



26 February 2024

Tēnā koe

### **Official Information Act request**

Thank you for your email of 26 January 2024, requesting documentation about approved funding for Curative NZ Limited in the 2023-2025 period, in two amounts of \$600,000 and \$625,000.

I have considered your request under the Official Information Act 1982 (the Act). Please find my decision set out below.

I have also included some general information about youth development and youth enterprise initiatives at the end of this letter, for your further information.

***I am making an OIA request regarding approved funding for Curative NZ Limited in the 2023-2025 period, in two amounts of \$600,000 and \$625,000. Can you provide documentation about what this funding is going towards?***

This funding is administered by the Ministry of Youth Development (MYD) – Te Manatū Whakahiato Taiohi which is a business unit of the Ministry of Social Development (the Ministry).

### **The Hive**

MYD is funding Curative NZ Ltd \$600,000.00 over a two-year period 1 July 2023 to 30 June 2025, to support delivery of the youth voice initiative named 'The Hive'.

I refer you to Appendix one which supplies the following excerpts from the Ministry of Youth Development (MYD) Outcome Agreement with Curative NZ for the Hive:

- Schedule 1: Description of Service
- Proposed Work Programme and Outcomes.

Further information on The Hive can be found on their website:

- [thehive.nz/](https://thehive.nz/)

You may note that Appendix One includes a reference to the government's 'Youth Plan'. The aims of the Youth Plan are: the voices and perspectives of young people are listened to, valued, and embedded in decision-making at all levels; and the mana of young people is uplifted, and young people are enabled to lead their own lives, have their identities seen, valued and respected, and have increasing influence in their communities and over government policy.

'Continuation of The Hive youth voice initiative' is included as an action within the Youth Plan's Rolling Suite of Actions. You can find more about the Youth Plan on MYD's website:

- [www.myd.govt.nz/young-people/youth-plan/youth-plan.html#YouthPlanDocuments4](http://www.myd.govt.nz/young-people/youth-plan/youth-plan.html#YouthPlanDocuments4)

### **Unfold Programme**

MYD is funding Curative NZ Ltd \$625,000 over a 2.5 year period from 10 February 2023 to 30 June 2025 to deliver the 'Unfold' programme.

I refer you to Appendix two which supplies an excerpt from the MYD Outcome Agreement with Curative NZ for the Unfold Programme: 'Appendix 1: Services and Outcomes'.

### **Youth development and youth enterprise initiatives**

MYD funds a wide range of youth development and youth enterprise initiatives. It funds organisations that employ a youth development approach which supports the wellbeing of young people (aged 12 to 24 years) in Aotearoa New Zealand. Information on programmes, services, and initiatives currently funded by MYD can be found on its website:


- [www.myd.govt.nz/funding/](http://www.myd.govt.nz/funding/)

I will be publishing this decision letter, with your personal details deleted, on the Ministry's website in due course.

If you wish to discuss this response with us, please feel free to contact [OIA\\_Requests@msd.govt.nz](mailto:OIA_Requests@msd.govt.nz).

If you are not satisfied with my decision on your request, 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](http://www.ombudsman.parliament.nz) or 0800 802 602.

Yours sincerely

p.p. 

Magnus O'Neill  
**General Manager**  
**Ministerial and Executive Services**

## Description of Services

### Context

The Ministry of Youth Development (MYD) is partnering with Curative NZ Limited to progress The Hive work programme, deliverables and outcomes over the next two years.

The Hive facilitates meaningful two-way communication channels between young people and government; and forms part of MYD's Youth Voice work programme and is a key deliverable under the Youth Plan.

### The Suppliers Proposal

Curative NZ Limited have provided a two-year proposal that sets out the work programme and associated outcomes. The Curative NZ Limited proposal forms part of this Contract for Services and sets out the key milestones and outcomes to be delivered. A copy of the Proposal is attached at **Appendix 1**.

### Aim of the Services

The aim of The Hive is to support and encourage rangatahi to contribute their thoughts and opinions in a way that works for them. It focuses on building two-way communication between young people and government agencies, by building trust and allowing rangatahi to engage with the issues of interest to them. The Supplier will ensure The Hive:

- provides an online platform to enable young people of Aotearoa to have their say on the issues that matter to them
- employs a team of young co-designers to demystify and make sense of policy language, concepts and processes, so that all young people are able to participate in the democratic process
- inspires action and participation through coordinated online and offline brand activations, instilling a sense of belief among young people that their voice matters
- deploys an effective marketing and communications strategy through web and social media channels to gather the voice of young people on discrete pieces of engagement work for various government agencies
- works alongside government agencies to 'close the loop' on any consultation process, building young people's trust in The Hive as a brand that listens, reflects, and places value on their contributions
- provides opportunities, platforms and pathways for the Hivers and other young people through their involvement with The Hive
- contributes to an evolving body of evidence of 'best practice' for engaging young people in policy, system and programme design with government organisations.



## Description of Services

This is a multi-year contract, and the Supplier will deliver the services, milestones and outcomes over the next two financial years as described in **Appendix 1**.

## Accreditation

The Supplier must attain the appropriate level of Social Sector Accreditation as specified in Schedule 2 in delivering these services.

## Deliverables/Milestones and Outcomes

The Deliverables/Milestones and Outcomes are specified in Appendix 1. The Supplier will develop a detailed Project Plan that will include a schedule of key dates for each Milestone and Outcome that will be monitored by the Contracts Manager for the Buyer.

## Specific code of conduct / policies / health & safety / protective security / legislative requirement

The Supplier will comply with the Buyer's Third Party Health and Safety Policy, which is available at: <http://www.msd.govt.nz/documents/about-msd-and-our-work/about-msd/our-responsibilities/health-and-safety-external-provider-policy.pdf>

## Transfer of Records

The Supplier must transfer to the Buyer all records related to the Services at the end of the Contract.



## Attachments

Reference 'Contract documents' described at Page 1

### Appendix 1: The Hive: Proposed Work Programme and Outcomes - 01 July 2023 - 30 June 2025

#### Background

The Hive facilitates a meaningful two-way communication channel between young people and government. This action is delivered through a partnership between MYD and Curative NZ.

Young people from across Aotearoa New Zealand will continue to be recruited to be a part of The Hive, as 'Hivers' for one-year tenures or 'seasons'. Approximately 15 young people are recruited into each cohort from a diversity of backgrounds, locations and lived experience. Each cohort works to strengthen The Hive, online and in community, by co-designing experiences and content for other young people to participate in. Each cohort is actively supported by the previous year's group, and at times all seasons of the Hivers are engaged in larger scale opportunities.

Learning opportunities, pastoral care and wrap around support is provided throughout the year by Curative. This includes fortnightly online hui, and multiple moments to gather and work together in person. During each year, The Hive provides development and capacity-building opportunities for Hivers, facilitates broad youth engagement with government agencies on policy projects, and provides snackable, educational content to help young people better understand our political system and how they can meaningfully have their voices heard.

The following proposal outlines how Curative NZ can build on previous work to deliver a programme of work, timelines, intended outcomes for the two year period 1 July 2023 – 30 June 2025 of The Hive.

#### The Hive will:

- Provide an online platform to enable young people of Aotearoa to have their say on the issues that matter to them.
- Employ a team of young co-designers to demystify and make sense of policy language, concepts and processes, so that all rangatahi are able to participate in the democratic process.
- Inspire action and participation through coordinated online and offline brand activations, instilling a sense of belief among young people that their voice matters.
- Deploy an effective marketing and communications strategy through web and social media channels to gather the voice of young people on discrete pieces of engagement work for various government agencies.
- Work alongside government agencies to 'close the loop' on any consultation process, building young people's trust in The Hive as a brand that listens, reflects, and places value on their contributions.
- Provide opportunities, platforms and pathways for the Hivers and other young people through their involvement with The Hive.
- Contribute to an evolving body of evidence of 'best practice' for engaging young people in policy, system and programme design with government organisations.



## Work Programme and Outcomes

	Work Programme	Outcomes
1 July 2023 to 30 June 2024	<p>This year will be focused on reviewing all of our previous/existing work with the Hive, with a view to strengthening it for the future. The aim is to align The Hive with the current and projected requirements of both decision-makers and young people.</p> <p>This will include:</p> <ul style="list-style-type: none"> <li>Facilitating a two day workshop in Auckland with existing Hivers from the first three years to reflect, gather insights, and share hopes for the future (“Hivernation”).</li> <li>Establishing an interim cohort of Hivers - an “Allstars” group of 8-12 Hivers from across the three previous seasons to support exploration of what’s needed for the future; includes regular meetings with this cohort to progress together.</li> <li>Meeting with a number of Government agencies, and cross-government working groups, to better understand their needs around Youth Voice and explore different models of engagement and funding.</li> <li>Secure additional funding partners for The Hive beyond 2025.</li> <li>Refreshing the brand and website.</li> </ul> <p>Alongside this process we will also:</p> <ul style="list-style-type: none"> <li>Continue to produce and share timely, relevant and engaging content on social media that encourages youth voice.</li> <li>Produce easily sharable educational content that helps young people better understand how government works.</li> <li>Undertake bespoke engagement pieces with government agencies.</li> <li>Develop and launch a quarterly I live newsletter for decision makers across government.</li> </ul>	<p>A diverse group of young people from across Aotearoa shape the future of The Hive.</p> <p>Increase the capacity of our existing Hivers, supporting their education and employment ambitions, providing learning opportunities or connections where relevant.</p> <p>Build strong community relationships; with young people and key decision makers, positioning The Hive as a trusted destination for young people to have their say on issues of importance, and for decision makers to listen to what young people need.</p> <p>Help young people better understand how government works, and how they can participate and have their voices heard, and create greater access with key engagement opportunities.</p> <p>Support government agencies’ to connect with young people in meaningful ways.</p> <p>Secure future financial partnerships with one or more government agencies to support a co-funded model of The Hive to build future sustainability.</p>

	<ul style="list-style-type: none"> <li>● Continue Fortnightly check-ins between MYD and Curative.</li> <li>● Continue quarterly reporting on progress, learning and financial updates</li> <li>● Recruit Season 4 Hivers, bringing the total cohort to approx 60 young people.</li> </ul>	
<p>1 July 2024 to 30 June 2025</p>	<p>In this year, we'll implement the changes identified through our review process, and work with the newly recruited Season 4 Hivers to deliver a programme of work that will include:</p> <ul style="list-style-type: none"> <li>● Inducting Season 4 Hivers through an appropriate in person wānanga</li> <li>● Designing a programme of work that responds to our new cohorts skills, interests, and the needs of young people; this includes a process of listening (insight gathering), truth-sharing (reporting findings) and activating (showing young people how to participate in political processes). This includes regular online hui with the Hivers to progress together.</li> <li>● Producing and sharing timely, relevant and engaging content on social media that encourages youth voice.</li> <li>● Producing easily sharable educational content that helps young people better understand how government works.</li> <li>● Undertaking bespoke engagement pieces with government agencies.</li> <li>● Producing a quarterly Hive newsletter for decision makers across government.</li> <li>● Continuing fortnightly check-ins between MYD and Curative.</li> <li>● Continuing quarterly reporting on progress, learning and financial updates</li> </ul> <p>Depending on future funding partnerships, we may also recruit Season 5 Hivers.</p>	<p>Facilitate a range of opportunities for each young person recruited to The Hive, including supporting their education and employment ambitions, providing learning opportunities or connections where relevant.</p> <p>Build strong community relationships; with young people and key decision makers, positioning The Hive as a trusted destination for young people to have their say on issues of importance, and for decision makers to listen to what young people need.</p> <p>Help young people better understand how government works, and how they can participate and have their voices heard, and create greater access with key engagement opportunities.</p> <p>Support of multiple government projects or actions as a vehicle for youth voice, participation, and input annually; driven either by partnerships with government agencies or self-initiated by the Hivers based on youth needs.</p> <p>Secure future financial partnerships with one or more government agencies to support a co-funded model of The Hive to build future sustainability.</p>

**Appendix 1 – Services and Outcomes**

<b>Outcome (Population)</b>	
<p>The Services described in this Outcome Agreement provided by the Provider are to contribute towards the Purchasing Agency’s purpose as set out below.</p> <p><b>Ministry of Youth Development – Te Manatū Whakahiato Taiohi</b></p> <p>The Ministry of Youth Development (MYD) – Te Manatū Whakahiato Taiohi is a Ministry administered by the Ministry of Social Development – Te Manatū Whakahiato Ora. The Services within this Outcome Agreement contribute towards promoting the use of a positive youth development approach to increase the wellbeing of young people across Aotearoa New Zealand, so that they are better able to succeed in, contribute to and enjoy life.</p> <p>By providing the Services under this Outcome Agreement, the Provider will contribute to:</p> <ul style="list-style-type: none"> <li>• increased wellbeing, capability and resilience, skills, and connections for young people, including strengthening youth identity, sense of belonging, and social connectedness with their peers, whānau, and communities</li> <li>• support effective youth participation of young people in design, development, delivery, and evaluation of youth development opportunities to ensure they are informed and shaped by the aspirations and lived experience of young people, and</li> <li>• a cycle of youth development evidence on what works for cohorts of young people, including those from marginalised communities such as rangatahi Māori, and Pacific, rainbow, and disabled young people.</li> </ul>	
<b>Services Location</b>	<b>Mount Eden</b>
Total young people for the period 10 February to 30 June 2023	<b>1,200</b>
Total young people for the period 01 July 2023 to 30 June 2024	<b>1,500</b>
Total young people for the period 01 July 2024 to 30 June 2025	<b>2,000</b>
<b>Total Number of Participants over life of Contract (2.5 years)</b>	<b>4,700</b>
<b>Detailed Services Description</b>	
<p><b>Name of the programme:</b> Unfold,</p> <p><b>Programme delivery schedule:</b> Monthly hui &amp; Quarterly activations,</p> <p><b>Programme delivery location:</b> South Auckland locations to be determined by the Unfold Creative Block during Phase 1 and submitted to the Purchasing Agency prior to first payment under this Outcome Agreement.</p> <p><b>Unfold</b></p>	



Unfold is a social movement to support wellbeing, reduce alcohol and drug related harm, and lift horizons for young people aged 16-24 years of age, in South Auckland.

This programme amplifies the voices of 'kids with a story'; young people proud of being from 'the hood' who feel displaced in spaces that are not familiar. Unfold is underpinned by creative expression and nurtures the wellbeing of young people through online engagements and in-person events and activations. Each Unfold engagement aims to provide the following outcomes for young people:

- build a sense of belonging and connection
- relieve stress and pressure
- create fun opportunities to test limits
- enable young people to feel they can be creative
- help young people feel seen, and valued
- boost their 'street cred' - feeling attractive and desirable in their chosen creative expression.

Unfold comes to life through curated social media content, events and activations celebrating local young people, offering opportunities to connect and create. Unfold enables their stories to be celebrated, giving room for expression and an opportunity to learn / practice new things.

Youth Participation and participant design is core to the Unfold programme. The Unfold Creative Block (U.C.B) comprises of 12-15 young creatives who work alongside the Curative Unfold team to plan activations – this is phase one of the programme. The U.C.B meet monthly and present at live activations, either in support of the community or with direct responsibility to hosting. The activations are phase two of the programme, and take the form of story-telling workshops, youth events, social media engagements (Instagram) and creative arts showcases.

**Young people will receive the following youth development opportunities:**

- creative agency and storytelling – as the Unfold programme is partly delivered online, young people led by the U.C.B will be supported to utilise the Unfold platform as a creative outlet to spread messages of belonging through storytelling
- community building (online and in-person) – through empowering stories from and by South Auckland young people, participants in the Unfold programme are encouraged to optimise interpersonal and relational skills to weave connections in creative ways
- personal and leadership development – The U.C.B are provided group and one to one mentoring by Curative Unfold staff and are provided technical support for online facilitation and curation of the Unfold online platform.

**Evaluation of the Services**

The Purchasing Agency may undertake an evaluation of the Services in 2023 and 2024. The Provider agrees to participate in the evaluation and will be advised in writing of the details from the Purchasing Agency closer to the time.

Please note these payments exclude GST. However, payments for GST registered Providers will have GST added subject to the terms and conditions of an Outcome Agreement.

## Aim of the Services

- 1.1 The aim of this Youth development (YD) Services is to:
- (a) increase young people's wellbeing, capability and resilience, skills and connections including strengthening youth identity, sense of belonging, and social connectedness with their peers, whānau, and communities, and
  - (b) support effective youth participation of young people in design, development, delivery, and evaluation of youth development opportunities to ensure they are informed and shaped by the aspirations and lived experience of young people.

## 2 Outcomes of the Services

- 2.1 As a result of the Services, participants will achieve increased wellbeing, capability and resilience, skills, and connections<sup>1</sup>. The Provider will need to achieve this outcome, for no less than a minimum of 50% of participants in their Services per financial year.
- 2.2 The measure of success for participants will be different and dependent on the level of support needed, their engagement in the Service, and their aspirations.

## 3 Target group

- 3.1 The target group for the Services, and those eligible for the Services are young people aged 12 to 24 years with Low to Moderate needs.
- 3.2 Young people with Low to Moderate needs will satisfy one or more of the following:
- (a) history of school absenteeism, or experience of alternative education
  - (b) low household and community financial resources
  - (c) family or individual dependence on Work and Income
  - (d) mental health needs such as controlled anxiety or depression
  - (e) low sense of identity/belonging
  - (f) lack of social connectedness with peers, whānau, community
  - (g) identifies with more than one priority cohort.
- 3.3 The Provider is responsible for assessing a young person to identify if they have Low to Moderate needs.
- 3.4 Young people are not eligible for the Services under this Outcome Agreement if they have been identified as requiring a high intensity level of support for one or more of the following such as experience of abuse or neglect, offending, severe mental health needs, etc and/or are supported through MSD Youth Services or any other relevant government agency.
- 3.5 The Provider will give particular focus to seven priority cohorts that are disproportionately disadvantaged:
- (a) rangatahi Māori
  - (b) Pacific young people
  - (c) rainbow young people
  - (d) disabled young people
  - (e) young women

<sup>1</sup> This means young people will report increased resilience; increased self-esteem, confidence, and self-belief; improved self-esteem, confidence, and self-belief; improved wellbeing and empathy; strengthened positive connection/engagement with peers, whānau, and community; improved motivation.



- (f) young people from ethnic communities (in particular, those from a refugee and migrant background)
- (g) young people in the regions (defined as the non-urban, more rural, and often isolated regions across Aotearoa New Zealand).

3.6 The Services must support a minimum of one priority cohort listed in 3.5.

3.7 The table below sets out the number of participants who will engage in the Service located in **Auckland** that the Provider anticipates will identify from one or more of the priority cohorts listed in 3.5.

<b>Identified seven priority cohorts in New Zealand</b>	<b>Anticipated Number of Participants</b>
Rangatahi Māori	400
Pacific young people	500
Rainbow young people	100
Disabled young people	20
Young women	165
Young people from ethnic communities (in particular, those from a refugee and migrant background)	50

#### 4 Social Sector Accreditation

4.1 The Provider:

- (a) must have, and maintain throughout the term of the Outcome Agreement, Social Sector Accreditation (at Level Four or higher); and
- (b) represents that, at the commencement of this Outcome Agreement, there were no outstanding post-audit or post-review remedial actions that had been required of the Provider following an audit or review by or on behalf of the Purchasing Agency prior to the commencement date.

4.2 Suspension or revocation of the Social Sector Accreditation may result in the Outcome Agreement being suspended or terminated without notice in accordance with the provisions in Appendix 9.

#### 5 Service Volume

5.1 The maximum funding value for the Services is **\$625,000.00** (GST Exclusive) over the term of this Outcome Agreement.

5.2 The Services will be delivered to a minimum of **4,700** participants over the term of this Outcome Agreement.

5.3 It is the responsibility of the Provider to manage and control participation in the Services to the agreed Services volume.

5.4 Where the Provider exceeds the agreed Services volume, the Purchasing Agency is under no obligation to make payment for the additional places achieved, unless this has previously been agreed by the Parties in writing.

## 6 Service Delivery

- 6.1 The Provider shall provide the Services in the following areas: **Auckland**.
- 6.2 The Services will commence **10 February 2023**.
- 6.3 The Provider is responsible for obtaining consent from each participant in the Services.
- 6.4 The Provider shall not charge any participant in the Service under this Outcome Agreement.

## 7 Performance measures

- 7.1 The Provider will be assessed by the Purchasing Agency on the quality of the Services. This assessment will be through feedback from participants who are in/have completed the Services.
- 7.2 The Provider should aim to have at least 50% of participants complete a Participant Feedback Survey.
- 7.3 The Purchasing Agency expects no less than 85% of participants responding to the Participant Feedback Survey will report that they have significantly increased their wellbeing through their participation in the Services.
- 7.4 The Provider will be monitored on how it has demonstrated Effective Youth Participation in the design, development, delivery, and evaluation of the Services for the term of this Outcome Agreement.
- 7.5 The Purchasing Agency is currently reviewing its performance measures. This review is anticipated to conclude in late 2023. The Provider will be advised in writing to any changes to the performance measures and agrees to comply with them.

