# **Transcript: Introduction to service design**

[Graphic: Te Huringa ō Te Ao, Introduction to service design, August 2025. Ministry of Social Development logo]

**Maraea Teepa:**

Our next part of the hui is about the kaupapa, not just the theory, but the practice.

And I'm going to introduce Michaela, one of your hoa haere that will bring this kaupapa to life, her and Nicky.

Ngā mihi. Kei a kōrua.

**Michaela Knox:**

Hello, I am Michaela. I am one of the hoa haere here at MSD. So we're gonna talk a little bit about bringing the work to life.

So when we talk about service design, we are talking about strengthening services and improving outcomes. We've talked a little bit about the vision and the framework that's guided this kaupapa and now let's talk about how we bring it to life, what the opportunity looks like and how we'll support you and how this mahi will unfold over time.

So often services are designed here in Wellington, and we roll them out nationally. Te Huringa ō Te Ao isn’t about rolling out a single model. It's about strengthening and growing services in a way that reflects your community, shaped by local knowledge, centred on whanau voice and flexible enough to build on what's already strong.

This is a long-term kaupapa. It's been designed intentionally with time and space to support you to listen, design, test and grow your service throughout the duration of the contract.

It all starts with whānau voice. That's at the heart of everything. And strongly encourage you to just continuously go back and check with tāne, check with whānau, like, is this what they need?

Bring that into your work and continuously reflect that. Like what you design now, might not be what you end up delivering in nine years time and that is totally fine.

I'll now hand over to Nicky, my colleague who will take you through the service design approach.

**Nicky Rosli**

Kia ora. Thank you Michaela and thanks Maraea.

Kia ora tātou. Ko Bukit Panjang te maunga. Ko Singapore River te awa. Nō Singapore ahau. Ko Nicky Rosli tōku ingoa.

I am your hoa haere. I'm joining along you guys on this journey with it from the Te Huringa ō Te Ao team.

Now let's take a look at what this approach looks like in action.

This is about understanding the needs, strength and aspiration of tāne, whānau and your wider community. You'll explore opportunities for change by focusing on what matters most to them, either through kōrero or reflection, or both.

For example, some of our providers have adapted their programmes based on feedback from tāne and whānau who prefer activity-based learning over classroom settings. This has included taking sessions to the marae or incorporating physical activities like fishing.

This helps them create, it's all about creating a space for connection, trust and open kōrero.

Others including kaupapa Māori, Pacific and ethnic providers, they draw on their cultural values to support whānau in ways that work for them. Whether that's outside of the nine to five hours or within their own communities.

Next, we'll talk about design and test. This is where you'll shape your service concept with a clear focus on the outcomes you want to achieve.

This might mean building on what's already working well, or testing new ideas in practice. And always remember that this is always guided by what whānau have shared.

Then we move on into deliver and refine. This is where you begin putting ideas into action, but it's not about setting and forgetting, but staying responsive on what matters to tāne and whānau along the journey.

And finally, strengthen and grow. At this stage, you'll be using evidence and whānau voice to measure the impact of your service and to continuously improve your service. You'll also strengthen your approach, measure impact, and grow your service in a way that improves outcomes over time.

Throughout this journey, reflection is a core practice.

We'll be creating a space to pause, reflect and explore what's working and what you're noticing along the way.

[Graphic: Ministry of Social Development Logo, TeHuringaOTeAo@msd.govt.nz]