



**MINISTRY OF SOCIAL
DEVELOPMENT**

TE MANATŪ WHAKAHIATO ORA

05 MAY 2021

Dear [REDACTED]

On 10 April 2021, you emailed the Ministry of Social Development (the Ministry) requesting, under the Official Information Act 1982 (the Act), the following information:

- *Requesting information about what is entailed with MSDs "Elite Partner" affiliate with NZ Fashion Week. How much money, if any, has been or is currently being paid to support NZ Fashion Week? What services, if any, have been or are currently being provided to support NZ Fashion Week? What was the rationale of MSD being involved in the support NZ Fashion Week?*

In 2019, the Ministry partnered with New Zealand Fashion Week (NZFW) to work with the NZFW Volunteer Programme. Volunteering equips Ministry clients with experiences that can be cited to potential employers as evidence of motivation, reliability and skill acquisition. Volunteering can also provide an opportunity to "experience work", building confidence and insight into what working is like as well as giving the volunteer a taste of an industry that is appealing to them.

Improving client engagement and creating pathways from training into employment is an ongoing challenge in the Auckland region. This volunteering programme was specifically designed to attract females, aged 20-29, who comprise the client cohort with the highest growth rate in the Auckland region. Many of the roles that were offered involved assisting models with outfit changes (including unpacking/preparing garments & dressing), customer service and distributing goodie bags. Other behind-the-scenes roles were available including backstage runners, assisting with sound and lighting, and guest registration. In total, this programme was offered to 100 clients.

As volunteers in the programme were unpaid, the Ministry provided funding to cover unavoidable participation costs, ensuring that this opportunity did not exclude clients who did not have discretionary income. Please see attached **Appendix A**, which contains **Table One**, showing a breakdown on initiative costs per client for their involvement in the New Zealand Fashion Week Volunteer Programme.

The Ministry was also offered an opportunity to highlight businesses within the fashion and retail industries that see benefits in enabling employment, opportunities and equity for disadvantaged New Zealanders, challenging other business leaders to adopt this approach as part of an Industry Seminar event. The Ministry supported this event in collaboration with the Auckland Chamber of Commerce by contributing \$35,000 to seminar event costs.

The Ministry received a positive response during the recruitment for the programme and were able to engage a hard-to-reach client cohort, however, due to COVID-19,

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the programme was unable to go ahead in 2020. You can find more information on the Ministry's elite partnership with NZFW at the following link:
www.nzfashionweek.com/news/msd.

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

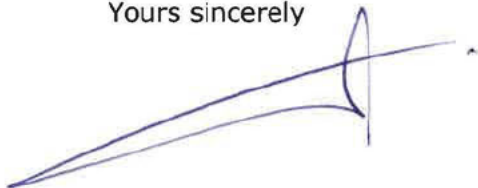
- to create greater openness and transparency about the plans, work and activities of the Government
- to increase the ability of the public to participate in the making and administration of our laws and policies
- to lead to greater accountability in the conduct of public affairs.

This Ministry fully supports those principles and purposes. The Ministry therefore intends to make the information contained in this letter available to the wider public. The Ministry will do this by publishing this letter 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 with us, please feel free to contact OIA_Requests@msd.govt.nz.

If you are not satisfied with this response regarding the Ministry's affiliate with NZFW 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 'Amanda Nicolle', with a long horizontal stroke extending to the left.

Amanda Nicolle
Director
Industry Partnerships

Appendix A:

Table One: A breakdown of initiative costs per client for their involvement in the New Zealand Fashion Week Volunteer Programme.

Detail	Price (per client)
Provision to enable client participation <ul style="list-style-type: none">- Travel vouchers: up to \$50 per participant for bus fares- Clothing allowance: up to \$100 per participant- Food allowance: up to \$20 per participant x up to 5 days	Up to \$250
NZFW Training costs	\$850
Maximum cost per client	\$1,100
Maximum cost for 100 clients	\$110,000

Notes for table one:

- These figures do not necessarily represent the total amount spent by the Ministry.