

25 June 2025

Te Minita mō Whanau Ora

HE PĀRONGO | AIDE MEMOIRE

Te Pou Matakana Funding

Te Puni Kōkiri contact: Steven Sutton, Deputy Secretary Governance

Phone: 9(2)(a) [REDACTED]

TPK tracking no: 72591

Purpose

1. This aide memoire provides talking points to support responses by Ministers to questions about an advertisement created by Te Pou Matakana Limited urging Māori to enrol on the Māori Electoral Roll. We recommend you share this aide memoire with other Ministers and their offices as appropriate (including the Prime Minister's Office).

Comment

2. Today news media reports indicated Te Pou Matakana Limited (describing itself simply as "Whānau Ora") planned to launch the longest advertisement ever made in Aotearoa New Zealand. The advertisement will urge Māori to enrol on the Māori Electoral Roll.
3. **Attachment 1** to this aide memoire provides suggested talking points and **Attachment 2** provides Q&A for you and other Ministers.
4. Te Puni Kōkiri has serious concerns about the information contained in the new media reports if public funds have been used for the advertisement. These serious concerns focus on financial decisions by Te Pou Matakana Limited, and the obligations of Te Pou Matakana under its two contracts with Te Puni Kōkiri.
5. Te Pou Matakana holds two contracts with Te Puni Kōkiri:
 - a. Whānau Ora Outcomes Agreement for general commissioning expiring 30 June 2025; and
 - b. Ngā Tini Whetu Outcomes Agreement for a prototype expiring 30 June 2027.
6. For the avoidance of doubt, Te Pou Matakana Limited frequently trades as the "Whānau Ora Commissioning Agency", although this is not its legal name, and there are other Whānau Ora commissioning agencies.

Attachments:

Attachment 1 Talking Points

Attachment 2 Q&A

Attachment 3 Background on Whānau Ora Procurement Process

Ed Sullivan

Steven Sutton
Deputy Secretary Governance

NOTED
Hon Tama Potaka Te Minita Mō Whanau Ora
Date: ____ / ____ / 2025

Attachment 1 Talking Points

- 9(2)(g)(i) [Redacted]
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Attachment 2 Q&A

Q What funding does Te Pou Matakana receive?

A In FY2024/25, Te Pou Matakana received

- \$82,124,154 million for general Whānau Ora Commissioning (funding ends **30 June 2025**); and
- \$17, 530 million for the Ngā Tini Whetū prototype (funding ends **30 June 2027**).

Q What has Te Pou Matakana been funded to do exactly? Is this advertising allowed?

A Te Pou Matakana receives funding for General Commissioning to commission providers to match the needs and aspirations of whānau and families with initiatives, such as navigation services, to achieve their aspirations and outcomes, aligned to the Whānau Ora outcomes framework. This contract ends 30 June 2025. Commissioning Agencies have the direct oversight of contracts with providers, rather than the government.

Separately, Te Pou Matakana also receives funding for a discrete Whānau Ora initiative, the Ngā Tini Whetū prototype. This contract ends 30 June 2027. Ngā Tini Whetū is a whānau-centred early-intervention support designed to strengthen families and improve the safety and wellbeing of children. Ngā Tini Whetū uses the Whānau Ora commissioning approach to provide targeted and intensive support for pēpi and whānau during the First 1000 Days.

I am aware that Te Puni Kōkiri has today sent a letter to the Chair of Te Pou Matakana Board requesting an explanation in respect of the use of its funding.

Q Has Te Pou Matakana fulfilled its contractual obligations for their funding?

A Te Puni Kōkiri holds the Outcomes Agreement with Te Pou Matakana. I am aware that Te Puni Kōkiri has today sent a letter to the Chair of Te Pou Matakana Board requesting an explanation in respect of the use of its funding.

Attachment 3 Background on Whānau Ora Procurement Process

- On 7 March, Te Puni Kōkiri notified respondents to a RFP for Whānau Ora commissioning services of the results of a procurement process.
- This was the first time since the awarding of Whānau Ora contracts over 10 years ago that commissioning arrangements have been tested in the market through an open tender.
- The total budget for the services tendered was about \$155 million per annum. There are four Whānau Ora regions (up from three). Each region has its own commissioning agency – two North Island, one South Island, and a nationwide Pasifika-focused “region”.
- Audit NZ has independently assured the procurement process and confirmed the procurement met the required rules and practices for government.
- Go live for the new commissioning agencies is 1 July 2025.