



31 July 2026

Tēnā koe

Official Information Act request

Thank you for your email of 3 July 2026, requesting the following information from the Ministry of Social Development (the Ministry):

- *All internal correspondence within MSD between March 1, 2024, and July 31, 2024, discussing incentives for staff in the Wellington offices, including Newtown and Willis Street, to move jobseekers off the benefit.*
- *All correspondence, within the same time frame and same offices, that discusses a colour coding system of red or green, superhero characters and prize incentives for offices with the lowest number of new beneficiaries.*

I have considered your request under the Official Information Act 1982 (the Act). Please find my decision on your request below.

I can confirm that there was a Superhero activity in 2024 for the service centres in the Wellington Region. The purpose of this campaign was to promote team culture and engagement.

The “league of heroes” was the theme selected for everyone working together to help our clients into employment. Depending on a person’s situation this could be things like support into a job, into a programme with more dedicated 1-1 support, further training, getting a driver licence, or part time work for a sole parent or someone easing back into work after a health condition.

To help ensure jobseekers had information and access to local opportunities, we took this time to help raise awareness and promote our range of new and existing programmes with our staff, jobseekers and partner agencies.

Our teams also supported local heroes in community organisations, including donating to food banks, organising colouring competitions for tamariki while their parents had appointments with us and competing in local bake-offs.

There were no prize incentives for the offices with the lowest number of new beneficiaries, or incentives to move jobseekers off the benefit. As such, I’m refusing your request under section 18(e) of the Act, on the basis that the information requested does not exist.

Our frontline Work and Income staff work hard to get jobseekers into employment as part of their normal day to day duties. As a gesture of appreciation for all the work that was put in by staff to assist our clients as part of this activity, a small

hamper was provided to the service centre that accumulated the most points. The hamper included some confectionery and savoury snacks to be shared amongst the team.

I will be publishing this decision letter, with your personal details deleted, on the Ministry's website in due course.

If you wish to discuss this response with us, please feel free to contact OIA_Requests@msd.govt.nz.

If you are not satisfied with my decision on your request, you have the right to seek an investigation and review by the Ombudsman. Information about how to make a complaint is available at www.ombudsman.parliament.nz or 0800 802 602.

Ngā mihi nui

pp.

A handwritten signature in black ink, appearing to read 'Anna Graham', written over a light blue horizontal line.

Anna Graham
General Manager
Ministerial and Executive Services