



13 MAR 2020

Dear [REDACTED]

On 9 December 2019 you emailed the Ministry of Social Development (the Ministry) requesting, under the Official Information Act 1982, the following information:

- *All material regarding the proposal, development and implementation of the policy to provide beneficiaries with My Food Bag (or similar) meal delivery service as outlined in this recent media piece:*
www.tvnz.co.nz/one-news/new-zealand/beneficiaries-being-delivered-my-food-bag-meals-part-government-trial-v1
- *In particular I am seeking the following that relate to this policy:*
 - *meeting minutes, notes, aide memoire*
 - *correspondence between the Ministry and the provider*
 - *any informal documents or other internal literature*
 - *any information related to costing the policy*

On 16 December 2019, you were contacted by the Ministry regarding the scope of your request and agreed to change your request to the following:

- *Copies of all official briefings, memos, or advice provided and received by MSD regarding the decision to trial My Food Bag boxes with beneficiaries.*

As you are aware, the Ministry has been working with My Food Bag as part of a trial in Auckland to explore the need for, and potential benefits of a food bag option for people receiving government support, to enable access to healthier meals. As part of this trial, people applying for food grants through a Special Needs Grant are able to choose to receive a box of food (Bargain Box) from My Food Bag instead of a monetary grant.

The Bargain Box was co-designed with clients to ensure the product provided met their needs.

The My Food Bag trial was initially going to be run from September to November 2019, the actual trial period was between October 2019 to February 2020.

The Ministry is currently reviewing feedback on the trial. No decision has yet been made on the next steps of the trial.

Please find attached ten documents which fall under the scope of your request:

- *Aide-mémoire- My Food Bag Limited Provider Visit, dated 29 November 2018*
- *Segments relevant to the topic of the My Food Bag trial in Social Development Update- Week ending Friday 1 February 2019*

- *Memo- 'My Food Bag – Pre-Testing'*, dated 8 April 2019.
- Segments relevant to the topic of the My Food Bag trial in *Social Development Update- Week ending Friday 12 April 2019*
- Segments relevant to the topic of the My Food Bag trial in *Social Development Update- Week ending Friday 10 May 2019*
- *Memo- 'My Food Bag Prototype'*, dated 17 July 2019
- Segments relevant to the topic of the My Food Bag trial in *REP/19/8/792- Service Delivery- Strengthening our Service Culture (August Update)*, dated 22 August 2019
- *Memo- 'Exemption from Open Tender for My Food Bag Prototype'*, dated 26 September 2019.
- Segments relevant to the topic of the My Food Bag trial in *Social Development Update- Week ending Friday 4 October 2019*
- *REP/19/11/1087- Service Delivery- Strengthening our Service Culture (October Update)*, dated 31 October 2019

Some information is withheld under section 9(2)(b)(ii) of the Official Information Act (the Act) as, if released, it would be likely to prejudice the commercial position of the person who supplied or who is the subject of the information. The greater public interest is in ensuring that the commercial position can be maintained.

Some information is also withheld under section 9(2)(f)(iv) of the Act as it is under active consideration. The release of this information would be likely to prejudice the ability of government to consider advice and the wider public interest in effective government would not be served.

Some information is withheld under section 9(2)(j) of the Act to enable the Ministry to carry on, without prejudice or disadvantage, negotiations (including commercial and industrial negotiations). The greater public interest is in ensuring that government agencies can continue to negotiate without prejudice.

The names of some individuals are withheld under section 9(2)(a) of the Act in order to protect the privacy of natural persons. The need to protect the privacy of these people outweighs any public interest in the release of this information.

The principles and purposes of the Official Information Act 1982 under which you made your request are:

- to create greater openness and transparency about the plans, work and activities of the Government,
- to increase the ability of the public to participate in the making and administration of our laws and policies and
- to lead to greater accountability in the conduct of public affairs.

This Ministry fully supports those principles and purposes. The Ministry therefore intends to make the information contained in this letter and any attached documents available to the wider public. The Ministry will do this by publishing this letter and attachments on the Ministry of Social Development's website. Your personal details will be deleted, and the Ministry will not publish any information that would identify you as the person who requested the information.

If you wish to discuss this response regarding the Ministry's My Food Bag trial with us, please feel free to contact OIA_Requests@msd.govt.nz.

If you are not satisfied with this response, you have the right to seek an investigation and review by the Ombudsman. Information about how to make a complaint is available at www.ombudsman.parliament.nz or 0800 802 602.

Yours sincerely

A handwritten signature in blue ink, appearing to read 'Matt McLay', is positioned above the typed name.

Matt McLay
Group General Manager
Client Experience and Design

Aide-mémoire



**MINISTRY OF SOCIAL
DEVELOPMENT**
TE MANATŪ WHAKAHIATO ORA

Meeting

Date: 29 November 2018 **Security Level:** IN CONFIDENCE

For: Hon Carmel Sepuloni, Minister for Social Development

My Food Bag Limited Provider Visit

Meeting/visit details	9.45 - 10.30am, 7 December 2018, Level 3, 56 Parnell Road, Parnell, Auckland
Expected attendees	Nadia Lim , Co-founder and shareholder, My Food Bag Kevin Bowler , CEO, My Food Bag s 9(2)(a) OIA, Chief Marketing Officer, My Foodbag Jayne Russell , Group General Manager Client Experience and Service Design, MSD s 9(2)(a) OIA, Director, Client Experience and Service Design, MSD
Purpose of meeting/visit	The purpose of the meeting is for the Minister to meet the My Foodbag staff, take a tour of the premises and hear about the previous work completed (explained below) in collaboration with MSD and the planned next step of moving to a formal trial.
Background	<p>My Food Bag is a New Zealand meal kit home delivery service providing customers with ingredients and recipes to cook meals.</p> <p>The business was co-founded by Cecilia and her husband James Robinson, together with celebrity chef and dietitian Nadia Lim and her husband Carlos Bagrie and high-profile business personality Theresa Gattung.</p> <p>My Food Bag was launched in Auckland, with first deliveries made in March 2013. The co-founders continue to be involved in the business as active shareholders and directors. They don't currently contract or do work with any other social agencies that we know of.</p> <p>MSD have been working with My Food Bag (MFB) since September 2017 to explore both the need for, and potential benefits of a food bag option for people receiving government support, to enable access to healthier meals. This aligns with MFB's vision of growing</p>

healthier kiwi communities.

Over this time MSD and MFB have run a series of co-design workshops across West and South Auckland which have been exploring families' habits around budgeting, shopping and cooking.

The three cohorts for the workshops have been:

- Young parents aged 16-18 engaged with a Youth Service
- Young parents aged 18-24 engaged with Work and Income
- Parents (Sole or Couple) on a main benefit with a child aged 5-8 years old.

All workshop attendees then trialled a "Bargain Box" for 5 nights and provided feedback on delivery, ingredients, recipes, preparation and taste.

Feedback was that the Bargain Box created an opportunity for meals to become a much more family orientated activity. Parents shared with us their children's excitement about the arrival and unpacking of the box, which then lead to their engagement and assistance in the cooking process. This enthusiasm changed meal times for these families.

Children proudly ate the healthy food they had helped to prepare, and were unknowingly being educated in good eating habits. Parents also said their children were more likely to eat foods they'd never normally eat, i.e. vegetables and what had previously been a stressful task for families to plan meals on a tight budget, has now become an enjoyable activity.

Overall, the Bargain Box had a positive impact on families in relation to cooking and eating healthy meals.

All the families we have spoken to have said they would be interested in a food box solution if it included lunch and dinner.

Next steps

MFB and MSD are both interested in continuing our collaborative partnership and moving to a formal trial to test a tailored product that delivers a cost effective, healthy solution to families.

We are still yet to fully scope what the trial will look like.

The Client Experience and Service Design team will be meeting with MFB on 11 December 2018 to plan next steps.

We will continue to provide updates to the Minister on our progress.

Author: s 9(2)(a) OIA [REDACTED], Director, Client Experience and Service Design

Responsible manager: Jayne Russell, Group General Manager, Client Experience and Service Design

Social Development Update- Week ending Friday 1 February 2019

Collaboration with My Food Bag

My Food Bag approached MSD in 2017 to work with us to develop a product specifically tailored to teaching people how to cook simple, low-cost meals. We progressed co-design work to understand the needs of our clients and to determine the group who would benefit from this most.

Following your visit with My Food Bag in December, MSD has met with them twice in Auckland to progress options for the prototype.

We have jointly explored four options and have agreed to progress s 9(2)(f)(iv) s 9(2)(f)(iv) for prototype:

- Provide people applying for an emergency food grant in South Auckland service centres with the option to receive a healthy grocery kit from My Food Bag instead of money on a payment card
- s 9(2)(f)(iv)

Prior to developing the prototype we will undertake user testing to confirm that the healthy grocery kits meet people's needs.

My Food Bag will engage with their Leadership Team to obtain approval to move forward with developing a My Food Bag product for the above options. We will provide you with an update as we confirm details of the prototype.



Memo

To: Jayne Russell, Group General Manager, Client Experience and Service Design

From: s 9(2)(a) OIA, Client Experience and Service Design

Date: 8 April 2019

Security level: IN CONFIDENCE

My Food Bag – Pre-Testing

Recommendations

Agree: costs of approximately \$21,198.00 for pre-testing the My Food Bag box in South Auckland

Background

We have been working with My Food Bag to develop a product to offer our clients. We will be commencing a prototype (date to be confirmed) to understand how clients respond to being offered a food box. We will prototype the following two options:

- Offering a one-off food box to clients applying for an emergency food grant as an alternative to receiving money on a payment card. The food box will have everything they need to make breakfast, lunches and dinner including snacks for seven days.
- s 9(2)(f)(iv)

Proposed Approach

Prior to starting the full prototype we will undertake pre-testing to find out from clients whether they would choose a one-off food box for 7 days as an alternative to money on a payment card and whether the proposed ingredients would meet their needs. Talking to clients to hear their feedback prior to starting the prototype will ensure we are prototyping a product that we believe best meets people's needs based on insights.

It is proposed that six members of the Client Experience Service Design team travel to Auckland to undertake client testing for two days at Clendon and Manukau service centres. This allows us to test in two different service centres and to talk with a greater number of people to gain more insights. The client intercept testing also provides team members with the opportunity to gain experience in user testing. The team would set up a space in the office near front of house and talk to people who come into the office to get their feedback. A complete Bargain Box would also be present so people

can see the ingredients in it. Following the two days of testing the bargain boxes will be gifted to the service centre where client testing was undertaken.

From the clients we talk to, we will identify up to 100 people who will 'trial' a box for one week. Following this a survey will be sent to the participants to gain their feedback. This will provide valuable insights on how the box worked for our clients so any changes can be made prior to commencing the prototype. Below is a proposed timeline for the pre-testing:

Client testing at two service centres in South Auckland for two days. <ul style="list-style-type: none"> We will set up a space in the office with the food box filled with food and have team members who will be talking with clients to ask questions. We will select the people to trial the box with from the client testing. We will aim for 100. 	Thursday 2 May and Friday 3 May 2019
Send details of people receiving a trial box to My Food Bag	Friday 3 May
Clients receive box	Friday 10 May
One week trial commences with people using the box	Saturday 11 May – Friday 17 May
Survey sent out to people for feedback on the trial box	Wednesday 15 May

Costs

2x boxes for service centre client intercept testing (single serve @ s 9(2)(b)(ii))	s 9(2)(b)(ii)
Up to 100 clients to trial box 50 single @ s 9(2)(b)(ii) 50 family of 4 @ s 9(2)(b)(ii)	s 9(2)(b)(ii)
6x staff flights to Auckland and 1 nights' accommodation Approximately \$510pp (\$350 flights and \$160 accommodation)	\$3,060.00
Approximate Total	s 9(2)(b)(ii)

Note, we will aim for 100 clients to trial the box with for one week however we may not be able to reach 100 and there may not be a 50/50 split between the single box and the family of 4 box. The costs outlined above are an approximate amount based on 100 clients with a 50/50 split.

Next Steps

- Confirm travel arrangements for team
- Confirm intercept interview questions and survey
- Arrange Bargain Boxes for client testing at Clendon and Manukau

Social Development Update- Week ending Friday 12 April 2019

My Food Bag – prototype

We have been working with My Food Bag to progress a prototype; offering a food box to people who are applying for an emergency food grant s 9(2)(f)(iv)

Prior to commencing the prototype, we want to understand how clients feel about receiving a one-off food box for seven days as an alternative to money on a payment card and whether the proposed ingredients would meet their needs. We want to ensure that we have the items clients need for their particular situation so we are undertaking user testing.

The project team will be talking with clients at two service centres in South Auckland during the week of 29 April.

From the clients we talk to, we will identify up to 100 people who will trial a food box for one week. My Food Bag will send the food out to participants where they will use the food for seven days and provide us with their feedback. This will allow us to gain valuable insights from people who have used the food. We will make adjustments based on the feedback received prior to commencing the prototype. Please note this information is commercially sensitive and not for public release.

We will update you with the findings from the client intercept testing and the one week food box trial.

Social Development Update- Week ending Friday 10 May 2019

Bargain Box - Testing the option as an emergency food grant

On Thursday 2 and Friday 3 May we spent the day talking with clients at the Clendon Service Centre and Manukau Community Link, to hear their thoughts on offering a My Food Bag Bargain Box as an option for an emergency food grant. The reactions and feedback received was highly positive.

People really liked the concept and many said they would choose the Bargain Box as an option for a food grant if offered. Some of the key themes coming out of the day are listed below.

- The food in the box was really good, especially the fruits and vegetables.
- The book created by My Food Bag which includes recipes also received good feedback. People liked the look of the recipes and thought they were basic, easy to follow and looked delicious.
- The box being delivered was a real positive. This meant clients wouldn't need to find a way to get to the supermarket, incur transport costs, have the embarrassment of handing over a payment card, or have the stress of shopping with children and shopping on a limited budget.
- With regards to their own shopping many said they typically bought the bare basics, the cheapest brands and would often buy in bulk. Some people suggested some items to be added, such as nappies, cleaning products and more of bulk products such as porridge, pasta, rice and bread.
- Some felt the amount of food may not be enough to feed their family (especially where they have teenagers).

Our next step is to test the Bargain Box to find out how it works for families within their home. On Friday 10 May, 101 clients received a one-off Bargain Box (including a My Food Bag book with recipes and a suggested menu) to trial for seven days and will provide us with feedback on the experience. The Bargain Box is expected to have everything they need to make breakfast, lunch, dinners and snacks for a week.

Based on the feedback received from the one week trial we will make adjustments to the Bargain Box prior to commencing the prototype.

We will provide you with an update in the SDU in early June on feedback received from the one-week trial and provide further information on the prototype.



Memo

To: Service Delivery Leadership Team

From: Jayne Russell, Group General Manager, Client Experience and Service Design

Date: 17 July 2019

Security level: IN CONFIDENCE

My Food Bag Prototype

Recommendations

1. **Agree** to commencing the prototype of offering Bargain Box to clients as an option for an Emergency Food Grant in South Auckland service centres
2. **Agree** to the prototype period of three months from September – November 2019
3. s 9(2)(f)(iv)
4. **Note** the three options for discussion for paying for the emergency food grant option
5. **Note** the prototype will be funded via the Client Experience and Service Design prototype fund
6. **Note** we will come back to you with confirmed costs of the prototype

Background

In 2017 co-design workshops were held with clients in South Auckland to understand their current habits around grocery shopping and food. We worked with My Food Bag to develop a product based on the feedback received from the co-design workshops. The proposed Bargain Box includes breakfast, lunch, snacks and dinner for seven days which is different to current products offered by My Food Bag.

Before commencing the prototype, we needed to test the Bargain Box to find out how the product worked for families in their home. We spent two days in Clendon and Manukau service centres talking to clients who came into the office to hear their initial thoughts on the Bargain Box. From the clients we talked to, 101 clients received a one-off Bargain Box to test for a week (10 May - 17 May.) We emailed a survey and called some clients to find out how their week went with Bargain Box. We received 41 email responses and called an additional 20 clients to hear their feedback. The responses were overwhelmingly positive with some constructive insights to take into consideration.

Following the survey, we invited a small number of clients to a workshop in Clendon to further understand their views around the Bargain Box.



The value of Bargain Box for clients and their whānau

Although it is early in terms of the feedback received on Bargain Box we are starting to see an overwhelmingly positive impact which will create long term transformational change for clients and their whānau including:

- clients are learning cooking skills and cooking more since receiving the Bargain Box. They have more confidence in the kitchen.
- children are learning how to cook and seeing healthy food such as vegetables being used
- clients have been encouraged by the Bargain Box to buy healthier food such as fresh vegetables. They now know their children will eat these new foods and have learnt different ways of cooking with vegetables that is more appealing to their children.

Bargain Box is transformational

We heard that clients were able to use what they learned from the Bargain Box in their everyday lives. Many participants kept the recipe book and are now cooking the recipes with their own ingredients. Clients mentioned that before the Bargain Box they used to skip the vegetable section of the supermarket, and now are cooking with more vegetables.

We heard from some clients that shopping on a limited budget is stressful and planning and choosing 'healthy' food for their family on a limited budget is difficult. Clients liked that dinners are planned out and the box is delivered.

Providing Bargain Boxes could have the potential to see longer term benefits such as improved wellbeing for the whole whānau, improved concentration of children in schools, social inclusion, learning cooking skills and knowledge of healthier eating and parents educating children on cooking and eating healthy based on what they have learnt.

Bargain Box is a social connector

We noticed in the workshop that the shared experience of Bargain Box became a connector between clients. Clients were sharing tips about food with each other, from how to use all the ingredients and be 'zero waste' to where to go to get fresh produce. From this we understood that there is an opportunity to connect a community around the box that we offer, which differs from the current food grant offering. This ensures a flexibility, longevity and ownership over cooking and eating healthy meals with whānau.

In the pre-testing we used a workshop to facilitate social connection. We are exploring different options for social connection going forward such as information in the box on community groups or local markets.

Bargain Box Prototype

To understand the impact Bargain Box has on clients and their whānau we are prototyping the following two options:

- Clients applying for an emergency food grant in South Auckland service centres have the option to receive a Bargain Box
- s 9(2)(f)(iv)

Emergency Food Grant Option

Providing Bargain Boxes as an option for emergency food grants ensures families are eating well for that week. It alleviates the stress of going to the supermarket and shopping on a limited budget. We heard that some clients who tested the Bargain Box have changed some of their shopping and eating habits after only one week.

Timing

Clients applying for a food grant in participating service centres will be offered the option of receiving a Bargain Box. The Bargain Box will have breakfast, lunch, snacks and dinners for seven days. The Bargain Box needs to be ordered by 12pm for it to be delivered the following day. It is recommended that the prototype is only for clients applying for food grants at service centres or over the phone in service centres. If the prototype is extended to contact centres this would require training all CSR's where only a small number of clients would be eligible ie, located in the participating sites.

Dietary requirements

The Bargain Box for emergency food grants is unable to cater to food requirements. Clients will be offered this as an option to determine whether it is right for them or they can choose money on a payment card as per the current process.

Non-food items and food required for day of application

If the client requires food for the day they apply for the emergency food grant, prior to the Bargain Box being delivered, money can be loaded on a payment card to provide the client with money to purchase food. Guidelines will be provided on the amount to load onto the payment card. If the client requires non-food items such as toiletries or baby products money can be loaded onto the payment card for them to purchase these.

Scale

For the prototype to be viable for My Food Bag a minimum of 1,000 households need to order the Bargain Box over the period of the prototype. It is proposed that the prototype duration is three months from September – November 2019. The emergency food grant prototype will be funded via the Client Experience and Service Design prototype fund.

Location

My Food Bag's largest warehouse is based in South Auckland. For the prototype, My Food Bag's preferred location is Auckland. This allows them to manage one distribution centre, monitor the operations and easily manage any issues that arise. My Food Bag's preference is that the prototype is limited to a few service centres for the first two weeks to ensure the distribution centre is running smoothly as the 24-hour delivery time window is different to their current model. Further service centres in South Auckland can be included shortly after going live.

Costs

Following are the costs for the different size Bargain Boxes:

- Single = s 9(2)(b)(ii) OIA
- 2 people = s 9(2)(b)(ii) OIA
- 4 people = s 9(2)(b)(ii) OIA

Families of 3 will receive a 4-person box at s 9(2)(b)(ii) Multiple boxes will be sent for families of four or more.

Current food grant amounts	
Family unit	Maximum amount in a 26-week period
Single person	\$200
Married, civil union or de facto couple	\$300
Married, civil union or de facto couple or sole parent, 1 or 2 dependent children	\$450
Married, civil union or de facto couple, or sole parent, 3 or more dependent children	\$550

Average number of food grants currently granted for clients in South Auckland	
Service Centre	Approximate number of food grants per week granted at a service centre
Service centres to prototype in first two weeks	
Clendon	180 (2,340 for 3 months)
Manukau (full assist site)	60 (780 for 3 months)
Manurewa	140 (1,689 3 months)
After two weeks of prototype include remaining South Auckland service centres	
Mangere	122 (1,820 for 3 months)
Hunters Corner	36 (468 for 3 months)
Otahuhu	49 (637 for 3 months)
Otara	52 (676 for 3 months)
Papakura	128 (1,664 for 3 months)
Papatoetoe	31 (403 for 3 months)

Pukekohe	59 (767 for 3 months)
Waiuku	15 (195 for 3 months)
Total	872 (11,439 for 3 months)

Petrol grants

Anecdotally we have heard from some service centres that often assistance for petrol will be granted alongside a food grant for clients to get to the supermarket. For the period May 2018 to April 2019 731,676 food grants were paid out to 205,398 clients. Of these approximately 26,416 (about 13%) of clients used their payment card at a petrol station on the same day as they used the payment card at a food outlet. Note that only major petrol stations were included in this analysis.

Theoretically if clients choose a Bargain Box they will not require petrol to go to the supermarket. There will be some cases where clients still need to pay for petrol to go to supermarket to get non-food items or food for that day.

Options on how the emergency food grant option will be funded

Currently when clients receive an emergency food grant the amount approved is deducted from the client's hardship entitlement. Following are three options outlining how choosing a Bargain Box as the option for an emergency food grant could be applied to the client's hardship entitlement.

Option one – The actual cost of Bargain Box is deducted from a client's hardship entitlement

Option one proposes the actual cost of the Bargain Box is deducted from a client's hardship entitlement. This may impact their decision to choose a Bargain Box as it may be more than they would normally receive on a payment card. From the workshop held in Clendon with clients who tested the Bargain Box for a week, some people mentioned that even though the Bargain Box is more, they would still choose a Bargain Box over a payment card even if more would be deducted from their balance. The actual cost of the Bargain Box was not discussed during the workshop.

Option Two - Subsidising the Bargain Box

This option proposes that the Ministry subsidise a portion of the Bargain Box so less than the actual cost of the Bargain Box is deducted from the client's hardship entitlement. The average amount paid for food grants would be deducted from their hardship entitlement which means the Ministry would subsidise the difference between the average amount of food grants paid based on their family size and the actual cost of Bargain Box.

Anecdotally we have heard from clients and staff that if people choose Bargain Box they know that the families and children are receiving good healthy food to nourish them for the week. Feedback tells us that clients want to eat healthy and provide their children with good healthy food, however often their budget is limited which means they don't buy nutritional food as they believe healthy food is more expensive. Subsidising the Bargain Box means that more clients may choose this option as the amount deducted from their hardship entitlement may be more reasonable for them.

The prototype will provide us with valuable insights on why clients choose or do not choose a Bargain Box in place of a payment card. We cannot be certain how many clients will choose this option.

The following table outlines the amount that would be deducted from a client's hardship entitlement and the amount that would need to be subsidised.

Family Size	Average food grant amount per person nationwide	Cost of Bargain Box per person including delivery	Amount to be deducted from hardship entitlement ¹	Amount to be subsidised
1	\$89	s 9(2)(b)(ii) OIA		
2	\$123			
3	\$137			
4	\$151			
5	\$164			
6	\$183			

Option Three – Fund the total cost of Bargain Box

Option three proposes the actual cost of Bargain Box is covered by the Ministry and no amount is deducted from a client's hardship entitlement. We have anecdotally heard that when clients go grocery shopping when they have received a food grant they feel stressed and buy food which does not provide for their whānau for the entire week and is not the good healthy food they want to buy.

We believe funding the total cost of Bargain Box would encourage clients to choose Bargain Box which would generally see whānau eating healthier food for the week. This would also provide us with greater insights for learning during the prototype.

s 9(2)(f)(iv)

Ethical points to work through

We have applied the Ministry's Privacy human rights and ethics framework and sought advice from the privacy team and s 9(2)(a) OIA who provides ethics advice as part

¹ Amount to be deducted is the average food grant amount rounded to the nearest five dollar.

of the PHRaE framework. The privacy risks identified relate to the transfer and sharing of information with My Food Bag. We are working with the privacy team to identify an appropriate mechanism to share the information and determine the appropriate amount of information to share with My Food Bag.

Two ethical concerns have been identified with MSD providing Bargain Box as a service and we will continue to work with s 9(2)(a) OIA to explore the ethical points as the prototype progresses. The following table outlines the ethical points for consideration and the response.

Ethical point	Response
Bargain Box allows My Food Bag to access cliental who would not normally be potential clients for the company without MSD's involvement. We need to ensure that Bargain Box is primarily designed to benefit clients not My Food Bag.	Clients will only be able to receive a Bargain Box when administered and ordered via MSD for the prototype. MSD will place the orders directly with My Food Bag. The contract will explicitly outline how My Food Bag is to use the information about clients.
The Bargain Box might raise expectations which means the client may be disapponted unless clients have continued access to the foods introduced in the Bargain Box. They may feel in a worse position when they return to their previous cooking and eating habits, having been given a brief taste of an alternative they can no longer afford.	During the workshop held in June we explored how people felt going back to buying their 'usual' products after using the Bargain Box. There was mixed feedback. The majority of people liked the products in the box and people mentioned it has educated them on how they can shop and purchase similar ingredients to the food in the box however one person mentioned their daughter wanted them to continue to buy free range products however it is not within their budget.

Based on the ethics advice two concerns have been raised associated with providing a subsidy for Bargain Box.

- The subsidy may make Bargain Box look more appealing to clients, consideration of the subsidy will be factored into the evaluation of the Bargain Box.
- The Bargain Box will only be provided to clients who are in South Auckland and who apply for a food grant at service centers. This is acceptable for a pilot, however if this was to be implemented wider we would need to explore those exclusions to ensure there is no discrimination.

Evaluating the prototype

We will request clients receiving the Bargain Box during the prototype complete a short survey to provide feedback on their experience with the Bargain Box. We will capture some of the reasons why a client did not opt for a Bargain Box. We will also analyse food grant data to understand costs as well as any behaviour changes in terms of increase or decrease in food grant applications.

If the cost of the Bargain Box is fully funded or subsidised this may make Bargain Box look more appealing to clients, consideration of this will be factored into the evaluation of the Bargain Box.

Next Steps

- Confirm mechanism for ordering Bargain Box with My Food Bag
- Confirm how My Food Bag will be paid for each Bargain Box

- Confirm costs of the prototype based on option agreed to for funding the emergency food grant option
- Apply for an exemption from going to tender for My Food Bag for the prototype
- Develop guidelines and communications for prototype sites
- s 9(2)(f)(iv)

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OFFICIAL INFORMATION ACT



Report

Date: 22 August 2019

Security Level: IN CONFIDENCE

To: Hon Carmel Sepuloni, Minister for Social Development

Service Delivery - Strengthening our Service Culture (August update)

Contributes to Mana Manaaki - A Positive Experience Every Time

Purpose of the report

- 1 This report provides you with an update on Service Delivery's 'Strengthening our Service Culture and Client Experience' activity.

Viv Rickard
Deputy Chief Executive
Service Delivery

22/08/19

Date

Hon Carmel Sepuloni
Minister for Social Development

Date

Outside of scope

My Food Bag Prototype

- 47 We're preparing a prototype to provide Bargain Boxes as an option for clients wanting to apply for a food grant. The prototype aims to ensure that families are eating well for that week, as well alleviating the stress of going to the supermarket and shopping on a limited budget. Each Bargain Box will have breakfast, lunch, snacks and dinners for seven days.
- 48 To understand how Bargain Box works for clients and their whānau we'll prototype the following **§ 9(2)(f)(iv)**
- clients making contact for an emergency need for food in Clendon and Manukau service centres have the option to receive a Bargain Box

§ 9(2)(f)(iv)

- 49 Approximately 1,500 boxes will be offered to clients making contact with an emergency need for food during the prototype.
- 50 **Appendix A** outlines some of the key themes identified from surveys with clients who tested the Bargain Box for a week, and a workshop with a group of clients who had been part of the week of testing the Bargain Box.
- 51 We're working to confirm a go-live date for the prototype and will update you once this is known.

Outside of scope



Transformational experience

"A Bargain Box is ideally what I'd expect weekly grocery shopping to look like. **Since having mine I have now realised that I too can shop very similar"**

"I am working on cooking more meals in our home. At least once a week I use a Bargain Box recipe to help me coerce my children into trying new foods"

"I now buy fresh veges not frozen. To be honest I was too lazy to go the flea market now I go."

"Big change, kids healthier, they can live longer, think better, act better"

"Kids can see other side of life. They can learn life skills even though more expensive, it's worth it"

New skills

"I used to skip the vege section."

"I'm cooking more now"

"I live and work in a home for men reintegrating back into the community. The bargain box delivery helped to take some of the stress away from having to wait in line for a food grant, and physically going into a supermarket. Some of the men have never cooked before, so the easy to follow recipes were great."

"Increase thinking of cooking with Bargain Box. Made meatballs for the first time"

Beyond the Bargain Box

Leveraging initiatives for broader social benefits. **How Bargain Box is creating lasting change for our clients.**

My kids are cooking

"It made my eldest daughter enjoy experimenting cooking our dinner using the bargain box and **my daughter cooking was a huge help.**"

"Educating kids on healthy choices."

"The food was fresh and yummy and it came with everything we needed to create the meals. **My children were even able to follow the recipes with ease and created new yummy food for us to try.**"

Something different

"The recipe book has become a household favourite."

"Being a Pacific Island family we are so limited to eating our usual cultural cuisine. Dinners were different from what we usually have but enjoyable different"

Reduces stress

"Getting a food grant is one of the hardest things a mum has to do. **It's horrible, so embarrassing**"

"There are no worries on what to buy as I have experienced in the past, worrying about budgeting and in the end I'm deflated as I walk out feeling I bought less for my money or I have only enough for 2-3 meals for the week."

"Payment card embarrassing you do it in front of everyone (at the supermarket)"

Of the 41 email survey respondents

95% rated their overall experience as 'good' or 'very good'

87% would choose Bargain Box if they had an emergency and their family needed food



97.5% said Bargain Box made their week easier

s 9(2)(a) OIA *'s Story*

called My Food Bag to share her story: "A customer who participated in our MSD trial called this morning and shared a beautiful story about being a single mother and how the delivery last week was a 'gift from angels'.

She can't afford 'the fancy things' like mince and vegetables and has enjoyed every meal! Her son asked her last night 'What is this? It tastes amazing', it was celery and broccoli which they have never had before.

Last week she thought what will I do for my twins' birthday meal and this week she was able to give a great meal! She felt like a queen this week and wanted to say a huge thank you to us all!"



s 9(2)(a) OIA



Memo

To: Procurement Board

From: Matt McLay, Acting Group General Manager, Client Experience and Service Design

Date: 26 September 2019

Security level: IN CONFIDENCE

Exemption from Open Tender for My Food Bag Prototype

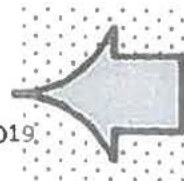
Procurement number: Rule 15.9e Prototype

Procurement Number 19.158.01

Action: For Approval

Endorsed by:
Matt McLay Acting Group General
Manager
Client Experience and
Service Design (Budget
Holder)

23/09/2019



Purpose

The purpose of this memo is to seek an exemption from open tender to allow the Ministry of Social Development to progress to a full prototype with My Food Bag.

Background

MSD and My Food Bag (who create Bargain Box) have been working together to develop a tailored product to offer MSD clients.

The proposed food box, which was developed through co-design workshops with clients held in 2017, includes everything needed for breakfast, lunch, snacks and dinner for seven days. This is different to current products offered by My Food Bag (which caters only to dinners) as it does not require many extra ingredients and is mostly stovetop only.

Before commencing the prototype, we tested the food box to find out how the product worked for families in their home. We spent two days in Clendon and Manukau service centres talking to clients. From the clients we talked to, 101 clients received a one-off food box to test for a week. The response was overwhelmingly positive with 95% of clients rating their experience as 'good' or 'very good.'

Although it is early in terms of the feedback received on the food box we are starting to see a positive impact which will create long term transformational change for clients and their whānau including:

- clients are learning cooking skills and cooking more since receiving the food box. They have more confidence in the kitchen.
- children are learning how to cook and seeing healthy food such as vegetables being used
- clients have been encouraged by the food box to buy healthier food such as fresh vegetables. They now know their children will eat these new foods and have learnt different ways of cooking with vegetables that is more appealing to their children.

§ 9(2)(f)(iv)

Prototype

To understand the impact the food box has on clients and their whānau we are planning to prototype the following two options:

1. Clients who have an **emergency need for food** in Clendon and Manukau service centres have the option to receive a food box, delivered to their home within 24 hours (If the order is made before 12pm that day). The food box is optional, so our clients can still choose to receive the money on a payment card if they want. The prototype will be offered to clients applying for special needs grants for food in Clendon and Manukau service centre's only.

2. § 9(2)(f)(iv)

The go-live date for the emergency need for food option is 29 October 2019. The spend on food boxes available for the prototype will be capped § 9(2)(j) OIA with a contingency of up to an additional § 9(2)(j) OIA

§ 9(2)(f)(iv)

Through the prototype we want to evaluate:

1. If Bargain Box alleviates stress for our clients.
2. If Bargain Box helps clients to learn to cook, shop and eat healthy as a family.
3. If Bargain Box helps to build long term healthy habits.
4. If we can successfully implement and deliver this service.

The results of the prototype will identify what works and what doesn't work to inform recommendations on next steps for the service.

Why My Food Bag?

My Food Bag currently offer a service which delivers healthy nutritional food. They have worked with us and our clients to develop a tailored solution specifically for our clients.

Grounds for exemption

The initiative outlined above is a prototype and therefore we are seeking exemption from open advertising under rule 15.9e of the government rules of sourcing:

- e) Purchasing a prototype for research, experiment, study or original development. Original development may include a limited production or supply if this is necessary to:
- i. carry out field tests or incorporate findings, or
 - ii. prove that good or service or works can be produced or supplied in large numbers to an agreed quality standard.

This exemption does not apply to quantity production or supply to establish commercial viability or to recover research and development costs. Once the contract for the prototype has been approved, an agency must openly advertise any subsequent procurement of the same goods, services or works.

Proposed contract

If approval is given to exempt this service from open tender, the Client Experience and Service Design Team will work with Service Delivery National Contracts team to create the terms of agreement between MSD and My Food Bag.

Financial commitment

Financially the agreement commits MSD to: a maximum of **s 9(2)(b)** for the emergency food grant option. The Bargain Box will be offered to clients applying for a special needs grant for food in Clendon and Manukau service centres. The prototype will stop once **s 9(2)(b)(ii)** has been spent. Based on food grant data we estimate this will take approximately six weeks.

s 9(2)(f)(iv)

Request

An exemption from the open tendering requirements is sought on the basis that the above ground(s) for exemption apply in this case and are necessary and justified. It is confirmed that this procedure is not being used to avoid competition, protect domestic suppliers or discriminate against any domestic or foreign supplier, and is understood that, in exercising discretion not to use open tendering procedures in these circumstances, the ministry must still, to the extent possible, have regard to the principles of government procurement policy and good practice framework.

The Procurement Boards approval of this exemption from open tender is subject to approval of the relevant financial authority.

Approved/ Not Approved


Procurement Board Chair

29/09/19
Date

Social Development Update- Week ending Friday 4 October 2019

My Food Bag prototype update

In the August Service Culture Update, we advised you that we had completed a pre-test of the MSD and My Food Bag-developed Bargain Box with 101 clients. As a result, we are looking at prototyping the following two options:

- s 9(2)(f)(iv)

- Clients making contact for an emergency need for food in Clendon and Manukau Service Centres (the prototype sites) having the option to receive a Bargain Box.

s 9(2)(f)(iv)

Emergency need for food

We have confirmed a go-live date for the emergency need for food option.

On 29 October 2019, case managers in Clendon and Manukau Service Centres will offer clients with an emergency need for food the option of receiving the Bargain Box, containing seven days of food for breakfast, lunch, dinner and snacks. The box will be offered instead of, or alongside, a payment card (when there is a need to provide support until the food box is delivered or for other groceries like baby formula and sanitary items). At the end of the seven days, we will be asking clients for feedback on their experience.

As part of the launch of the prototype, Nadia Lim, celebrity chef and a co-founder of My Food Bag, will visit the Clendon and Manukau sites on 23 October to talk about the MSD and My Food Bag partnership, along with staff from National and Regional Office.

We will update your Office early next year on how the prototype is progressing, our learnings and recommendations for the next steps.



Report

Date: 31 October 2019

Security Level: IN CONFIDENCE

To: Hon Carmel Sepuloni, Minister for Social Development

Service Delivery - Strengthening our Service Culture (October update)

Contributes to Mana Manaaki – A Positive Experience Every Time

Purpose of the report

- 1 This report provides you with an update on Service Delivery's 'Strengthening our Service Culture and Client Experience' activity.

Viv Rickard
Deputy Chief Executive
Service Delivery

Date


Hon Carmel Sepuloni
Minister for Social Development

Date

Outside of scope



My Food Bag prototype update

- 47 We recently tested Bargain Boxes as an option for clients wanting to apply for a food grant. The testing aimed to ensure that families are eating well for that week, as well as alleviating the stress of going to the supermarket and shopping on a limited budget. Each Bargain Box contains breakfast, lunch, snacks and dinners for seven days.
- 48 As a result of the testing, we will be prototyping the following two options:
- s 9(2)(f)(iv) 
 - Clients making contact for an emergency need for food in Clendon and Manukau Service Centres (the prototype sites) having the option to receive a Bargain Box.
- 49 From 29 October 2019, case managers in the Clendon and Manukau Service Centres will offer clients with an emergency need for food the option of receiving the Bargain Box. The box will be offered instead of, or alongside, a payment card (when there is a need to provide support until the food box is delivered or for other groceries like baby formula and personal items). At the end of the seven days, we will be asking clients for feedback on their experience.

Outside of scope

