

Whānau Ora



"Whānau Ora is about empowering whānau to take control of their future. What we want for our whānau is to be self-determining, to be living healthy lifestyles, to be participating fully in society and to be economically secure."

Hon Tariana Turia
Minister Responsible
for Whānau Ora

Whānau Ora Fact Sheet

Whānau Ora

- Whānau Ora is an inclusive, culturally-anchored approach to provide services and opportunities to whānau and families across New Zealand.
- The Taskforce on Whānau-Centred Initiatives identified six goals that suggest that whānau outcomes will be met when whānau are: self-managing; living healthy lifestyles; participating fully in society; confidently participating in Te Ao Māori; economically secure and successfully involved in wealth creation; and cohesive, resilient and nurturing.
- It empowers whānau and families as a whole, rather than separately focusing on individual family members and their problems.
- It also requires multiple Government agencies to work together with whānau and families rather than separately with individual family members.
- The Government believes there is a better way to use the hundred of millions of dollars spent currently on families in need, with better results for the families themselves.
- Whānau Ora will work in a range of ways, influenced by the priorities that whānau and families identify and choose.
- Whānau Ora is not a one size fits all approach. It is deliberately designed to be flexible to meet family needs and will evolve over time and be improved as required.
- The Government has allocated \$134.3 million over four years for the implementation of Whānau Ora.
- Successful providers will retain the funding they receive through existing contracts, which will be developed into Whānau Ora contracts. It is estimated the combined value of these contracts will be around \$200 million a year.

Expressions of Interest – Whānau Ora Providers

- There has been a huge level of interest in delivering Whānau Ora with 130 proposals received from 350 providers.
- Forty percent of the proposals were from national and regional provider collectives – seven with a national focus.
- Proposals were received from Māori providers, Pacific providers, disability providers and refugee and migrant organisations.



- In addition to the seven national EOI's the largest number of submissions was in Tāmaki-Makaurau (41) with submissions from Te TaikTokerau (12); Waikato (10), Te Arawa (7); Te Moana ā Toi (13); Te Tai Hauāuru (8); Tairāwhiti (5); Takitimu (6); Te Whanganui-ā-Tara (10) ; and Te Waipounamu (11).
- 22 proposals were received from iwi-led/participated collectives with 15 finally selected.
- 25 provider collectives representing 158 providers across the country will initially deliver Whānau Ora and will now move through to the next stage of developing a Programme of Action.
- There are some areas where the provider relationships will be developed over time. These locations include: Kaipara; Hauraki; South Waikato; Taupō/Turangī; Palmerston North; Wairarapa; Levin/Kapiti Coast; Murihiku.
- Development work will occur in 2011 with potential providers in these areas to build relationships and where possible develop Programmes of Action for the following year.
- The next Expressions of Interest process will occur again in the 2012/13 financial year.

Regional Leadership Groups

- The 10 Whānau Ora Regional Leadership Groups were established to assess the EOI proposals.
- The groups are located in regional locations based on current Te Puni Kōkiri regional boundaries.
- Members of the Regional Leadership Groups include between four and seven community people; and three officials – one each from Te Puni Kōkiri, the Ministry of Social Development and District Health Boards.
- Their role is to provide regional direction to ensure whānau-centred initiatives contribute in positive and realistic ways to local communities.
- They will foster regional communications and relationships, ensure coordination with other local and regional initiatives and services.
- Members come from diverse backgrounds and have expertise and skills in areas such as health and social services, whānau development and community development.
- The Regional Leadership Groups made recommendations to the Whānau Ora Governance Group who made the final selection.

Programmes of Action

- A Programme of Action is a detailed plan setting out how providers will develop and provide whānau-centred services.
- Providers will have Whānau Ora practitioners who will act as navigators or champions for whānau, helping them to develop a whānau plan and to access seamless health and social services.
- Each provider's Programme of Action will address infrastructure needs; workforce training and development needs; a process for integrating contracts; the development of an outcomes framework and an agreed action research, evaluation and monitoring plan.
- Research, evaluation and monitoring will measure results and gauge the success of the design, implementation and impact of Whānau Ora. It will help providers refine the systems, processes and programmes delivered to support whānau to achieve their goals and aspirations.

Whānau, Innovation, Integration and Engagement Fund

- In October Te Puni Kōkiri opened applications to the Whānau, Innovation, Integration and Engagement Fund available to support whānau to engage with each other, with other whānau, communities and providers.
- In 2010/11 \$6.6m will be available for activities that build whānau capability, strengthen whānau connections, support the development of whānau leadership and enhance best outcomes for whānau.
- The Fund will be open to Whānau Ora providers selected through the EOI process; as well as NGOs like iwi, hapu and rūnanga; whānau trusts; and marae committees etc. The Regional Leadership Groups will assess applications to the Fund.
- Activities funded include developing whānau plans; implementing priority parts of whānau plans; producing information and resources for whānau; and supporting whānau-based activities. Information and assistance to apply to the Fund can be directed to all regional Te Puni Kōkiri offices.

For More Information

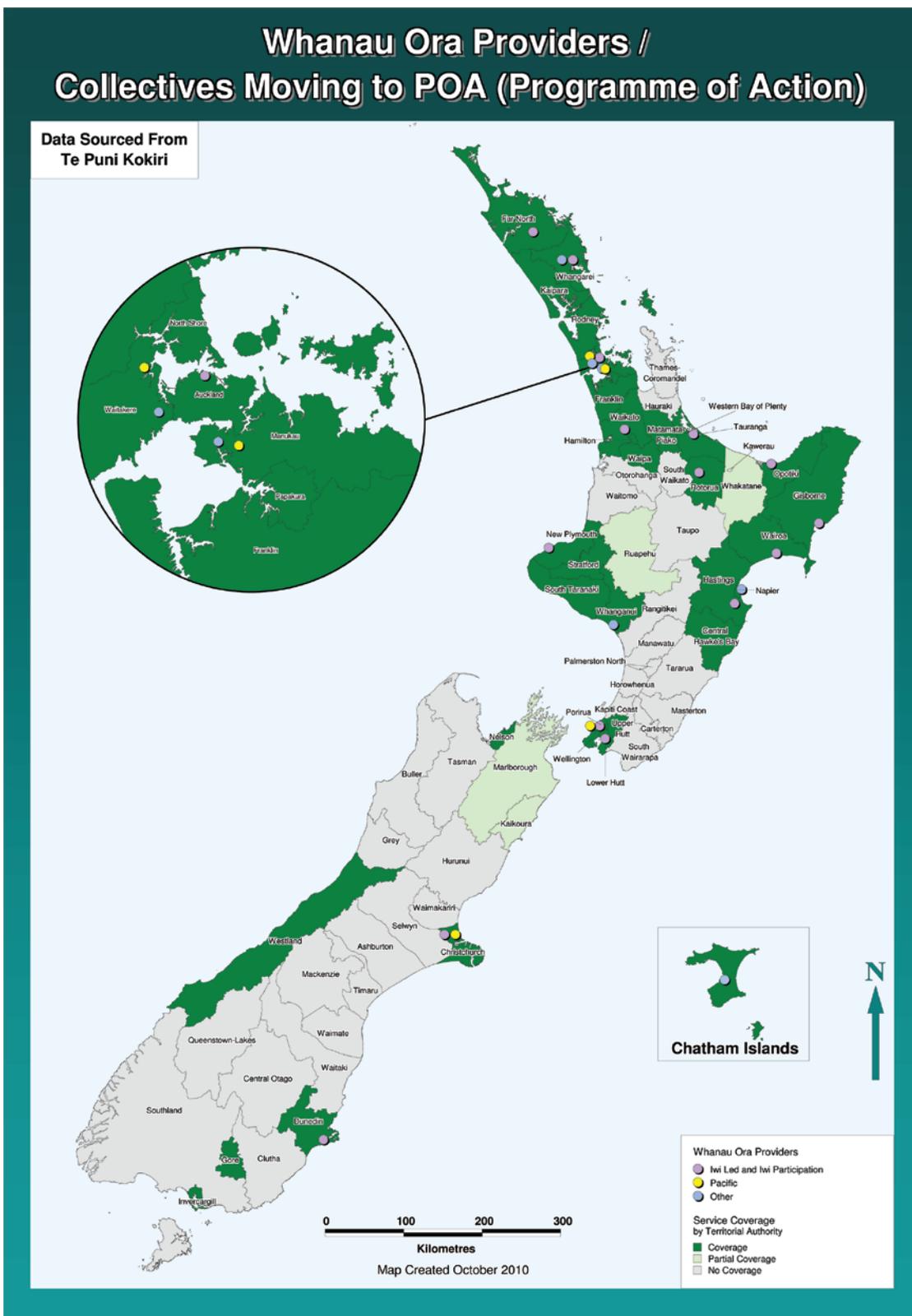
- For more information and regular updates about Whānau Ora; the EOI assessment and selection process; and the WIIE Fund, go to Te Puni Kōkiri website: www.tpk.govt.nz.
- Queries can also be emailed to: whānauora@tpk.govt.nz or call the Whānau Ora phone line on 04 819-6024.





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