

Māori Communities COVID-19 Fund – Phases 1 & 2 – weekly update as at February 4 2022

Fund overview (Phases 1 & 2)

\$120m Total fund size across two phases

\$72.08m Total approved by ministers
No change from last report
46 proposals with 85 contracts (8 tranches)

► Of which:
\$72.08m Funding currently under contract with providers
No change from last report
85 contracts

Phase 2 progress

\$16.21m Submitted to Ministers for approval
↑\$16.21m from last report
14 proposals

\$0m Funding currently under contract with providers
0 contracts

Phase 1 progress

\$72.08m Total approved by Ministers
No change from last report
46 proposals with 85 contracts (8 tranches)

► Of which:
\$72.08m Funding currently under contract with providers
No change from last report
85 contracts

\$52.54m Paid to providers
↑\$1.24m from last report
85 contracts

Weekly progress update

- Tranche 1 of Phase 2 (14 proposals) was submitted to Ministers on January 31. All agencies administering the fund made submissions.
- Weekly progress reporting will continue to evolve over coming weeks to accommodate all MCCF activity.
- Further Phase 2 proposals will be submitted to Senior Officials February 14, and due to Ministers February 15.

MCCF Communications weekly report

- We are current drafting a Cabinet paper proposing an extension of the Karawhina campaign in the wake of Omicron developments.
- We are working with DPMC to ensure the Unite Against COVID-19 booster month advertising campaign carries the Karawhina brand.
- We have prepared a draft Te Puni Kōkiri media release in anticipation of the announcement of Phase 2 Tranche 1 projects.



A post from the Kia Anga Whakamau campaign focussed in Te Tai Tokerau, run through our investment with Arataua Limited. Photo credit: Arataua Limited.



Video content as part of the Kia Anga Whakamau campaign included young leaders as well as kaumatua. This included Isaiah Apiata, recently awarded Young Leader of the Year in Te Hāpai Hāpori Spirit of Service. See video [here](#). Image credit: Arataua Limited

Provider Spotlight

Arataua Limited – Phase 1

We have supported the kaitono with \$0.18m investment to deliver their kaupapa Māori communications strategy, Titiro Whakamuri Kia Anga Whakamua campaign. The campaign focussed on Whangarei, Kaikohe and Kaitiaki, as well as extending into Tāmaki Makaurau to reach Te Tai Tokerau uri living away from home.

The campaign is a unique and bespoke approach to accelerating vaccination in Te Tai Tokerau. It utilises historical pandemic insights and distinctive Māori narratives to increase awareness and encourage whānau to protect their current and future generations.

Arataua Ltd have achieved significant coverage using social media channels. As well as using digital advertising, radio and print media to reach their target cohorts.

Our investment has now completed, and final reporting shows successful activity included:

- Creating engaging videos of interviews with kaumatua on the importance of protecting whānau against the pandemic, centred around their kōrero on the impacts of prior epidemics.
- Using social media platforms which reach rangatahi, such as TikTok and Instagram. 40% of Instagram engagements were aged from 25-34, a key cohort in unvaccinated Māori.
- With a reach of over 100,000 users between Facebook and Instagram alone, the kaitono achieved significant coverage.

Waiariki Whānau Mentoring – Phase 2 proposal (currently with Ministers)

We have recommended a proposal worth \$0.55m which aims to reduce the impact of COVID-19 for Ngāi Tokomatua (gangs) and their whānau in Whakatāne, Tokoroa, Kawerau, Rotorua, Tūrangi, Taupō and Tauranga.

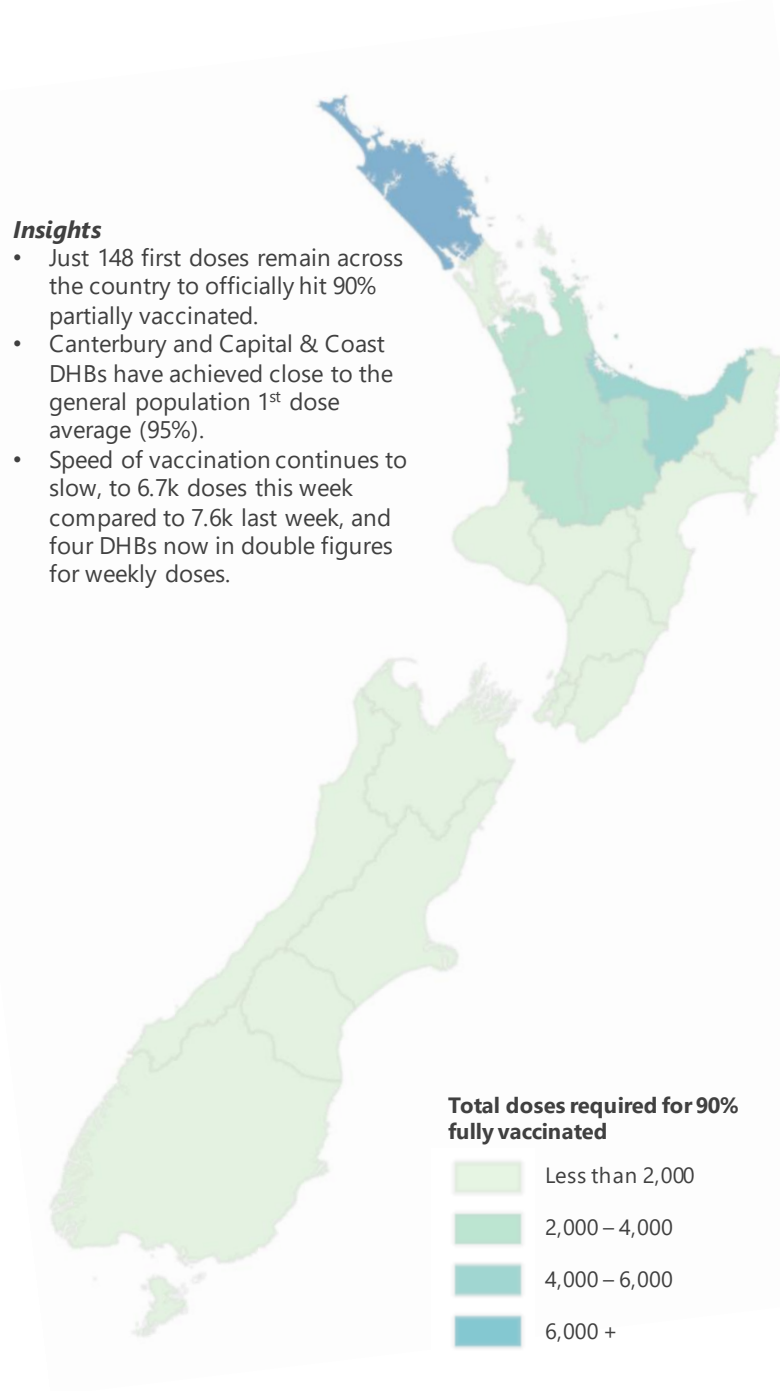
The proposal requests funding to continue to increase the vaccination rate, provide isolation support, and increase resilience for Ngai Tokomatua and their whānau affected, or at risk of being affected, by COVID-19.

If approved, the kaitono will deliver activity including:

- assistance for whānau to plan for isolation.
- intensive, Kaupapa Māori based pastoral care and 24/7 wrap around support for isolating whānau.
- additional 0800 phonenumber triage staff, available 24/7 to respond to any COVID related questions or concerns from whānau in the target areas.

Māori Communities COVID-19 Fund – Phases 1 & 2 – Vulnerability measures & investment location

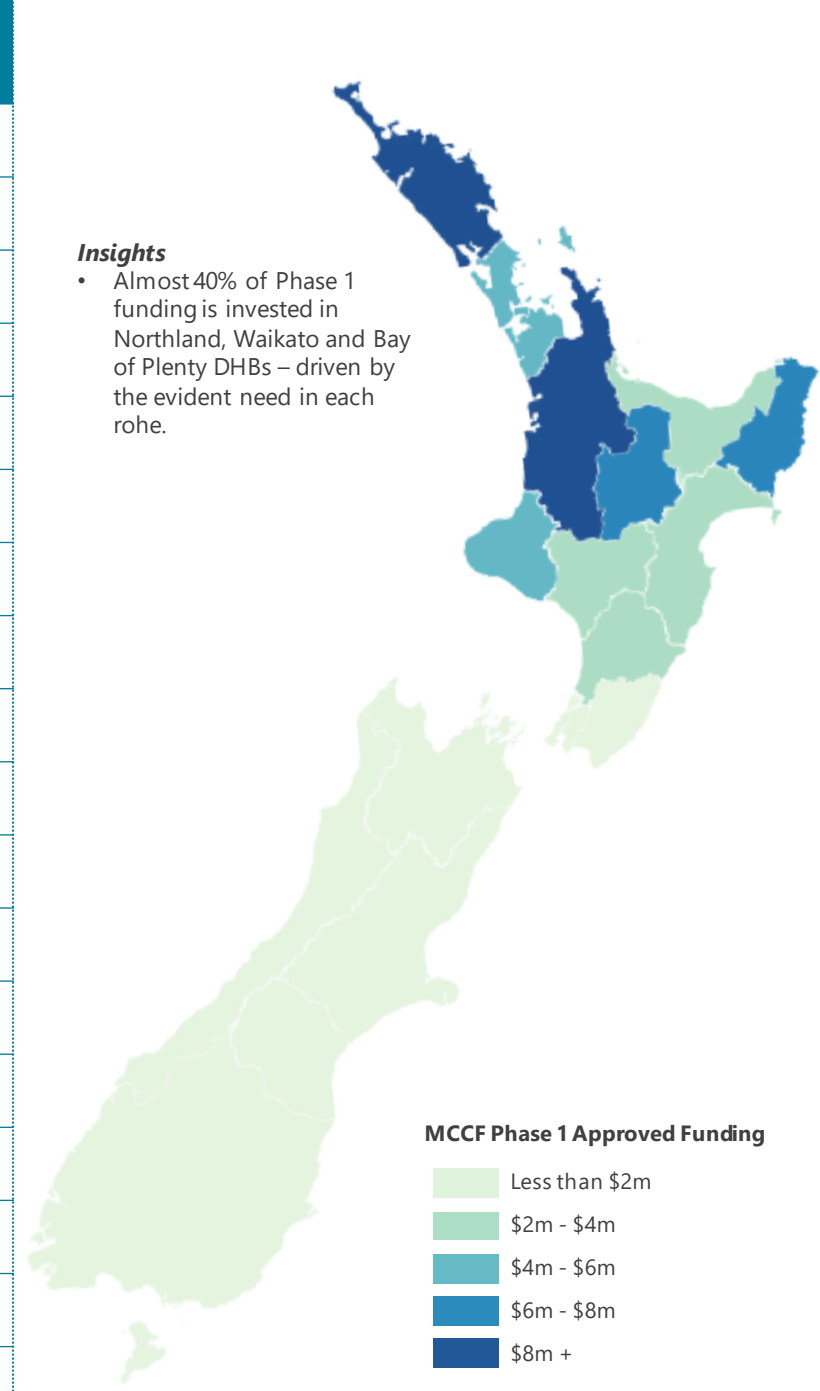
Total doses required to hit 90% Māori fully vaccinated as at January 28th



Māori Vaccination Data and MCCF Summary Table

DHB Area	Dose 1 / Dose 2 %	Total doses needed for 90% 2 doses	Total doses since last report (Jan 28)*	Doses since MCCF open (Oct 24)*	MCCF Phase 1 Investment Approved \$m
Northland	86% / 80%	7,302	613	28,654	8.17
Auckland Metro	91% / 87%	4,263	1,193	65,409	5.35
Waikato	90% / 85%	3,448	775	40,971	15.10
Lakes	89% / 84%	2,294	405	20,077	6.49
Bay of Plenty	87% / 81%	5,717	603	31,046	3.76
Tairāwhiti	90% / 85%	1,126	191	12,360	6.84
Taranaki	90% / 85%	866	235	10,741	4.31
Hawkes Bay	90% / 85%	1,874	536	21,995	2.51
MidCentral	93% / 89%	300	361	15,764	2.72
Whanganui	86% / 82%	1,606	182	7,943	2.84
Capital and Coast	95% / 92%	0	265	13,520	0.93
Hutt Valley	93% / 89%	186	260	11,698	0.52
Wairarapa	93% / 88%	117	95	4,221	0.43
Nelson Marlborough	90% / 86%	451	138	6,532	0.54
West Coast	90% / 85%	152	30	1,586	0.11
Canterbury	95% / 91%	0	433	23,821	0.99
South Canterbury	91% / 87%	115	79	2,089	0.09
Southern	92% / 89%	246	264	12,759	1.56
National Coverage					8.82
Total	90% / 85%	26,112	6,648	331,500	\$72.08m

Approved and/or active investments by DHB Area January 28th



Notes:

- Dollar figures are amounts approved or contracted through MCCF
- Auckland DHBs are aggregated
- Funding share for proposals covering multiple DHBs is based on vaccination rates, and should be considered an estimate
- Vaccination data = 04 February, rate of change since 28 January
- All vaccination rate data sourced from daily MOH updates
- 'Overseas / Unknown' included in total vaccination figures
- Total dose figures include those overseas / unknown residence

*doses delivered by DHB areas are based on MOH data, and are not specifically linked to MCCF funding

