

9 September 2024

Te Minita Whānau Ora

## HE PĀRONGO | AIDE MEMOIRE

### Whānau Ora Commissioning Procurement: Communications

Te Puni Kōkiri contact: Grace Smit, Hautū Te Puni Rohe, Deputy Secretary Regions

Phone: 9(2)(a)

TPK tracking no: 49540

#### Purpose

1. This paper responds to your request for further information on communications planning for the upcoming Whānau Ora commissioning procurement process.

#### Background & Context

2. On 1 August, you received a briefing paper that outlined options to align current Whānau Ora investment with Social Investment (49277 refers). At the Officials meeting on 26 August, you amended the recommendation in the briefing to *“Direct Te Puni Kōkiri to commence procurement processes for Whānau Ora services post 30 June 2025”* to include a specific focus on four “regions” with one being Pasifika (national). Following this decision, Te Puni Kōkiri has remobilised the procurement workstream and commenced re-planning.
3. At the 26 August Officials meeting, we agreed to provide you with initial Communication and Procurement next steps. We have commenced development of a fulsome Communications and Engagement Plan, including detail on procurement stages and timelines, risk assessment and mitigations. This material will also provide detailed key messaging for you and your office to ensure overall readiness for requests for information.

#### Communications Approach and Tactical Messaging

4. Ahead of the earlier “pause” on procurement activity, Te Puni Kōkiri had advised you of its planned communications approach to Whānau Ora Commissioning Agencies to notify them that an Advance Notice of Procurement would shortly be published on the government’s electronic tender services (GETS).

9(2)(g)(i)

6. Te Puni Kōkiri will communicate directly with the three current Commissioning Agencies, ensuring a no surprises approach. We intend to do this later this week. **Appendix 1** outlines the initial key messaging for you and your office to use to redirect procurement queries back to Te Puni Kōkiri.

#### Key Procurement Information

7. To ensure the probity of the procurement process, Te Puni Kōkiri must manage risks relating to *information asymmetry* between what information is shared with the existing

8. Te Puni Kōiri is also currently updating the Whānau Ora Commissioning Procurement Plan. Below are the indicative timings for key procurement stages:
  - Issue an Advance Notice of Procurement on GETS - we intend to do this later this week.  
*Formal notification to the market of a future upcoming procurement opportunity.*
  - Publish Request for Proposals (RFP) – last week of September.  
*Identifies a shortlist of potential suitable entities for each of the four 'regions' (noting that Pasifika will be nationwide).*
9. We expect to complete all new contracting arrangements by end March 2025 to allow for transition and readiness activities ahead of 1 July 2025. We will provide a full updated timeline (with further information on each procurement stage) with the Communications and Engagement Plan.

10. I will meet with you on 9 September to discuss the contents of this paper. Following that, I will contact the three current Whanau Ora Commissioning Agencies and communicate the decision to recommence the procurement process. Te Puni Kōkiri will provide a Communications and Engagement Plan to your office on 12 September 2024.

## Appendix 1 Key Messages for Minister

Grace Smit  
Hautū, Te Puni Rohe | Deputy Secretary, Regions

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## **Appendix 1 Key messages for Minister**

1. We know that Whānau Ora works.
2. We want to build on the Whānau Ora model which has successfully delivered over the past decade.
3. Whānau Ora is a strong example of whānau-centred, locally-led, government-enabled service delivery. As such, it is well aligned to our government's focus on localism and devolution.
4. The procurement of Whānau Ora Commissioning services will better position Whānau Ora to align with Social Investment.
5. The procurement process is an operational matter led by Te Puni Kōkiri.
6. New commissioning services will be in place for 1 July 2025.

Proactively released