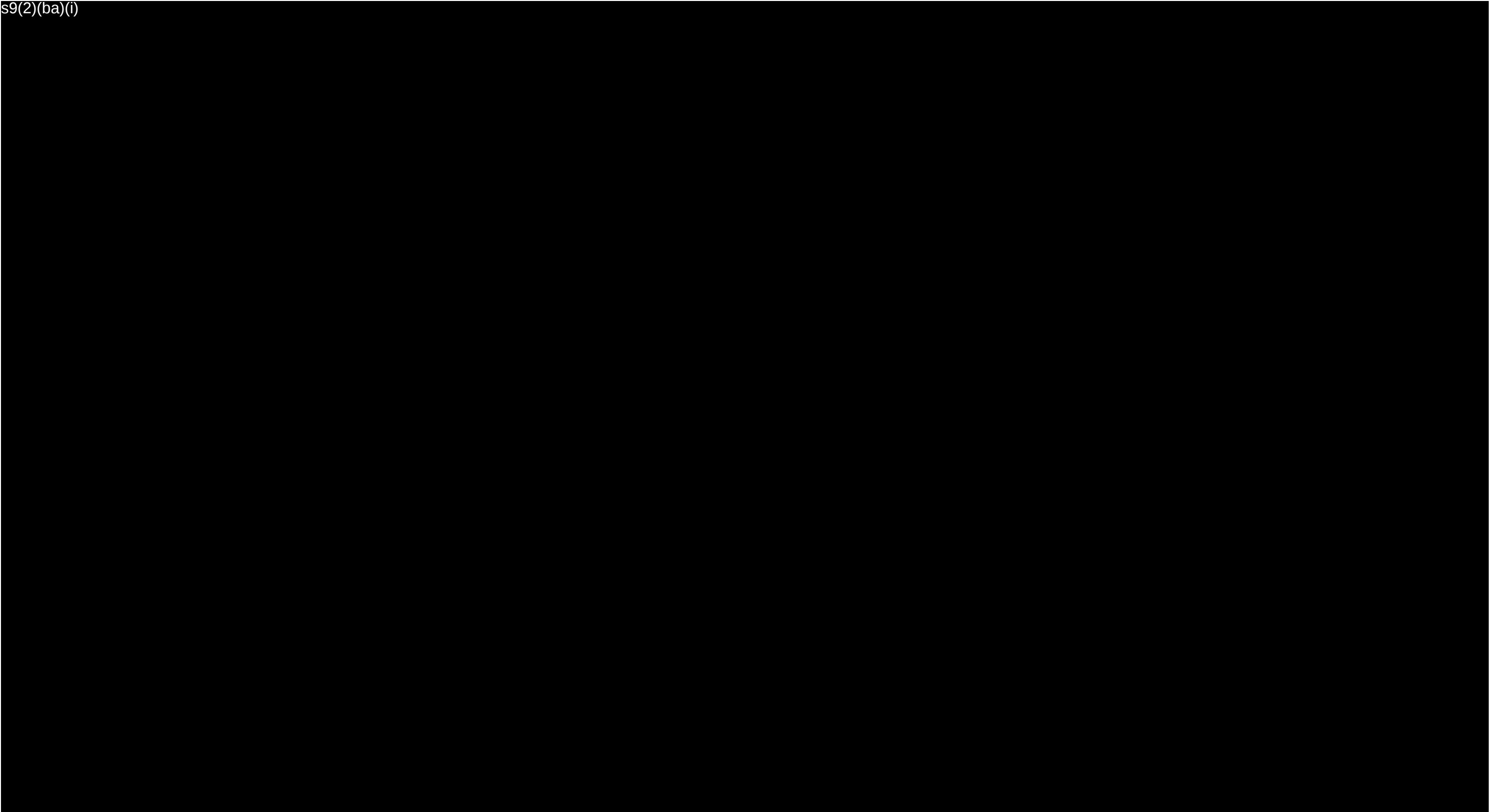
s9(2)(ba)(i)



s9(2)(ba)(i)



s9(2)(ba)(i)





Social Development and Employment Update

Week ending Friday 30 May 2025



**MINISTRY OF SOCIAL
DEVELOPMENT**
TE MANATŪ WHAKAHIATO ORA

Contents

Contents	2
Employment.....	3
Partnership the key to getting young people into jobs.....	3
Disability and Carers	3
Community Participation Service Update	3
Family and Sexual Violence.....	4
Update on the successful delivery of the Ethnic Communities Innovation Fund National Hui.....	4
Entryway into ACC Sensitive Claims through Safe to Talk	4
People and Capability.....	5
MSD procurement provides employment opportunities for clients	5
Historic Claims	6
Top-up payment for Abuse in Care update	6
Media and OIA requests	7
Official Information Act requests	7
Social Media Highlights	8
Scott gets his confidence back	8
MSD teams recognise Pink Shirt Day.....	9
Survivors of abuse in care top-up payment.....	9
Cabinet Papers and Report Planner.....	10
Publications Pipeline.....	10
Upcoming Pipeline	10
Visits and Actions.....	11
Upcoming Visits.....	11
Visit Actions.....	11
Upcoming Reports.....	11

s9(2)(f)(iv)

Front cover photo: After three years out of the workforce due to injury, Scott (pictured) worked with work broker Kaien Li, to take his first steps back into employment.



Tele'a Andrews
Director, Office of the Chief Executive

Employment

Partnership the key to getting young people into jobs

Lead: Hayley Hamilton, Group General Manager, Employment

After finishing Year 13, s9(2)(a) faced barriers including limited access to career pathways and work experience. They completed South Auckland's Ara Schools Programme which supports students from lower decile schools, gaining valuable hands-on experience.

Ready for the next step, Airport Ara Hub and MSD's Jobs and Skills Hub worked together to place them in paid work experience for six weeks with the construction company Hawkins NZ, to work on Auckland Airport's WP1 project to integrate the Domestic and International Terminals. Managers on site told MSD that the boys' professionalism and work ethic stood out.

Building on this success, the Hubs worked with NZ Strong Construction, a partner of the MSD Jobs and Skills Hubs, to support s9(2)(a), who is now working full-time on Auckland Council's s9(2)(a), while s9(2)(a) has secured a full-time role on the Auckland Airport project. Both are employed as s9(2)(a), earning a living wage, and continuing their training through the Level 3 Certificate in Construction.

The Jobs and Skills Hubs operate in six locations: Auckland's Manukau, City Centre, and North, as well as Hawke's Bay, Gisborne, and Lower Hutt. Since the start of the financial year, the Hubs have achieved 1,228 employment placements and 3,366 training placements as at 25 May 2025.

s9(2)(a)

Responsible DCE: Viv Rickard, Service Delivery

Disability and Carers

Community Participation Service Update

Lead: Rebecca Brew-Harper, General Manager Service and Contracts Management

In the 28 February SDEU, we advised you that we were purchasing additional places and locations from our Community Participation Service providers to support people with disabilities. The first phase of this work to award additional places to existing Community Participation providers is now complete. 40 organisations have been granted additional places, with 899 places granted in F2025, building to 1,290 places from F2026 onwards. From F2026, this will be an additional investment of \$7.885 million per year.

We are now beginning phase two of this work to invest in Community Participation services in new locations which will be completed in late June. This is the final phase of investment from Budget 2020.

Responsible DCE: Mārama Edwards, Māori Communities and Partnerships

Family and Sexual Violence

Update on the successful delivery of the Ethnic Communities Innovation Fund National Hui

Lead: Rena Hona, General Manager, Māori, Partnerships and Programmes

In the 4 April SDEU, we updated you on the Ethnic Communities Violence Prevention (ECVP) programme, including our intention to hold an Ethnic Communities Innovation Fund (ECIF) National Hui with community partners. This update provides details of feedback from the event.

Over 7 and 8 April 2025, we successfully hosted the national hui bringing together ECIF community partners from across New Zealand to share learning and insights from their projects funded through ECIF. These projects run from 4 June 2024 to 4 June 2025.

Through interactive workshops and activities, community partners learnt about other ECIF initiatives. MSD also shared about ongoing projects, evaluation and research being undertaken on violence prevention for marginalised communities.

This event was the first time ECIF partners came together in person and the feedback has been positive. Via the post-event feedback process, one participant said they “really appreciated the opportunity to come together from across the motu to connect around this mahi”. Another shared that “there is tremendous potential for the extent of work that can be done in the area of FV and SV”, following engagement with diverse groups the ECIF project supports. Participants found the whanaungatanga session and the research panel the most valuable, with one participant adding, “these findings could be (and should be) utilised to push for change”.

Many stated that they gained deeper understanding of the work currently happening for these communities, inspiring their own practices in preventing violence. They felt this event enabled them to work on fostering communities of practice with likeminded organisations and focus on solutions to make greater longer-term impacts.

An evaluation focused on process and outcomes is being completed on the ECIF project to understand its impacts in violence prevention. We will be holding a meeting on 3 June 2025 with the community partners online to formally close the project.

Entryway into ACC Sensitive Claims through Safe to Talk

Lead: Mark Henderson, General Manager, Safe Strong Families and Communities

This update informs you of an enhancement to the Safe to Talk service. Safe to Talk is the MSD funded national sexual harm helpline, run by Whakarongorau Aotearoa - New Zealand Telehealth Services Limited (Whakarongaorau). Safe to Talk provides free and confidential support and information to anyone affected by sexual harm. The service is available 24/7 through text, webchat, phone, email and the website.

Survivors of sexual harm need to be able to easily find information and be connected to support services. For some, that may be ACC Sensitive Claims, while for others that may be other services and supports available through MSD or within the community.

From late 2021, ACC worked to evolve Sensitive Claims and in May 2023, supported by MSD, they partnered with Whakarongorau to develop a new pathway to the Sensitive Claims service. This is planned to be incorporated into the existing Safe to Talk service in September 2025. This means, Safe to Talk will replace the ACC funded 'Find Support' website as the primary entry point for survivors to access ACC information and support.

MSD will continue to fund the clinical staff operating the Safe to Talk service. ACC will fund the non-clinical advisors who will be able to refer clients to the clinical staff, while also delivering their key role of helping survivors navigate to the correct service including ACC Sensitive Claims.

Over the next three years, ACC alongside Whakarongorau and MSD will continue to explore how additional functionalities can be integrated. This contributes to developing a 'single entry online platform for sexual violence services' which is a priority activity under the 'Take Action on Sexual Violence' priority of the second Te Aorerekura Action Plan.

Responsible DCE: Mārama Edwards, DCE Māori Communities and Partnerships

People and Capability

MSD procurement provides employment opportunities for clients

Lead: Karen Dawson, Group General Manager, Commercial Operations

MSD procurement strives to add value from every dollar spent and ensure that funding is used to directly contribute to the MSD purpose of helping New Zealanders to be safe, strong and independent.

Our procurement policies and processes embed the Government Procurement Rules and best practice principles. They are robust and deliver value whilst making it easier for New Zealand suppliers to work with us.

Procurement is used as an opportunity to support MSD's purpose by working with suppliers to provide employment opportunities for MSD clients. Examples include:

- working with the MSD static security provider to agree an employment strategy that provides up to 20 job opportunities per quarter
- negotiating an agreement with the MSD print device supplier that has resulted in up to five technical internships being made available to MSD clients per year
- working with current MSD recruitment suppliers to ensure MSD clients are prioritised in their processes
- ensuring that new commercial contracts have provisions to provide employment opportunities to MSD clients and that these are included in related SLAs and KPIs
- engaging at the regional level to target specific labour market needs.

Given the spread of MSD across New Zealand, these employment opportunities are available in areas outside the main centres, therefore assisting with regional economic growth.

Responsible DCE: Nadine Kilmister, People and Capability

Historic Claims

Top-up payment for Abuse in Care update

Lead: Linda Hrstich-Meyer, General Manager, Historic Claims

Following the announcement on Friday 9 May by Minister Stanford that claimants of historic abuse with a closed claim could apply for a top-up payment there have been 1,201 registrations across all agencies as at 27 May 2025. Of the 1,201 applications received so far, 1,077 have registered with MSD.

Over 200 of the registrations are not eligible for a top up for a number of reasons including having duplicate applications, having open claims and not having a claim with a redress agency.

A total of 10 Top-up payments have been made by MSD to date. MSD have another 17 applications in process of being paid and expect the number to go up significantly over the next few weeks.

We continue to receive a steady number of phone calls per day, mostly from survivors wanting to register for a top up payment but also to follow up on their registrations. The themes from the phone calls in the last week have included:

- a recent news article about egregious abuse, which caused some confusion with a number of callers concerned that top-up payments are no longer available
- queries from survivors on whether their application has been received
- asking about timeframes and how long the process will take.

We have included feedback received from one of our first survivors to receive a payment "Thank you ever so much for processing my top up payment so quickly. Now I can make my bus liveable. Thank you ever so much to you all".

Responsible DCE: Nadine Kilmister, People and Capability

Media and OIA requests

Official Information Act requests

Since the last SDEU to week ending 30 May 2025, you received one new request for official information. Details of current requests are shown in the table below.

New Requests				
Requester	Topic	Approach	Due date to the Minister	Due date to Requester
s9(2)(a)		A highly broad request, we are assessing whether s18(f), refinement or interpretation applies	17 June 2025	24 June 2025

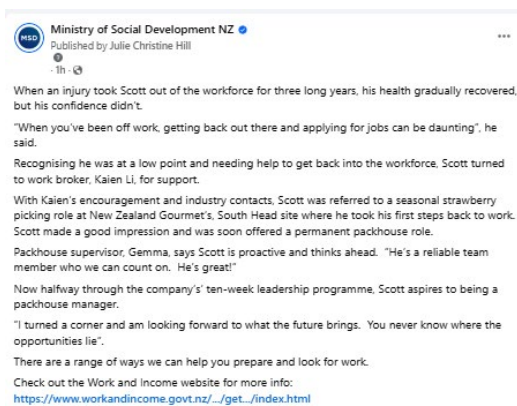
Existing Requests				
Requester	Topic	Approach	Due date to the Minister	Due date to Requester
s9(2)(a)		Request refined to 11 reports - provide reports with relevant redactions	7 March 2025	28 March 2025
		Release in part	4 April 2025	11 April 2025
		Release reports in part, with legal privilege and 18(c)(ii) applying	7 April 2025	16 May 2025
		Release 9 docs, with some active consideration	13 March 2025	27 May 2025
		To provide docs	3 June 2025	10 June 2025
		To be confirmed	5 June 2025	12 June 2025
		To retrieve any information in-scope	11 June 2025	27 June 2025

Social Media Highlights

We use our social media channels to let clients know how we can work with them on their journey to employment, as well as about changes to payments or programmes, client success stories, and to highlight the work of MSD staff. For many of the groups we serve, social media is their preferred method of communication.

Below is some of our top-performing posts for the fortnight ending 23 May 2025.

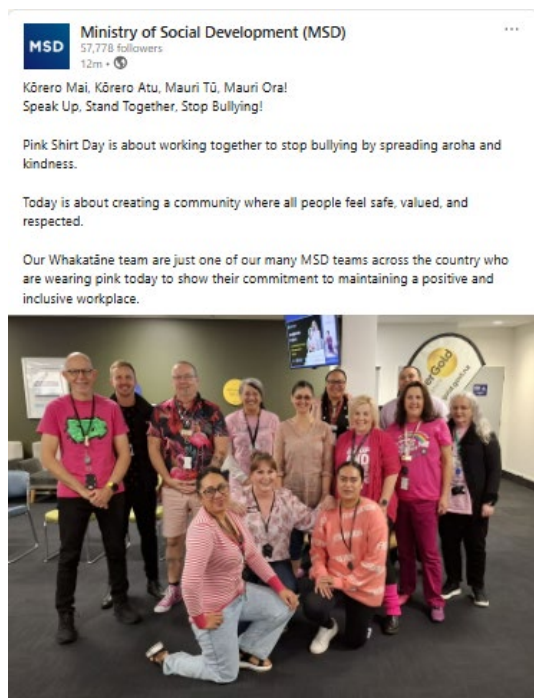
Scott gets his confidence back



We reached more than 14,800 people on Facebook with the story of Scott, an Aucklander who had three years out of the workforce due to health issues. While Scott's health recovered, his confidence didn't. He was supported in his journey back to work by his MSD work broker.

The post received 646 reactions and 41 positive comments, and it was shared 11 times. There were 35 link clicks through to the Work and Income website information on getting ready to find a job.

MSD teams recognise Pink Shirt Day

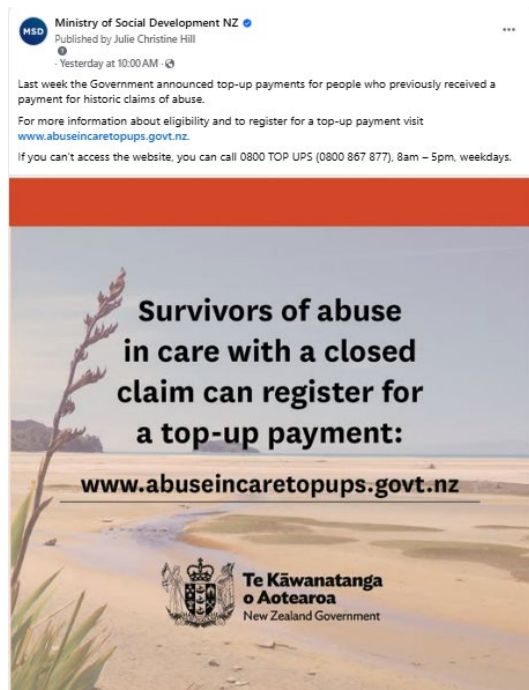


We reached more than 8300 people on LinkedIn with a post on the Whakatāne service centre team wearing pink to recognise Pink Shirt Day. Pink Shirt Day is about working together to stop bullying and spread aroha and kindness.

The Whakatāne team was one of many MSD teams around the country who took part.

The post had 129 reactions, ten comments and one share.

Survivors of abuse in care top-up payment



We reached more than 6,700 people on Facebook with an information post about eligibility for a top-up payment for people who had previously received a payment for historic abuse.

The post received 29 reactions, 25 comments, and was shared 17 times. The post also received 124 link clicks through to the Abuse in Care Top-Ups website.

Responsible DCE: Melissa Gill, Organisational Assurance and Communication

Cabinet Papers and Report Planner

The following are your papers to be considered in the upcoming months.

Cabinet Committee	Title	Branch	Date
APH	New Zealand Artificial Limb Service: Appointment	Strategy & Insights	8 June 2025
APH	Social Security Appeal Authority: Appointments	Strategy & Insights	July 2025 (TBC)

Publications Pipeline

Upcoming Pipeline

The following publications have been completed and will be published on MSD's website.

Title	Description	Publication date
Employment Investment Strategy 2025-2028	The 2025-28 Strategy is focused on supporting more people into work, reducing benefit dependency, and intervening early by targeting investment based on people's employment support needs and their distance from the labour market.	1 July 2025
When parental aspirations aren't enough: An exploration of the importance of parental aspirations in the socioeconomic gradient in child outcomes (Motu)	This research found little evidence that parental aspirations are an important driver explaining disparities in child outcomes for children from low socioeconomic backgrounds.	2025 (TBC)

Visits and Actions

Upcoming Visits

The following are events that you have planned in the upcoming months.

Date of visit	Where	Purpose of visit
11 June 2025	Field Days	To attend Field days in your Ministerial capacity.
27 September 2025	LSV Graduation, Trentham	To attend the LSV Graduation and meet graduates of the programme.

Visit Actions

You have no outstanding actions from visits.

Upcoming Reports

The following are reports to be considered in the upcoming months set out in order of your priorities.

Title	Description	Due Date	Business Unit
<i>Priority 1: Getting people into employment and lifting economic outcomes</i>			
Immigration (skilled migrants/Green List and seasonal visa pathways)	MSD advice to support Labour Market Ministers July discussion on immigration (skilled migrants/Green List and seasonal visa pathways).	30 May 2025	Policy
s9(2)(f)(iv)			
Advice to support Ministerial consultation on the draft Cabinet paper on seasonal visa pathways.	MSD advice to support Ministerial consultation on the draft Cabinet paper on seasonal visa pathways.	(TBC)	Policy
Advice to support Cabinet discussion on the seasonal visa pathways.	MSD advice to support Cabinet discussions on the seasonal visa pathways.	(TBC)	Policy

Priority 2: Welfare that Works and Reducing Benefit Dependency

s9(2)(f)(iv)

Priority 4: Other

Corporate accountability

Social Workers Registration Board: Appointment approach	This report seeks your agreement to undertake an appointment process for one member of the Social Workers Registration Board with a term expiring in August 2025. The report also updates you on the timing of advice on the appointment approach for the Social Workers Disciplinary Tribunal.	3 June 2025	Strategy & Insights
Independent Children's Monitor Board - Appointment pack for Governor-General	This report provides the appointment documents for submission to the Governor-General to complete the appointment of the members of the Independent Children's Monitor Board.	3 June 2025	Strategy & Insights
New Zealand Artificial Limb Service Board Fees	This report seeks substantive increases to the New Zealand Artificial Limb Service Board fees that require the Minister for the Public Services agreement.	4 June 2025	Strategy & Insights
Place-based initiatives – report to Joint Ministers	This report to you and the Minister of Finance seeks your direction on funding decisions for the Place-based Initiatives. The current outcomes-based contracts are set to expire on 30 June 2025.	4 June 2025	Strategy & Insights
Ministry of Social Development Quarter Three Performance Report 2024/25	This report provides you with a summary of how the Ministry of Social Development performed in the third quarter of 2024/25	10 June 2025	Strategy & Insights
Crown entity performance for quarter three 2024/25	This report provides you with monitoring advice on the Crown entities' performance for Q3 of 2024/25.	18 June 2025	Strategy & Insights

Te Korowai Whetu Social Cohesion Monitoring Report 2024	This report provides you with a summary of the findings and publication plan from the updated Te Korowai Whetū Social Cohesion Indicator Report (the report) which has been prepared by the Ministry of Social Development (MSD) for publication.	20 June 2025	Strategy & Insights
Transfer of the Independent Children's Monitor's Appropriation from Vote Education Review Office to Vote Social Development	This report seeks agreement, from the Minister of Finance, Minister of Education, Minister for Social Development and Employment, to transfer funding from the Independent Children's Monitor's (the Monitor's) Appropriation within the Education.	June 2025 (TBC)	Strategy & Insights
<i>Income support</i>			
Information Sharing: Changes required for Income Charging	Seeks agreement to progress amendments to the Approved Information Sharing Agreement between IR and MSD to facilitate the use of payday filing information in income charging.	25 June 2025	Policy
<i>Welfare support</i>			
Automated Decision-Making Detailed Design Decisions	Seeks agreement to detailed design decisions for ADM remediation processes being progressed through the Modernisation Amendment Bill.	12 June 2025	Policy
s9(2)(g)(i)			
Advice on the Parental Assistance Test	Provides first decisions on the key parameters of the parental assistance test	31 July 2025	Policy
<i>Older People</i>			
Supporting older people with compounding disadvantage – work-programme report back.	Provides an update on the work-programme and options for future focus.	June 2025 (TBC)	Policy

Social Worker Registration Board

Supporting information and talking points for meeting with the Social Workers Registration Board

Information to support the Minister's bi-annual meeting with the Social Workers Registration Board

12 May 2025

Policy

International

New Zealand's approval of Australia's Interpretive Declaration

This report seeks your agreement for New Zealand to approve an Interpretative Declaration, developed by Australia, which clarifies their interpretation of a provision in the Social Security Agreement between the two countries. The Interpretative Declaration will not amend the agreement, rather it serves to clarify Australia's interpretation of a particular provision in the agreement in line with long established policy and practice. The Declaration will ensure that eligible New Zealanders in Australia have continued access to social security payments covered by the SSA. We also seek your agreement for Australia to publicise NZ's agreement with the Declaration.

11 June 2025

Policy

Finalisation of New Zealand's social security negotiations with Spain and Hungary

This provides an update on New Zealand's social security negotiations with Spain and Hungary and the next steps, including Cabinet approval, required to finalise and implement these agreements.

14 July 2025

Policy

Disability

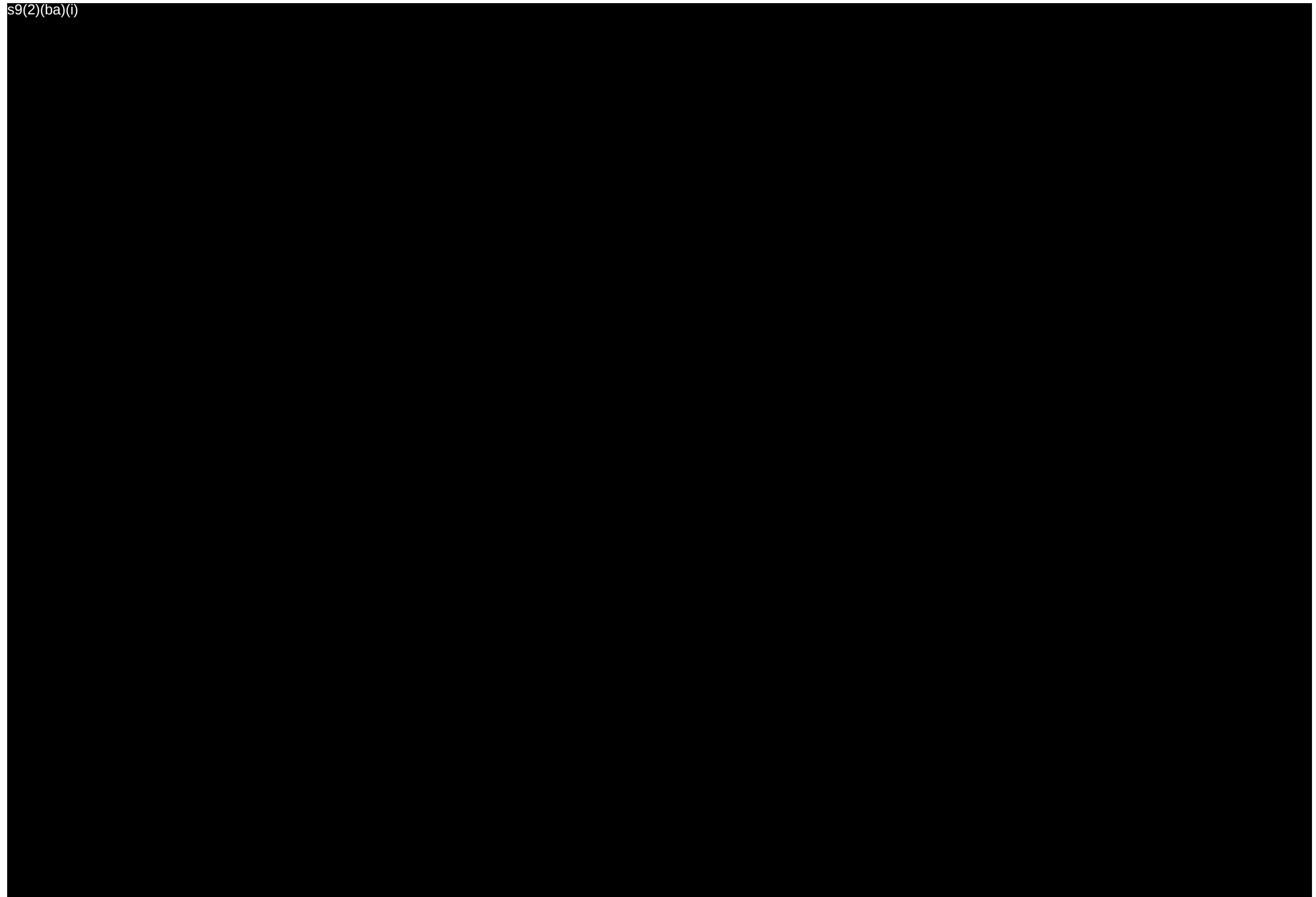
Updates to ACC Regulatory Settings

Provides the Minister with advice on the impacts to MSD and DSS of MBIE's proposed changes to ACC's hearing aid regulations

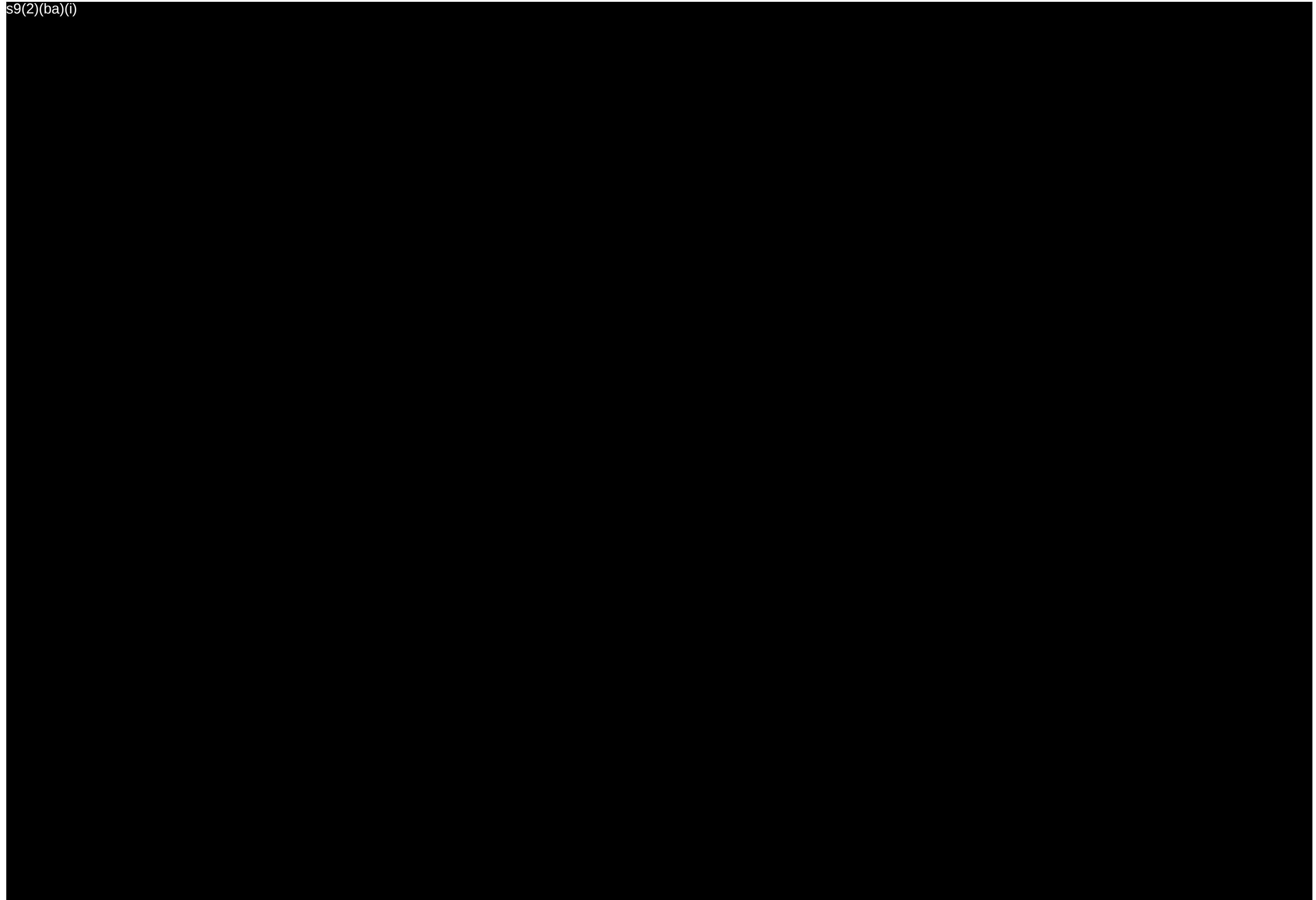
21 May 2025

Policy

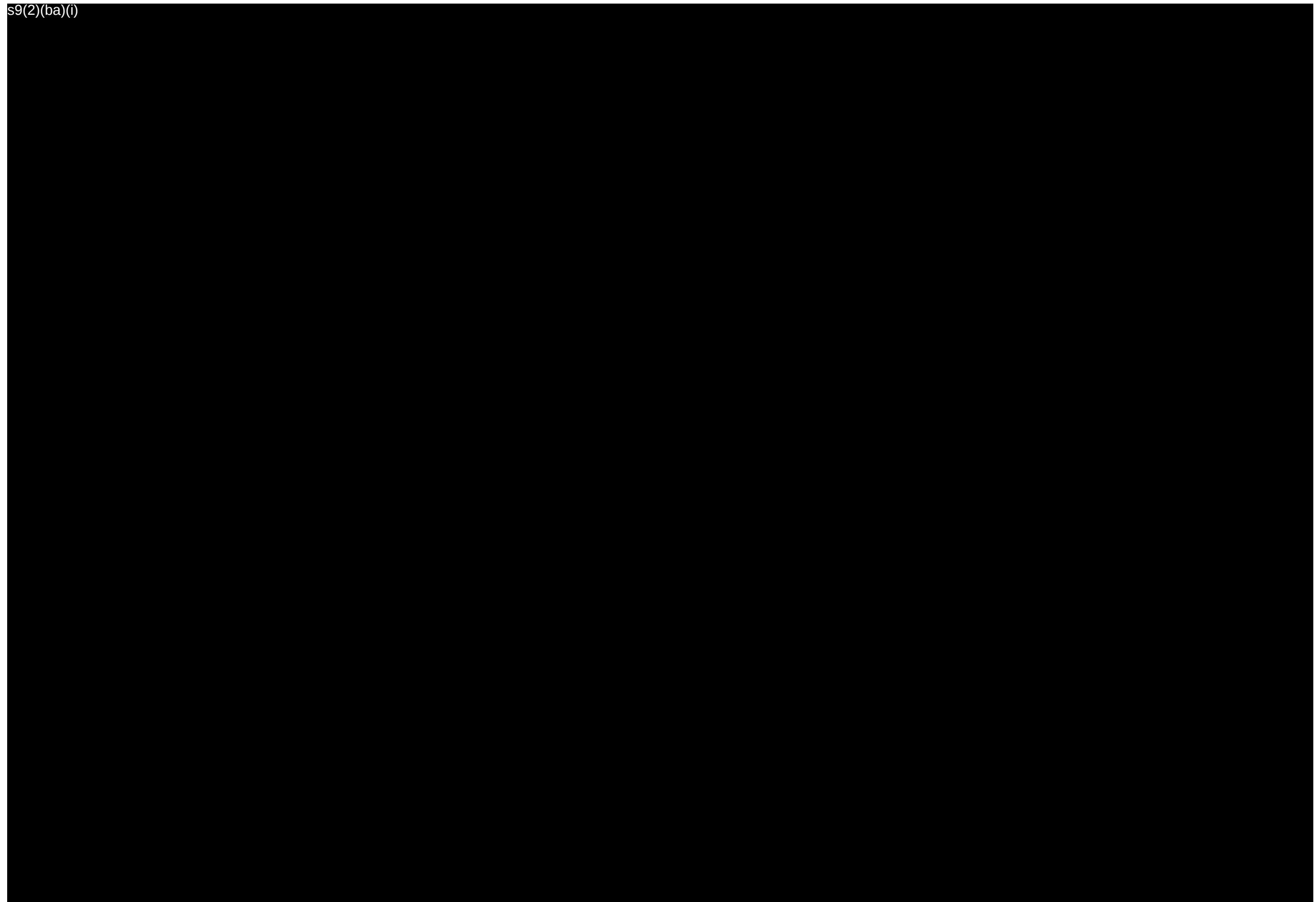
s9(2)(ba)(i)



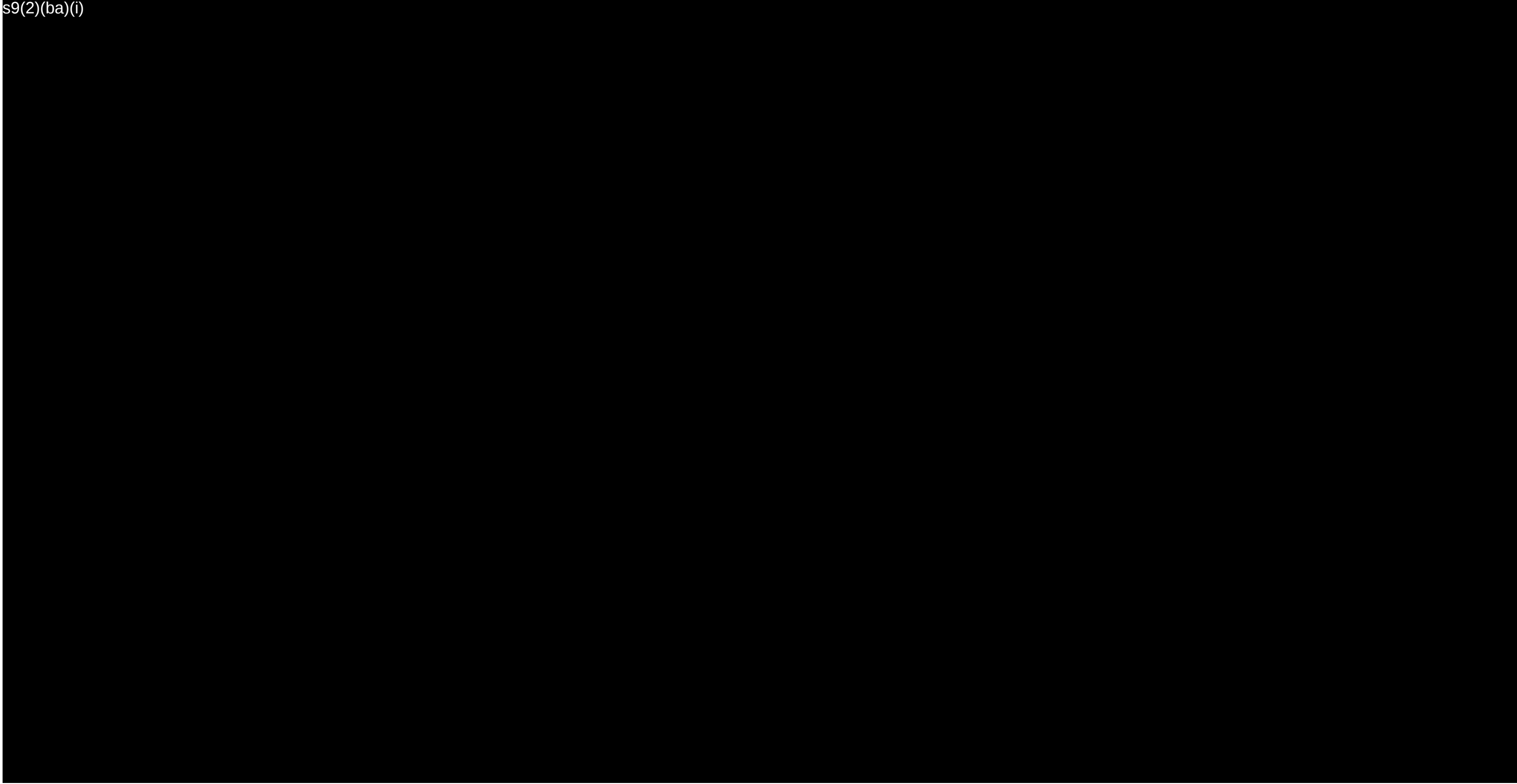
s9(2)(ba)(i)



s9(2)(ba)(i)



s9(2)(ba)(i)





Social Development and Employment Update

Week ending Friday 20 June 2025



**MINISTRY OF SOCIAL
DEVELOPMENT**
TE MANATŪ WHAKAHIATO ORA

Contents

Contents	2
Youth	4
Kai and connection – Youth Week, Taranaki style.....	4
Family and Sexual Violence.....	4
Are You OK – campaign content launch	4
Love Better – evaluation update.....	5
Sexual Violence Services: Discovery phase of Tautoko Tāne Aotearoa’s proposal of contracting opportunities	5
Family Violence and Sexual Violence Accessibility Fund	6
Iwi Partnerships	7
MSD approves a Relationship Agreement with Ngā Hapū o Te Iwi O Whanganui (formerly Whanganui Land Settlement)	7
Ngāti Kahungunu ki Wairapapa Tāmaki Nui-a-Rua – Chief Executive level engagement in Masterton on 9 July 2025	7
Services for the Future.....	8
Contact Centre move to Cloud	8
Historic Claims	9
Top-up payment for Abuse in Care progressing well	9
Strategy and Insights	9
Assessing MSD’s Oversight of Crown Entities.....	9
Monitoring and evaluation of the Traffic Light System - Client Survey.....	9
Media and OIA requests	11
Official Information Act requests	11
Social Media Highlights	12
Alex overcomes ill-health and finds work	12
Kees’ success as an apprentice mechanic	12
Cabinet Papers and Report Planner.....	13
Publications Pipeline.....	13
Upcoming Pipeline	13
Visits and Actions.....	13



Tele'a Andrews
Director, Office of the Chief Executive

Upcoming Visits..... 13

Visit Actions..... 13

Upcoming Reports.....14

s9(2)(ba)(i)

Front cover photo: After surgery improved Alex’s chronic health condition, work broker Ronalyn sprung into action to find Alex a role in retail that he enjoys.



Tele’a Andrews
Director, Office of the Chief Executive

Youth

Kai and connection – Youth Week, Taranaki style

Lead: Paula Ratahi O'Neill, Acting Group General Manager, Client Service Support



Pictured: Young people working hard to prepare hāngī for 250 people in their community

Youth Week (19-25 May) was a nationwide festival of events organised by young New Zealanders to celebrate the talents, passion and success of local young people.

This year, Taranaki-based Youth Service provider, Tui Ora, provided support for a group of 16–17-year-olds not in education, employment or training (NEET) to take part in a local Youth Week event by preparing a free hāngī for 250 people.

Tui Ora is a Youth Service provider contracted to support 170 young people (120 Youth Payment/Young Parent Payment and 50 NEET) in

Hāwera, New Plymouth, Stratford and Waitara.

Of the young people in the NEET Service who were working with Tui Ora and have left within the last three months, 70% have achieved at least NCEA level one, while 55% of the young people they work with are currently enrolled in education, training or work-based learning, with the rest working towards their next education or work opportunity.

Responsible DCE: Viv Rickard, Service Delivery

Family and Sexual Violence

Are You OK – campaign content launch

Lead: Mark Henderson, General Manager Safe, Strong Families and Communities

In line with the 2 May SDEU and follow up notification you received on 14 May, Phase One of the new Are You Ok campaign launched on 16 May. This soft launch acted as a callout asking people to share their stories of supporting someone else, or being supported, through their experience of intimate partner violence.

Using these stories, and the experiences of some well-known New Zealanders, content has been created for distribution on social and mainstream media from 26 June. This content talks openly about the role of a supporter, what that means for those who have supported people, and been supported. If you wish to share any of the Phase One content, you can do so via the Are You Ok website (www.areyouok.org.nz) and social media pages (Facebook or Instagram).

Phase Two is on track to be launched on International Friendship Day, 30 July, as previously advised.

Love Better – evaluation update

Lead: Mark Henderson, General Manager Safe, Strong Families and Communities

We recently received mid-campaign evaluation data for Love Better and can report we have seen a 7% decrease in young people experiencing relationship harm since the launch of the campaign in 2023. In a survey carried out at the launch of the campaign, 87% of young people reported that they had experienced some form of relationship harm. We have seen a steady decline in young people reporting harm across the life of the campaign and can now report a decrease of 7% from our mid-cycle campaign survey for 2025.

This equates to over 44,000 fewer young people reporting experiencing relationship harm in just over two years.

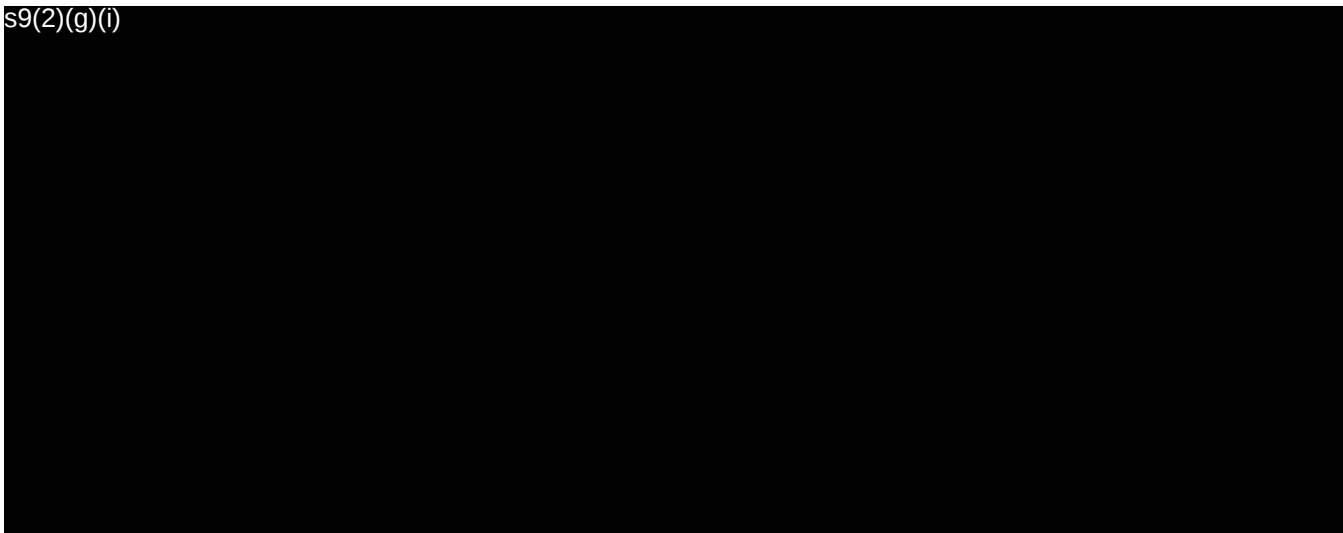
We will provide you with a summary of the mid-campaign evaluation results in the coming weeks. Following this, we will also share this summary with relevant stakeholders.

Sexual Violence Services: Discovery phase of Tautoko Tāne Aotearoa's proposal of contracting opportunities

Lead: Mark Henderson, General Manager Safe, Strong Families and Communities

Tautoko Tāne Male Survivors Aotearoa (TTA) is a national network that supports its member organisations to deliver services for Male Survivors of Sexual Abuse (MSSA). Over the past 10 years, TTA has facilitated the development of national policy and practice frameworks, implemented national case management and reporting systems, and led nationwide education and training programmes. TTA represents 10 of the 11 MSD contracted MSSA providers across New Zealand.

s9(2)(g)(i)



Family Violence and Sexual Violence Accessibility Fund

Lead: Mark Henderson General Manager Safe, Strong Families and Communities

In our 12 March 2024 report, we advised you of plans for the Family Violence and Sexual Violence (FV/SV) Accessibility Fund (the Accessibility Fund). This included working with Kāinga Ora to make some women's refuges physically accessible, providing accessibility training to family and sexual violence (FVSV) providers and providing one-off grants to support MSD funded FVSV providers with accessibility enhancements. Since that time, significant progress has been made on the work programme.

Accessibility Grants

In early 2025, 45 grants were provided to help improve physical, digital and information-based access to MSD funded FVSV providers. An example of a successful initiative supported is Midlands Sexual Assault Support Services (MSASS) translating their online video resources about safety and relationships into New Zealand Sign Language. These videos can be found on the @msasshamilton YouTube account.

Accessibility Training

Online delivery of accessibility training for FVSV providers started in March 2025. This training helps providers, and their staff better understand and support disabled people accessing their services. So far, feedback has been extremely positive, with 91% of participants reporting the content has helped them provide a more accessible service for disabled people.

The National Collective of Independent Women's Refuges (NCIWR) received a training grant so their workforce could receive training specific to their service delivery model. Over the past six months NCIWR has delivered three workshops, upskilling staff on the provision of safe and responsive services for disabled clients.

Improving refuge accessibility

On 19 May 2025, work began on physical modifications to the first safehouse/women's refuge in Palmerston North. These modifications are aimed at making the property accessible for disabled people/tāngata whaikaha Māori, helping more disabled women and children access the refuge and receive help in times of crises. Modifications will also be made to safehouses/refuges in Auckland in Nelson.

Responsible DCE: Mārama Edwards, DCE Māori, Communities and Partnerships

Iwi Partnerships

MSD approves a Relationship Agreement with Ngā Hapū o Te Iwi O Whanganui (formerly Whanganui Land Settlement)

Lead: Rena Hona, General Manager Māori, Partnerships and Programmes

The Crown is seeking to initial a Deed of Settlement with Ngā Hapū o Te Iwi o Whanganui on a date to be confirmed later in the year.

On 6 May 2025, MSD approved a Relationship Agreement with Ngā Hapū o Te Iwi o Whanganui. The Agreement will be included in the Deed of Settlement and has taken 10 months to develop and complete. The purpose of our Treaty Settlement Relationship Agreements is to develop and maintain positive and enduring values-based working relationships with iwi, including to deliver mutually agreed outcomes.

The agreement does not contain any specific Ministerial commitments, and the iwi's area of interest is outside Taupō electorate boundaries.

The next stages of the Deed of Settlement process include:

- Initialling of the Deed of Settlement; and
- Deed of Settlement signing

Your Ministerial colleague, Hon Paul Goldsmith, Minister for Treaty Negotiations, will likely invite you to these forthcoming settlement milestone events when they take place. We will ensure you are well supported should you wish to attend any of the events.

Ngāti Kahungunu ki Wairapapa Tāmaki Nui-a-Rua – Chief Executive level engagement in Masterton on 9 July 2025

Lead: Rena Hona, General Manager Māori, Partnerships and Programmes

MSD is one of 10 Crown agencies and entities named in the Ngāti Kahungunu ki Wairarapa Tāmaki nui-a-Rua Deed of Settlement 2021, who has committed to work with the iwi to develop and implement a social and economic revitalisation strategy.

Ray Hall, the Chief Executive for Ngāti Kahungunu ki Wairarapa Tāmaki nui-a-Rua Settlement Trust (the post-settlement governance entity) has invited relevant Chief Executives of Crown agencies, including MSD, to the inaugural forum in Masterton on Wednesday 9 July 2025.

Mārama Edwards (DCE) will attend the engagement on behalf of MSD. TPK is the Crown lead for this forum and will distribute a briefing pack to officials on 2 July 2025. We will keep you informed of future developments.

Responsible DCE: Mārama Edwards, Māori, Communities and Partnerships

Services for the Future

Contact Centre move to Cloud

Lead: George van Ooyen, Group General Manager, Client Service Support

MSD's existing on-premises contact centre and voice technology, Genesys Engage, will reach end-of-life in 2028. This platform is used by around 2,500 MSD staff and assists with answering almost four million calls annually.

As part of MSD – services for the future we will move to a cloud-based system that will create a seamless experience for clients, allowing them to better connect with us and have a consistent, personalised experience using the voice channel that best suits them.

Moving to the cloud is a strategic step towards delivering modern, flexible and integrated services that put the client's experience first. It will drive a transformation shift in service delivery and operational efficiency.

In December 2024 we initiated a robust closed tender process with providers with the capability to support the contact centre move to Cloud, to select a technology partner. Following that process, we have selected NTT Data as our implementation and support partner to design and transition our contact centres and voice services to a modern Genesys Cloud platform.

NTT Data is a Global Gold Genesys Partner, supporting over 100,000 contact centre seats globally. Locally, they have extensive New Zealand experience in this space. They recently completed the transition of ACC and Health New Zealand to the Genesys Cloud platform, and have achieved reduced operational costs, improved scalability, enhanced agent experience and faster time to value with new features for both agencies.

As a new partner to MSD, NTT Data is dedicated to fostering a trusted partnership with us. We're looking forward to connecting NTT with MSD's specialists as well as our other technology partners to help deliver our future state technology platform.

The first deliverable we're expecting is a 'Sandbox' environment - an actual, usable setup of a Genesys Cloud platform (not hosting any client data) that our technical and user teams can log into to validate assumptions and start learning about the new capabilities and configuration options of the platform. This is on target for 30 June 2025.

Responsible DCEs: Viv Rickard, Service Delivery and Tracy Voice, Services for the Future

Historic Claims

Top-up payment for Abuse in Care progressing well

Lead: Linda Hrstich-Meyer, General Manager, Historic Claims

The Ministry continues to focus on progressing Top-up payments with 108 payments being made from a total of 918 claims that have completed the validation process. As at 18 June the total payments were \$1.1m. We are ramping up the number of payments made on a weekly basis.

New registrations are continuing with 1,778 being made and of these 1,596 being with our Ministry.

We are still receiving around 200 phone call on any given day to our Top-up line which a high percentage now being around when payments will be made.

Responsible DCE: Nadine Kilmister, People and Capability

Strategy and Insights

Assessing MSD's Oversight of Crown Entities

Lead: Sean Maxwell, General Manager Strategy, Investment and Operational Performance

In April, the Public Service Commissioner wrote to the Chief Executive requesting an assessment of MSD's capability for and approach to Crown entity monitoring and support for Ministerial board appointments. This request is not specific to MSD and is designed to ensure that departments' approach to Crown entity monitoring and board appointments is robust, fit-for-purpose, and delivering value. The letter referred to recommendations by the Auditor-General about improving Crown entity monitoring, as well as recent questions from Ministers about the quality of current systems and capability.

We are keen to gather your views on what is important for our monitoring and appointments functions. The Commissioner also requested that Ministers' views are incorporated. We will work with your office to confirm the best way to do this.

An assessment and improvement plan must be submitted to the Public Service Commission by 31 August 2025.

Monitoring and evaluation of the Traffic Light System - Client Survey

Lead: Paul Merwood, General Manager Evidence and Effectiveness

The Traffic Light System (TLS) is part of a comprehensive package of welfare reforms designed to shift more people off Jobseeker Support into work (Welfare that Works). A report on the plan for monitoring and evaluation of the TLS was provided to you on 24

March 2025. The report noted an online survey of clients would be conducted as part of the broader evaluation to gather information about the delivery of the TLS.

The client survey focuses on clients' understanding of their obligations, the extent to which the TLS has helped understanding, and ease of compliance with obligations. The survey will be sent to around 15,000 Jobseeker Work Ready (JS-WR) clients in different TLS colour settings (green, orange or red). We will pilot the survey in July before running the official survey in September 2025.

Insights from the TLS client survey will be combined with findings from other evaluation activities and shared with your office in December 2025.

Responsible DCE: Sacha O'Dea, Strategy and Insights

Media and OIA requests

Official Information Act requests

Since the last SDEU to week ending 30 May 2025, you received no new requests for official information. Details of current requests are shown in the table below.

Existing Requests				
Requester	Topic	Approach	Due date to the Minister	Due date to Requester
s9(2)(a)		Request refined to 11 reports - provide reports with relevant redactions	7 March 2025	11 March 2025
		Release reports in part, with legal privilege and 18(c)(ii) applying	7 April 2025	7 April 2025
		Release in part	4 April 2025	11 April 2025
		Release 9 docs, with some active consideration	13 March 2025	27 May 2025
		A broad request, we are assessing where 18(f), refinement or interpretative inference may apply	17 June 2025	24 June 2025
		To retrieve any information in-scope	11 June 2025	27 June 2025
		Provide doc - 9(2)(h) and 9(2)(g)(i) redactions	12 June 2025	11 July 2025

Social Media Highlights

We use our social media channels to let clients know how we can work with them on their journey to employment, as well as about changes to payments or programmes, client success stories, and to highlight the work of MSD staff. For many of the groups we serve, social media is their preferred method of communication.

Below is some of our top-performing posts 26 May–13 June 2025.

Alex overcomes ill-health and finds work



We reached over 11,000 people on Facebook and over 9,200 people on LinkedIn with a post about Wellington job seeker Alex.

Poor health had left him with a long employment gap on his CV and being upfront about his chronic illness often meant being passed over.

But once his health condition improved after surgery, his work broker leapt into action to match him with the right vacancy and prepare him for the interview.

Now after six months in the job he is thriving in his retail and sales job in a Wellington bed shop.

On Facebook, the post received 354 reactions, 24 comments, and was shared six times. There were 25 click throughs to website information on how MSD helps people prepare and look for work.

Kees' success as an apprentice mechanic

We reached over 27,900 people on Facebook with a post about Kees, a young man who completed a 12-month cadetship and went on to become an apprentice diesel mechanic with Kaitaia's FNR Group Ltd.

MSD works with the company to support young job seekers like Kees in the Far North.

The post received 235 reactions, 10 comments, and was shared 14 times.

Responsible DCE: Melissa Gill, Organisational Assurance and Communication



Cabinet Papers and Report Planner

The following are your papers to be considered in the upcoming months.

Cabinet Committee	Title	Branch	Date
APH	Social Security Appeal Authority: Appointments	Strategy & Insights	29 July 2025 (TBC)

Publications Pipeline

Upcoming Pipeline

The following publications have been completed and will be published on MSD's website.

Title	Description	Publication date
Employment Investment Strategy 2025-2028	The 2025-28 Strategy is focused on supporting more people into work, reducing benefit dependency, and intervening early by targeting investment based on people's employment support needs and their distance from the labour market.	1 July 2025

Visits and Actions

Upcoming Visits

The following are events that you have planned in the upcoming months.

Date of visit	Where	Purpose of visit
1, 2, 3 July 2025	Gisborne	Into Work workshops
3 July 2025	Gisborne	Provider visits – providers to be confirmed
27 September 2025	LSV Graduation, Trentham	To attend the LSV Graduation and meet graduates of the programme.

Visit Actions

You have no outstanding actions from visits.

Upcoming Reports

The following are reports to be considered in the upcoming months set out in order of your priorities.

Title	Description	Due Date	Business Unit
<i>Priority 1: Getting people into employment and lifting economic outcomes</i>			
s9(2)(f)(iv)			
Advice to support Cabinet discussion on the seasonal visa pathways	MSD advice to support Cabinet discussions on the seasonal visa pathways.	14 July 2025	Policy
s9(2)(f)(iv)			
<i>Priority 2: Welfare that Works and Reducing Benefit Dependency</i>			
s9(2)(f)(iv)			
<i>Priority 4: Other</i>			
<i>Corporate accountability</i>			
Social Workers Disciplinary Tribunal: Appointment approach	This report seeks the Minister's agreement to undertake an appointment process for the Chair of the Social Workers Registration Board whose term expires in November 2025.	25 June 2025	Strategy & Insights
Transfer of the Independent Children's Monitor's Appropriation from Vote Education Review Office to Vote Social Development	This report seeks agreement, from the Minister of Finance, Minister of Education and Minister for Social Development and Employment, to transfer funding from the Independent Children's Monitor's Appropriation within the Education Review Office to the Ministry of Social Development as part of the transitional arrangement to give effect to the Oversight of Oranga Tamariki System Legislation Amendment Bill.	26 June 2025	Strategy & Insights

Independent Children's Monitor Board - Appointment pack for Governor-General	This report provides the appointment documents for submission to the Governor-General to complete the appointment of the members of the Independent Children's Monitor Board.	26 June 2025	Strategy & Insights
Final New Zealand Artificial Limbs Service and Social Workers Registration Board Statement of Performance Expectations	Annual Crown entity Statement of Performance Expectations are required by law to be tabled in the House prior to the beginning of the next financial year.	27 June 2025	Strategy & Insights
Quarterly Reporting on the Jobseeker Support Target and Supplementary Analysis	This report contains the A3 Quarterly JS Targets report for DPMC and the accompanying supplementary analysis for the Minister.	7 July 2025	Strategy & Insights
Children's Commissioner draft Statement of Performance Expectations and Statement of Intent	This report provides you with a draft Statement of Performance Expectations for 2025/26 and draft Statement of Intent for 2025-2028 for your review and feedback.	15 July 2025	Strategy & Insights
New Zealand Artificial Limb Service Board Fees	This report (formerly the 'actuarial report') brings together evidence from a range of sources, including actuarial estimates, to help understand the performance of the benefit system, including long-term implications and opportunities and risks. It builds on the earlier analysis on the benefit system using the 2023 Social Outcomes Model.	31 July 2025	Strategy & Insights

Income support

s9(2)(f)(iv), s9(2)(j)

Information Sharing: Changes required for Income Charging	Seeks agreement to progress amendments to the Approved Information Sharing Agreement between IR and MSD to facilitate the use of payday filing information in income charging.	25 June 2025	Policy
---	--	--------------	--------

Welfare support

Automated Decision-Making Detailed Design Decisions	Seeks agreement to detailed design decisions for ADM remediation processes being progressed through the Modernisation Amendment Bill.	24 June 2025	Policy
---	---	--------------	--------

Draft Cabinet paper: Tightening Benefit Eligibility for 18- and 19-year-olds	Provides you with a draft Cabinet paper seeking initial decisions on the design and implementation of the policy changes to tighten benefit eligibility for 18- and 19-year-olds.	2 July 2025	Policy
s9(2)(g)(i)			
<i>Older People</i>			
Supporting older people with compounding disadvantage – work-programme report back.	Provides an update on the work-programme and options for future focus.	July 2025 (TBC)	Policy
<i>Housing</i>			
Amendments to the Ministerial Direction in relation to Special Benefit: Including contributions from boarders in the assessment for the grandparented Special Benefit	Following the passage of the Social Assistance Legislation (Accommodation Supplement and Income-related Rent) Amendment Bill, changes to the Ministerial Direction in relation to Special Benefit are required to count the contributions from boarders when assessing the grandparented Special Benefit.	August 2025 (TBC)	Policy
Amendments to the Ministerial Directions in relation to Eligibility for Social Housing and Continued Eligibility for Social Housing: Including contributions from boarders in the Calculation of Affordability Formula in the Social Housing assessment	Following the passage of the Social Assistance Legislation (Accommodation Supplement and Income-related Rent) Amendment Bill, changes to the Ministerial Directions in relation to Eligibility for Social Housing and Continued Eligibility for Social Housing are required to count board payments received in the Social Housing assessment when determining the Affordability Rating.	August 2025 (TBC)	Policy
Amendments to the Ministerial Direction on Continued Eligibility for Social Housing: Expansion of Tenancy Reviews	Following Cabinet agreement to expand the group of social housing tenants paying a market who are eligible for a periodic tenancy review, changes are required to the Ministerial Direction.	November 2025 (TBC)	Policy
s9(2)(f)(iv)			

International

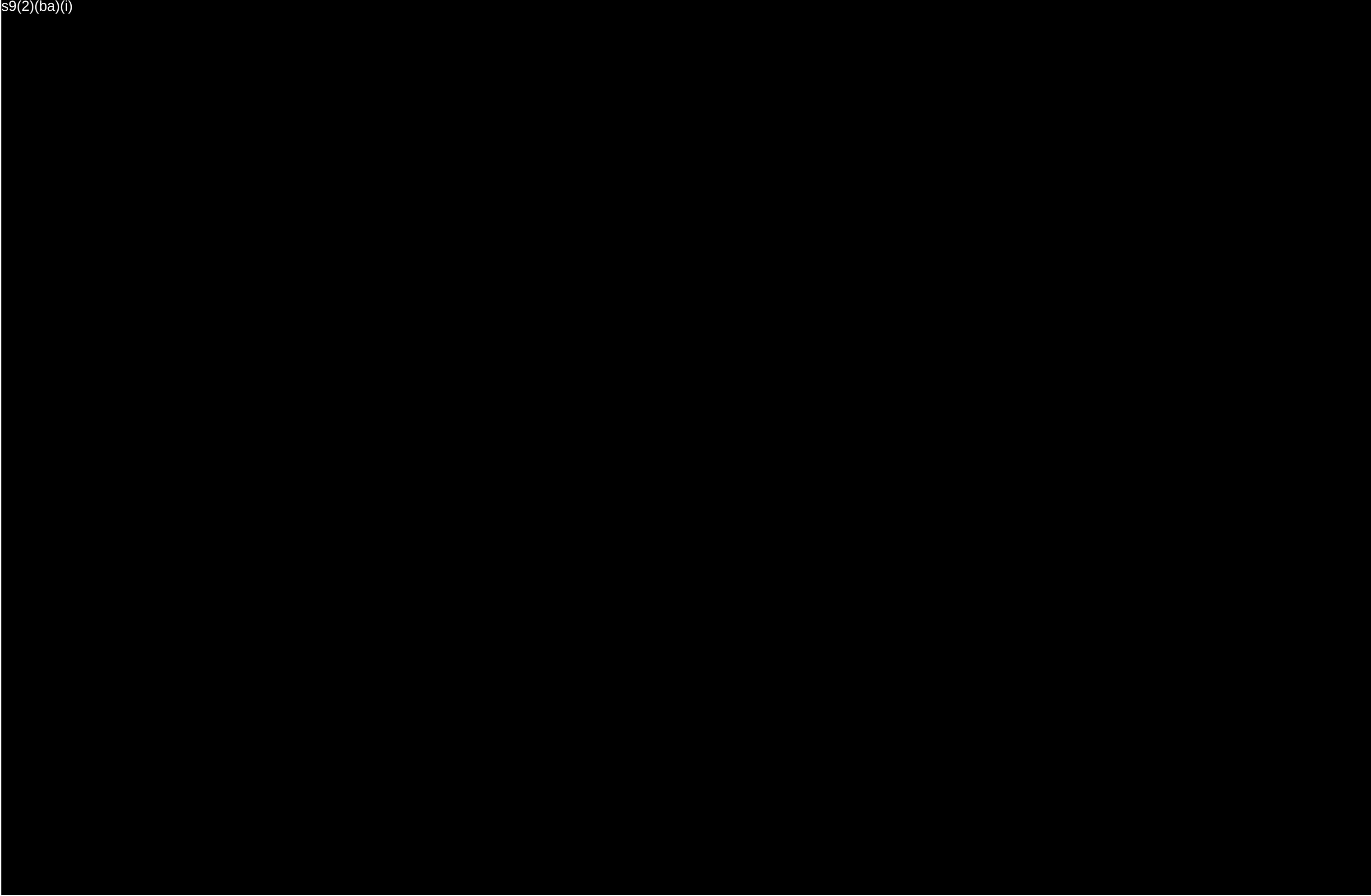
Finalisation of New Zealand's social security negotiations with Spain and Hungary

This provides an update on New Zealand's social security negotiations with Spain and Hungary and the next steps, including Cabinet approval, required to finalise and implement these agreements.

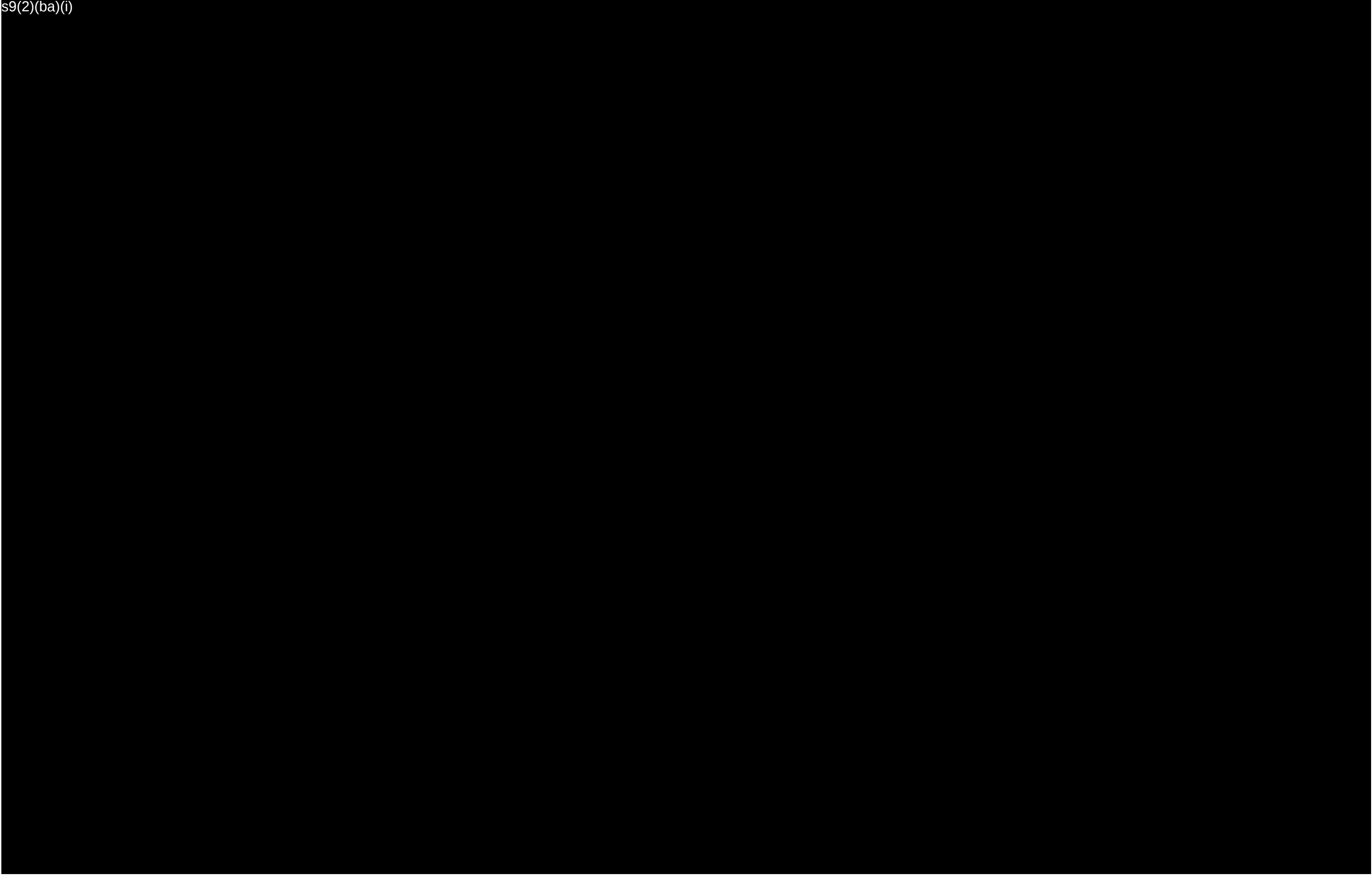
14 July 2025

Policy

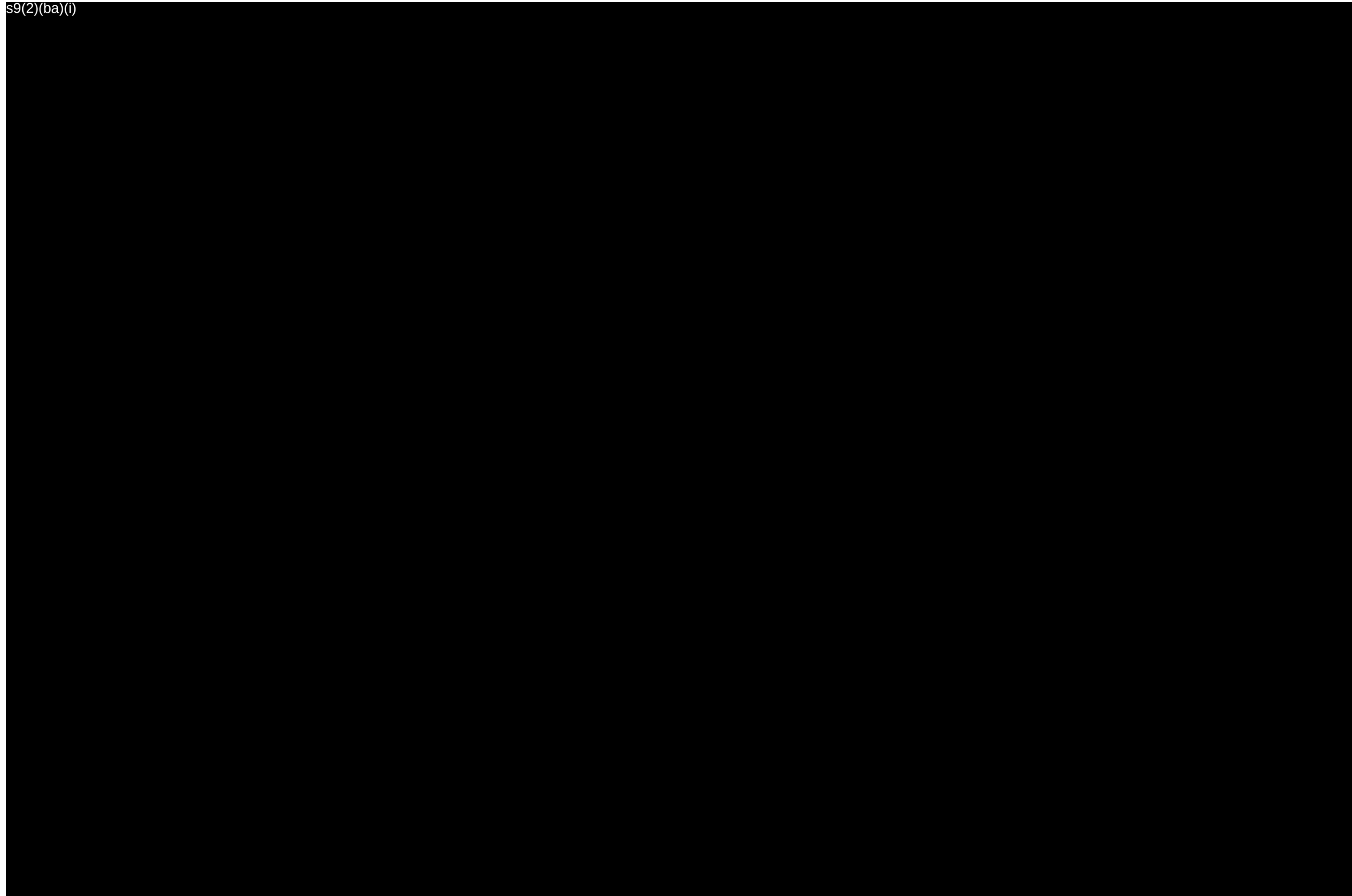
s9(2)(ba)(i)



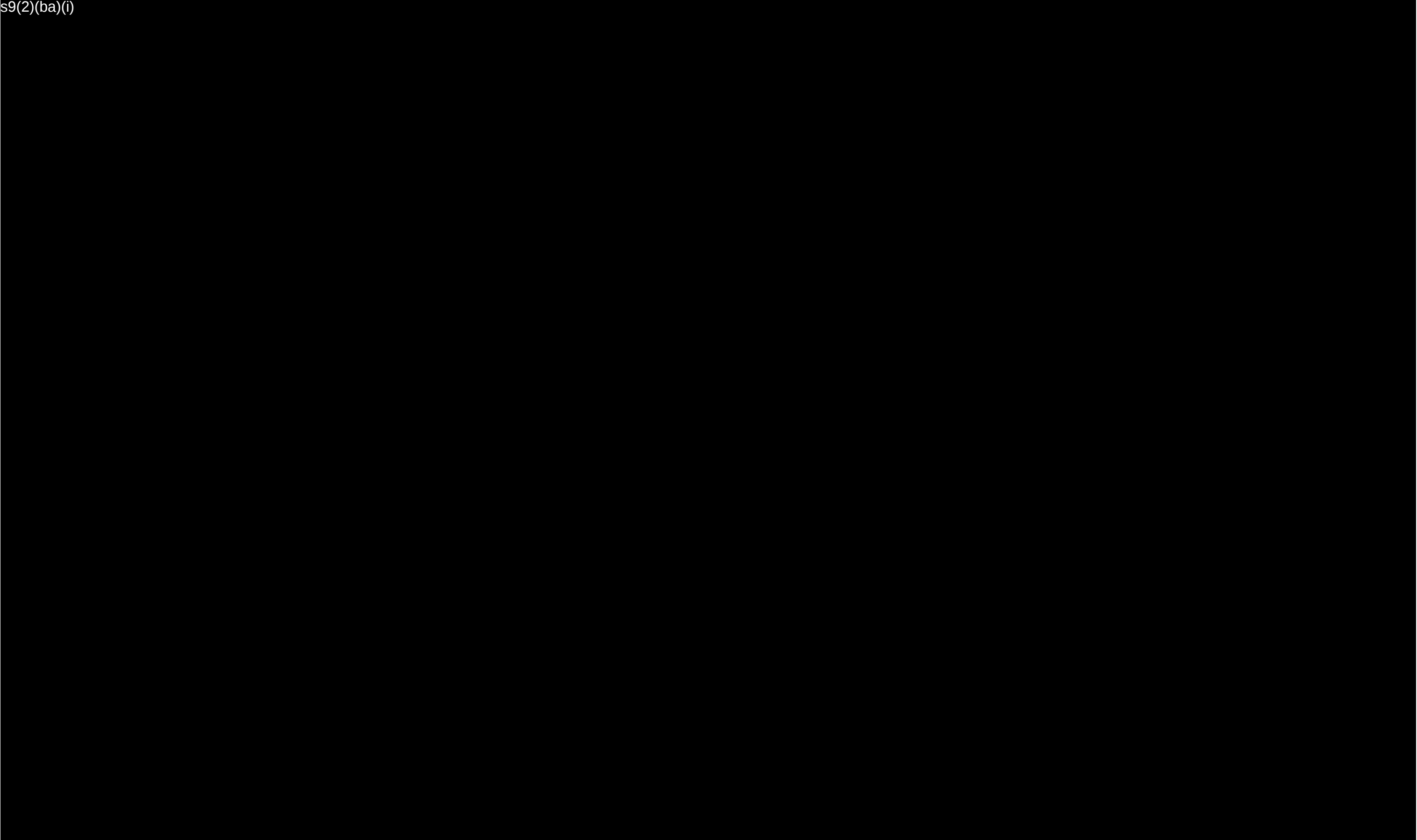
s9(2)(ba)(i)



s9(2)(ba)(i)



s9(2)(ba)(i)



s9(2)(ba)(i)

