



# Matariki

## Hawke's Bay Regional Social Inclusion Strategy

'Hawke's Bay is a vibrant, cohesive, diverse and safe community, where every child is given the best start in life and everyone has opportunities that result in equity of outcomes'

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This strategy was commissioned by 'LIFT Hawke's Bay: Making it Happen - Kia Tapa Tahi'<sup>1</sup> to support their vision:

*'Hawke's Bay is a vibrant, cohesive and diverse community, where every household and every whānau is actively engaged in, contributing to, and benefiting from, a thriving Hawke's Bay'*

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<sup>1</sup> LIFT Hawke's Bay are a group of local leaders from Councils, Agencies and Community in the Hawke's Bay.

# MATARIKI - HAWKE'S BAY REGIONAL SOCIAL INCLUSION STRATEGY

*'Matariki - Hawke's Bay Regional Social Inclusion Strategy* is the partner strategy to *Matariki – Hawke's Bay Regional Economic Development Strategy and Action Plan 2016*. It sets out a conscious and practical approach to social inclusion that benefits every household, whānau and community in Hawke's Bay.

Social inclusion is the ability of all individuals, households, whānau and communities to participate in the economic, social, cultural and political life of the community in which they live. This means people have access to some very basic but important things, including; enough income to sustain an ordinary life; a safe place to live; an education; the opportunity to develop skills that are valued; and services that support their health. Collectively these form the basis of the resources and opportunities to progress through life in a way that creates wellbeing for individuals, families, whānau, households and communities.

*Matariki - Hawke's Bay Regional Social Inclusion Strategy* supports the *Matariki - Hawke's Bay Regional Economic Development Strategy and Action Plan 2016* Framework by focusing on achieving improved outcomes for every household and every whānau through economic inclusion. Economic growth is fundamental to social inclusion, and social inclusion is a key contributor to economic growth. Economic inclusion will benefit everyone in the Hawke's Bay, including local business by increasing the number of households participating in the economy.

## OUR VISION

Hawke's Bay is a vibrant, cohesive, diverse and safe community, where every child is given the best start in life and everyone has opportunities that result in equity of outcomes

## Strategic Directions

1. Growing Socially Responsible Employment and Enterprise
2. Preparing People for Work
3. Whānau, Households and Communities Driving Social Inclusion

## Goals

- All employers in Hawke's Bay implement policies for socially responsible employment.
- Hawke's Bay has more people in skilled employment, education or training.
- Hawke's Bay has proportionally fewer people in the more deprived sections of the population than the national average

## Outcomes

- To have more households with at least one person on a living wage
- To raise the percentage of employees in high skilled jobs to above that of total New Zealand.
- To increase the number of youth in employment, education or training
- To reduce the number of children living in households dependent on a main benefit.
- To remove barriers to and through education for at risk young people
- To increase the connection of learning pathways from early learning to school to tertiary options to work
- To grow community participation in decisions that impact their communities
- To reduce the negative impact of drug use on individuals and their whānau
- To reduce the rate of violence experienced by individuals and whānau
- To improve access for individuals and whānau to healthy, affordable and sustainable housing
- To reduce the rate of obesity
- To increase life expectancy for all and eliminate the gap between Māori and non-Māori.

## **Principles**

**Partnership by co-design** - Values and worldview underpinning the strategy and its actions are an expression of co-design, and the implementation and monitoring are an inclusive collaboration. A treaty principle

**Outcomes for every household and every whānau** - All actions, initiatives and projects in the Action Plan must provide outcomes in line with the vision

**Build our people's capability** - There must be an emphasis on developing our people alongside infrastructure, assets and businesses

**Equity** - A treaty principle, this requires reflection on who the intended audience and beneficiaries are and a commitment to that being inclusive and equitable.

**Whai rawa** - Optimising assets in a full, holistic and sustainable way

**Pōtikitanga** - Developing an enterprise mindset. Driving the thinking that goes behind business growth.

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# 1. SOCIAL INCLUSION

Social inclusion is the ability of individuals, households and whānau to participate in their communities. Participation spans people's engagement in learning, working, social and cultural life, and having a voice in their community as described in figure 1 below.



Figure 1: The four elements of Social inclusion

In order to participate, people need access to the resources, opportunities and capabilities that enable them to achieve the aspirations that matter to them, their households and whānau.

**Resources:** are the skills and assets necessary to participate including access to the 'essentials of life', including sufficient healthy food, safe and healthy housing, support for our children, physical health, social connection, and safe communities to live in.<sup>2</sup>

**Opportunities:** mean that people are in an environment or have the social structures that enable them to make use of their capabilities and resources they have.

**Capability:** means people are able to utilise their resources and take up the available opportunities.<sup>3</sup>

The presence of resources, opportunities and capability can grow and support social inclusion. Conversely their absence will contribute to the accumulation of disadvantage and increasing exclusion.

<sup>2</sup> Wong, M., Saunders, P. 2012. Promoting Inclusion and Combating Deprivation: Recent Changes in Social Disadvantage in Australia. Social Policy Research Centre, University of New South Wales. Sydney.

<sup>3</sup> Based on the definition in a 2012 paper produced by the Australian Social Inclusion Board, "Social Inclusion in Australia: How is Australia Faring?"

## 2. WHY DO WE NEED A SOCIAL INCLUSION STRATEGY?

Societies and economies thrive when all households and whānau have the resources to participate in their communities, buying goods and services and creating businesses. Increasing participation and improving income will have direct and indirect returns such as reduced crime, demand on the health service and reliance on benefits

### **Participation is harder for some than others**

Social exclusion is often caused by a number of persistent, intergenerational factors that accumulate to exacerbate disadvantage. It can be the result of the actions of other people, organisations, institutions or geographic communities. Social exclusion does not simply reflect a person's history and current circumstances, but also impacts on their future.

In Hawke's Bay, as in communities across New Zealand, disadvantage is unevenly distributed amongst our communities. There are some major groups of people in Hawke's Bay who are excluded for example, Māori, the disabled, mentally ill, and those whose patterns have been set for generations.

### **Māori experience greater adverse health, social and economic outcomes than others:**

'Māori children face significant barriers to achievement, which stem from negative stereotypes attached to Māori as a social group. Personal and interpersonal racism, and institutional racism, work together to perpetuate Māori disadvantage in almost all spheres.'<sup>4</sup> Māori exclusion is historical dating back to colonization in New Zealand which resulted in poverty and the loss of language and matauranga Māori, the substance on which self-esteem is built.

### **Households and whānau with low education and low income have poorer health and social outcomes:**

These households and whānau are likely to have lower quality homes, poorer health, lower educational attainment, participate in and experience greater levels of crime; have greater levels of family violence and greater levels of mental illness and addiction.

### **Where it is inter-generational:**

Those who experience intergenerational exclusion will require the greatest levels of support and have the lowest levels of access to whānau and household resources to assist in support to enter pathways into employment or enterprise.

### **When communities are dominated by low incomes and fewer assets:**

Where communities have high concentrations of low-income and fewer assets they are more likely to have poorer outcomes for their population than other communities.

### **People who have poor health, disability or mental illness:**

People who experience poor health, especially long term conditions or mental health, and those with a permanent disability are often excluded from society and experience significant levels of economic deprivation and poorer health. Where people with these challenges are enabled to participate socially and economically they will have healthier better quality lives.

The economic and social exclusion in the Region of the groups mentioned above, can and will be addressed through the implementation of this Strategy.

### **The opportunity in Hawke's Bay**

In Hawke's Bay, economically, the picture is positive and for the first time, a truly regional strategy has been developed which involves the public sector at all levels and the private sector of all sizes to grow the Hawke's Bay Economy. *Matariki - Hawke's Bay Regional Economic Development Strategy and Action Plan 2016* has a vision of every household and every whānau actively engaged in, contributing to and benefiting from a thriving Hawke's Bay. The organisations and entities involved in developing *Matariki - Hawke's Bay Regional Economic Development Strategy and Action Plan 2016* have recognised that economic growth alone is insufficient to fully realise the benefits. Hawke's Bay needs to engage those whānau and households who are socially excluded for a

<sup>4</sup> Houkamau, C Dr; King, H Dr. "Unconscious bias and education - A comparative study of Māori and African American students

more sustainable economy. This is known as inclusive economic growth.

Populations in the Hawke's Bay experience inequity in outcomes from education, health, justice and social services. Equity is the absence of avoidable or remediable differences among groups of people, whether those groups are defined socially, economically, demographically, or geographically. Equity is a critically important aspect of creating social inclusion as it creates the sustainable environment in which people have the resources to participate in learning, working, local social and cultural life, and having a voice in their community.

A thriving society is where everyone is able to participate and makes a significant contribution to achieving greater economic growth and productivity. Focusing on growing the skills of the local workforce will help ensure the future workforce and entrepreneurs have opportunities and the necessary skills to be successful. This will assist people to both contribute to, and experience the economic benefits for themselves, their whānau, their communities and the wider region.

### **Hawke's Bay Population Statistics**

- At birth, non-Māori males are expected to live 8.2 years longer than Māori males
- One in seven people in quintile 5 die before the age of 50 compared to one in 25 people in quintile 1.
- 42% of Māori children aged 0-4 years are living in household's dependent on benefit income (compared to 15% of Pakeha children).
- 250 Hawke's Bay children are in the care of Oranga Tamariki (Vulnerable Children's Agency)
- 25.9% of young Māori are not currently in employment, education or training (compared to 9.1% of young Pakeha New Zealanders)
- 67% of Māori students and 72% of other students are at their expected reading levels meaning that 33% of Māori children who are below their expected reading levels when they leave school.
- Hawke's Bay rates of violent crime continue to be higher than the New Zealand average and are twice the rate for New Zealand as a whole.

**"BUSINESS CANNOT PROSPER IN SOCIETIES THAT FAIL"**

Kofi Annan (Previous UN Secretary General)



### 3. WORKING TOGETHER FOR SOCIAL INCLUSION

Social inclusion will be achieved through positive engagement with organisations and entities across Hawke's Bay

*“Social inclusion is everybody's responsibility. Only where governments, communities and businesses work together can social inclusion be achieved.”*

Key Partners across the Hawke's Bay include:

- Iwi, Hapū, Whānau and Marae
- Clubs, and community organisations including churches
- Schools, ECE, tertiary institutions and workplaces
- NGOs and charities providing social services
- Local employers and business
- District Health Board and Primary Care Organisations
- Local Councils, Regional Council
- National or international employers and businesses
- Local offices of government agencies

#### Targeting excluded populations

Using the evidence of social and economic exclusion we have identified three approaches to considering populations:

| <b>ACTIVELY INCLUDE</b><br>As groups they are less likely to experience social inclusion and economic participation due to discrimination, racism, prejudice and disability factors.  | <b>TARGET</b><br>These are the households and families who are economically and/or socially excluded who need to be the focus of these strategies. These households and whānau will have the greatest levels of poor wellbeing and social exclusion.  | <b>FOCUS EFFORT</b><br>Those communities where economic exclusion is clustered due to lower incomes, fewer assets and lower levels of support from Agencies and Councils.               |
|---|---|---|
| Communities and whānau that may be excluded: <ul style="list-style-type: none"> <li>• Māori</li> <li>• Pacific People</li> <li>• Those with Mental Illness and/or addiction</li> <li>• Those with disability</li> <li>• LGBTQ! – Rainbow communities</li> <li>• Pacific communities, refugees &amp; immigrants</li> </ul> | Whānau that are excluded : <ul style="list-style-type: none"> <li>• Economically dependent on crime</li> <li>• Low income families</li> <li>• Those on main benefits</li> <li>• Low education levels</li> <li>• Parenting alone on low income</li> <li>• Youth who are NEET</li> <li>• Homeless and rough sleepers</li> <li>• Low income and engaged in justice or corrections</li> <li>• Older people without family and/or assets</li> <li>• Those experiencing violence at home</li> </ul> | Places: <ul style="list-style-type: none"> <li>• Flaxmere</li> <li>• Wairoa</li> <li>• Raureka</li> <li>• Maraenui</li> <li>• Camberly</li> <li>• Isolated rural communities</li> </ul> |



## **Māori Partnership and Te Tiriti o Waitangi**

The Crown and its agencies are obliged and committed to addressing issues of inequity for Māori as Treaty partners. This requires agencies to focus on delivering equity of outcomes for Māori individuals and whānau. Government services need to be accountable for effective and efficient service delivery, in particular to Māori and ensure that Māori equality is measured, reported and achieved

Ultimately, as with any particular community sector, it is Māori who will have the greatest impact on uplifting Māori wellbeing through leading the design and implementation of initiatives as enabled by Government agencies. Agencies will work in partnership with, and enable Post Settlement Governance Entities (PSGEs) to identify the most effective ways to restore culture and identity, grow the Māori economy and eliminate long standing, historical exclusion of Māori in Hawke's Bay.

### **Inclusive economic growth**

As key partners we will be targeting the excluded populations and striving for inclusive economic growth in Hawke's Bay. To achieve inclusive economic growth three things matter:

#### **1. Level of Income:**

Evidence tells us that engagement in employment or enterprise that generates at least a 'Living Wage', even if it's by just one member of a household, can create wider improvements in wellbeing and opportunities for the whole whānau and household. A 'Living Wage' is the income necessary to provide workers and their families with the necessities of life. A 'Living Wage' will enable workers to live with dignity and to participate as active citizens in society. This is especially true for educational, health and future employment outcomes for children.

Households and whānau with a 'Living Wage' from quality employment or enterprise are more likely to experience:

- Better quality and more stable housing.
- Safer children who experience less disadvantage.
- Safe families and communities without violence.
- Better physical health.
- Better mental wellbeing.
- Greater ability to leverage education, health and social service investment.
- A life without the experience of the effects of crime or economically dependent on crime.

Low income households are less likely to have the adequate resources, opportunities and capabilities for participation. The impact of low income on is especially damaging as it flows on to future employment opportunities. This polarising effect on health, social and employment outcomes further perpetuates the circle of exclusion and inequality across generations.

**2. The quality of participation:** tenuous employment, poor working conditions and lack of fulfilment will not assist households and whānau to thrive. Education or healthcare services that consistently deliver poorer outcomes for some groups are not necessarily building the resources necessary to participate.

Ensuring the quality of employment and working to deliver equitable educational and health outcomes is central to the success of this strategy. A focus on equity across identified groups means attention can be focused on lifting the opportunities and outcomes for those groups of people who experience exclusion.

**3. Education and skills:** success in education is a critical contributor to social outcomes and economic engagement across the life course. 'If we are serious about reducing inequalities, we must maintain our focus on improving educational outcomes across the socio-economic gradient.'<sup>5</sup>

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<sup>5</sup> Marmot, M., 2010. Fair Society, Healthy Lives: The Marmot Review

## 4. DELIVERING THE VISION

*Matariki - Hawke's Bay Regional Social Inclusion Strategy* proposes not just “more of the same”, but a fundamentally different approach to addressing some of the most difficult issues that we face as a region. Tackling the hardest issues in our communities demands solutions not tried before; a far more collaborative approach; new partnerships across the community, and between the community and our Government and non-government agencies; structural change in our funding models; fresh prioritising; and the breaking down of silos and barriers to effective action.

This is not just about allocating new money or agencies running new programs in traditional ways. Complex issues require co-created and co-funded solutions. Many agencies already do fine work in Hawke's Bay and we don't want to lose momentum on things that are already working. But we can do better and we must do better if we are to come anywhere near achieving this strategy's ambitious goals and objectives.

We recognise that changing organisational behaviour will be challenging, but doing more of the same will not take us very far. We want Hawke's Bay to be known as the region for standout, innovative, joined up thinking about how better to achieve engaged, inclusive, thriving communities.

The strategic directions outlined in this section are designed to outline areas where focussed, new ways of working are most likely to improve everyone's ability to LEARN, WORK, ENGAGE and HAVE A VOICE.

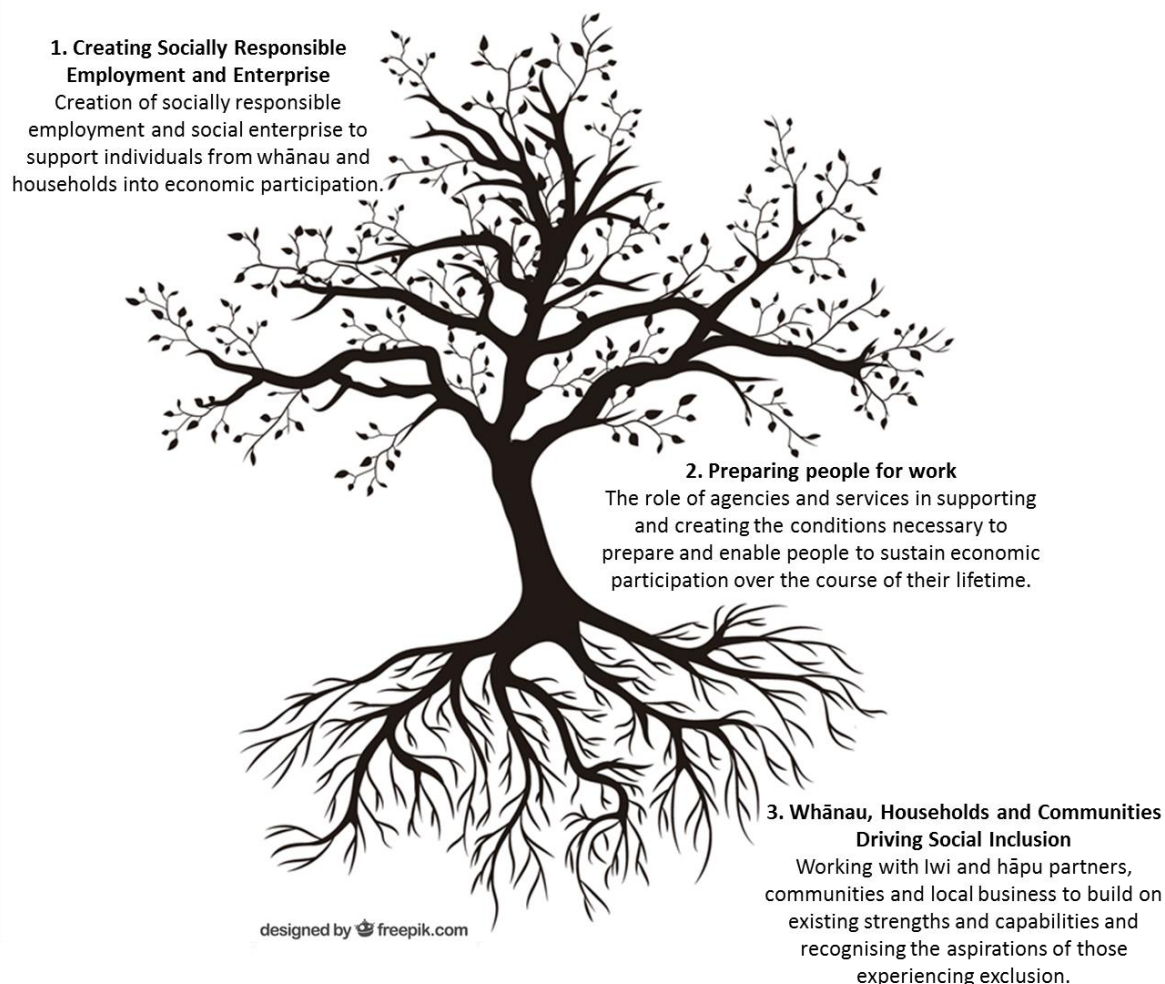


Figure 2: *Matariki - Hawke's Bay Regional Social Inclusion Strategy* Strategic Directions

## 4.1.GROWING SOCIALLY RESPONSIBLE EMPLOYMENT AND ENTERPRISE

An economy that creates greater household and whānau wealth will enable a greater array of opportunities to lead a flourishing life, and support a thriving local economy.

There are two mechanisms to create quality employment that focuses on the economic inclusion of those people who are more likely to be excluded. They are socially responsible employment and social enterprise.

### **Socially responsible employment**

Socially conscious employment is where a commercial business makes a conscious choice to employ people with the greatest need and who will benefit socially and economically from the opportunity to work. They often consider this as their corporate social responsibility. For many it is linked to the sustainability of their business and the community and economy in which they operate. They offer quality employment and ensure employees move beyond minimum wage entitlements. This may be through active support for skill development or a “Living Wage” choice.

### **Social enterprise**

Social enterprises are businesses created to further a social purpose in a financially sustainable way. They are usually small businesses that:

- Provide income generation opportunities for people who need support.
- Are sustainable - where income from sales is reinvested in their mission. They do not depend on philanthropy and can sustain themselves over the long-term.
- Are scalable and their models can be expanded or replicated to other communities to generate greater impact.

Social enterprise is developed to contribute to social inclusion and economic participation. As small businesses they create new opportunities in communities.

The impact of social enterprise are increases in household income and assets and providing greater stability for families, prioritising the use of locally provided goods and services, improving health and education outcomes and reducing welfare dependence.

### **What does Socially Responsible Employment and Enterprise look like?**

- Example 1
- Example 2
- Example 3

### **How will we grow Socially Responsible Employment and Enterprise?**

| Work Area | Actions | Lead Agency | Key Partners |
|-----------|---------|-------------|--------------|
|           |         |             |              |
|           |         |             |              |
|           |         |             |              |
|           |         |             |              |

## 4.2. PREPARING PEOPLE FOR WORK

Government agencies and services have a role in supporting and creating the conditions necessary to prepare and enable people to sustain economic participation over the course of their lifetime.

Ara-rau, haukū-nui, hāro-o-te-kāhu in Matariki is focused on improving pathways to and through employment and getting people work ready and employers employee ready. Preparing People for Work builds on this and places more emphasis on those that experience social exclusion. We need to equip people with the necessary skills for economic inclusion to avoid the poverty trap of welfare dependence, vulnerability to risk factors for social inclusions and improve their quality of life. Activity needs to target people who are out of work for reasons such as long term unemployment, poor skills, health problems or disabilities. Incorporating older people into economic activity will help address the challenges of our ageing population.

In this strategy, work does not just encompass paid employment as many people who are socially excluded would benefit from being engaged in either employment, business, unpaid or voluntary work.

### Education and skills

Education and skills are critical to people's ability to participate socially and economically. The ministry of education have a key role to play in this area and *Matariki - Hawke's Bay Regional Social Inclusion Strategy* is aligned with their long term plan to strengthen inclusion.

The graded relationship between socio-economic position and educational outcome has significant implications for subsequent employment, income, living standards, behaviours, and mental and physical health. If education (school and tertiary) significantly improves its performance for excluded populations there will be an increased flow of skilled people entering our workplaces. Skills development should continue throughout the life course to ensure continued participation and development.

### Better health and social services

The process of supporting employment is critical to success. Health and social services must support individuals, household and whānau to develop and maintain participation by rethinking how they deliver services. Turning up for work each day, on time, seems like a simple concept but for many it is not. Individuals, households and whānau need varying levels of support to ensure that:

- They are mentally and physically well
- They have adequate drug and alcohol addiction support
- Their specific disability needs are supported
- Their chronic conditions are being managed
- They are free from violence & dependence on crime
- They have access to adequate healthy food
- They have transport to and from their place of work
- Their dependents are cared for
- They have a healthy home to return to

### Transitioning to work

For many people, entering or returning to the workforce can be difficult. Even with the relevant skills and health and social care services, some people do not have the knowledge of how to transition into the workforce. We need to ensure that young people, graduates, people returning from long term leave due to illness, trauma, parental leave, and imprisonment receive services to help in areas such as job applications, interviews, personal presentation, awareness of opportunities and self-confidence.

### What does Preparing People for Work look like?

- Example 1
- Example 2
- Example 3

### How will we Prepare People for Work?

| Work Area | Actions | Lead Agency | Key Partners |
|-----------|---------|-------------|--------------|
|           |         |             |              |
|           |         |             |              |
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### 4.3. WHĀNAU, HOUSEHOLDS AND COMMUNITIES DRIVING SOCIAL INCLUSION

To achieve sustainable social inclusion, we need to focus on the development of the communities where people live, work and play. Identifying communities where social exclusion is clustered is key to this strategy as it is within these communities the solutions and opportunities can be found and implemented.

*Wairoa is a community with significant potential as it invests in its local resources. Understanding the opportunities must be specific to the places where people live.*

Communities need to be enabled to recognise the aspirations of those experiencing exclusion and bring together people's goals, own skills and resources with the relevant social services and other supports to achieve meaningful and enduring independence. There is a strong discourse that says that working with people, households and whānau strengths is not only useful, it is essential if we are going to support families to independence. This focus on resilience and capability over a lifetime is the focus of *Matariki - Hawke's Bay Regional Social Inclusion Strategy*.

For this to happen, a strong culture of autonomy and self-governance needs to be fostered within communities. All members of society must be given a voice and the ability to have input into decisions that affect them and their community. *Matariki - Hawke's Bay Regional Social Inclusion Strategy* seeks to actively engage education, health and social services to support individual communities to create healthy, safe, nurturing and sustainable environments for the greater well-being of their people.

*'When families and communities are working well they are places and spaces that generate healthy lifestyles, safety, creativity, innovation, trust and belonging. Families and communities that are caring, confident and resilient are the best buffer against exclusion'<sup>6</sup>*

What does whānau, households and communities driving social inclusion look like?

- Example 1
- Example 2
- Example 3

How will we enable whānau, households and communities to drive social inclusion?

| Work Area | Actions | Lead Agency | Key Partners |
|-----------|---------|-------------|--------------|
|           |         |             |              |
|           |         |             |              |
|           |         |             |              |
|           |         |             |              |

<sup>6</sup> Adams, D. (Social Inclusion Commissioner). September 2009. A Social Inclusion Strategy for Tasmania.