



MINISTRY OF
SOCIAL DEVELOPMENT
Te Manatū Whakahiato Ora

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PAPER FOR THE WELFARE WORKING GROUP

WORK AND INCOME STRATEGIES FOR WORKING WITH MAORI, PACIFIC PEOPLES AND YOUTH

Purpose of the Report

- 1 This paper provides additional information about how Work and Income works with Maori, Pacific and young people and the results achieved, following on from Peter Hughes' discussion with the Welfare Working Group on 15 July 2010.
- 2 Maori and young people are over represented on benefits. Maori make up 30% of working-age beneficiaries, compared with 13% of the total working-age population. 44% of Maori on benefit are DPB recipients. Young people (aged 18-24 years) make up 18% of working-age beneficiaries. Pacific people make up 17% of working-age beneficiaries compared with 6% of the total working-age population.
- 3 Benefit receipt is very often a symptom of other disadvantages. For Maori and young people, low educational attainment and skills affect employability and high rates of sole parenthood among Maori are a key driver of benefit receipt for this group.

How Work and Income works with Maori

- 4 Work and Income's overarching strategy is to respond to the needs of individual clients, based on their characteristics, in ways that will best help them. Within this strategy, a number of initiatives and programmes particularly benefit Maori job seekers, including partnerships with iwi, employment programmes, Integrated Service Response and regional employment initiatives.

Partnering with Iwi

- 5 Working with iwi authorities, marae and Maori-based community social services can be a more effective response to Maori needs. Work and Income works alongside Maori community groups and often directly contracts their services.
- 6 While these partnerships with Iwi have been around for some time, in 2010, Work and Income is seeking to go to the next step and formalise iwi partnership arrangements with Tainui, Ngati Whakaue, Taranaki Whanui ki te Upoko o te Ika, Te Tai Tokerau Chief Executive Iwi Consortium, Ngai Tahu and Ngati Rangi in Whanganui.
- 7 These arrangements include support to develop and implement workforce development strategies that create work for Maori, and advance relationships with employers to match workers and services tailored to their needs. Iwi partnerships also increase employers' capability and the resilience of their workforce.

Integrated Service Response

- 8 The Integrated Service Response (ISR) is another initiative that is making a particular difference for Maori. ISR is an integrated, cross-agency approach to help the most at-risk individuals and families deal with the underlying causes of their problems. Government and non-government agencies work together to help families achieve their objectives.
- 9 At the end of April 2010, 47% of participants (2,467) in this intensive case management approach were Maori.

Regional Initiatives

- 10 Often the best customised approaches can only be developed on a region-by-region basis. Work and Income's 11 regions develop initiatives and programmes to help Maori into employment based on the specific needs and circumstances of Maori in their region. For example:
 - the Auckland Region has one Case Manager permanently based at the Waipareira Trust to provide wrap-around services to whanau in the Auckland area
 - Central Region employs a Rangatahi Coach in Palmerston North to support young Maori into employment, including developing career plans, organising community work and linkages into social services agencies
 - the Taranaki region has an initiative to increase Maori take-up of health careers, with stage one creating 50 employment positions per year for three years in the health and disability sector
 - Waikato Region has contracted an entry-level fishing and land-based skills course that runs for 12 weeks for Maori and youth clients in Huntly and Ngaruawahia. The course is delivered by Maori providers in a tikanga Maori environment.

How Work and Income works with Pacific people

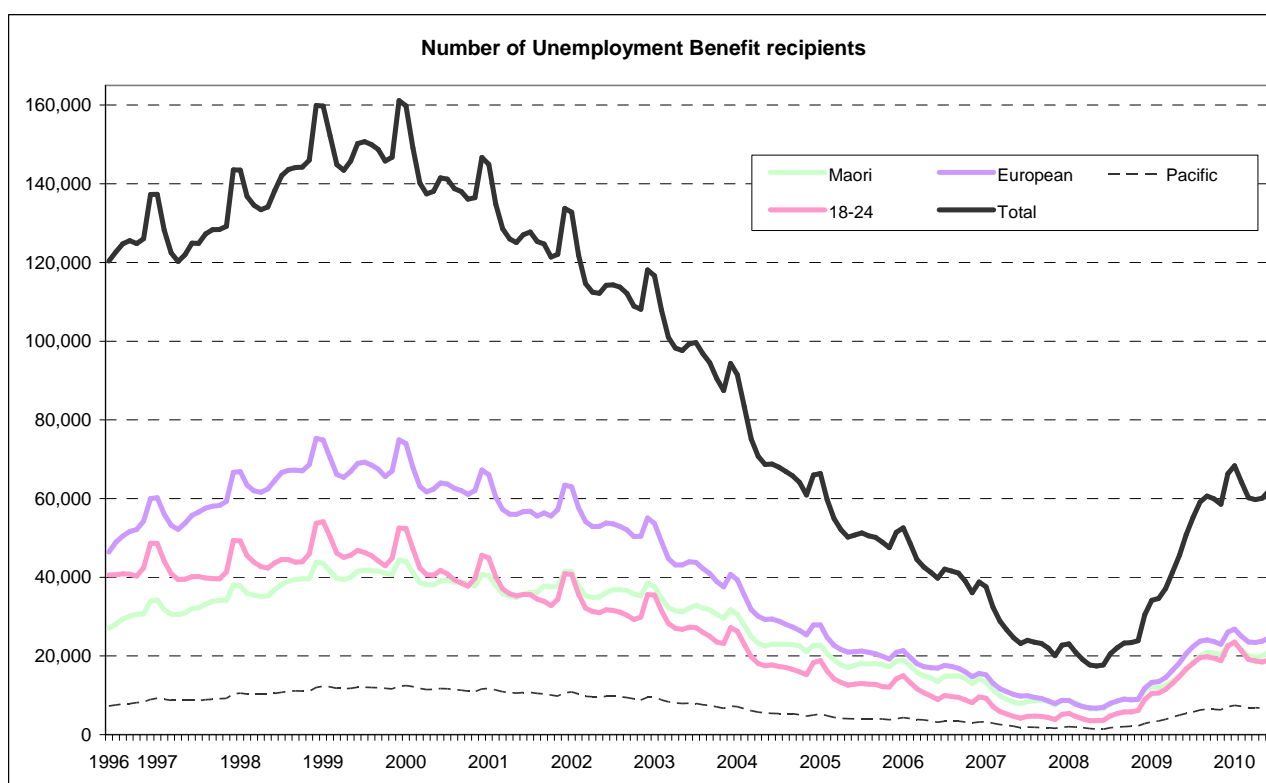
- 11 Work and Income has a particular approach underway for working with Pacific people, targeting the Auckland region (79% of the total Pacific population on Unemployment Benefit live in Auckland and 37% of the Pacific UB population in Auckland are youth).
- 12 The fundamental approach is to use Work and Income's employment services to facilitate transitions into work, connections to training and up-skilling and enabling ease of access to the labour market for Pacific people.
- 13 Pacific people in Auckland have been disproportionately affected by the current economic recession, which has significantly increased Pacific unemployment. The Pacific unemployment rate as at the last March quarter is 14.4% compared to Maori at 14.2%, Asian at 9.8% and European on 4.4%.
- 14 All sites across Auckland with high numbers of Pacific unemployed will shortly have specialised Pacific case managers focused on getting Pacific people on UB into work. Their primary focus will be on re-attaching Pacific people with the labour market as soon as they make initial contact with Work and Income through seminars. To support them, the Pacific Wave Unit staff of six Work Brokers are a dedicated resource for sourcing suitable vacancies and promoting Pacific clients to employers.

How Work and Income works with young people

- 15 In addition to the services available to all jobseekers, and the specific strategies for working with Maori and Pacific people, the government has also put in place specific policies for mitigating the impact of the recession on young people. The “Youth Opportunities” package is a \$152 million initiative announced in August 2009, which provides a suite of employment and training opportunities for sixteen to twenty-four year olds up to the end of 2010.
- 16 The Job Ops and Community Max initiatives subsidise the employment of low skilled young people in business and community programmes. Many of the initiatives in the Youth Opportunities package aim to foster confidence and discipline, connect young people into their communities, provide appropriate and relevant training, and develop work skills. These have particularly high uptake by Maori and young people.

Results for Maori and young people

- 17 Through the 2000s, up until the recent recession, numbers of Maori, Pacific people and young people receiving benefits reduced dramatically. The graph below shows the total number of UB recipients, and the respective numbers who are Maori, Pacific and those aged 18-24 years. It demonstrates that the marked reductions in UB numbers throughout the first part of the 2000s were shared by all of these groups.



- 18 While the recession has reversed these gains to some extent, the proportionate increases in UB receipt for Maori (up 221% since June 2008) were lower than other groups (254% for European and 379% for Pacific, and numbers have only now returned to early 2005 levels).

- 19 The proportion of young Maori receiving benefits has also reduced since 2008, so they now form a slightly smaller proportion of unemployment beneficiaries than they did prior to the recession. In June 2008, Maori 18-24 year olds made up 42.2% of 18-24 year old recipients compared to 39.8% in April 2010. Pacific people are doing slightly worse, with 8.4% in June 2008 compared to 9.6% in June 2010.
- 20 Job Ops and Community Max were strong contributors to the good results for Maori young people in particular. As at 9 July 2010, 6,185 Job Ops positions had been filled, with 1,813 (29.3%) Maori, and 3,573 positions had been filled through Community Max with 2,032 (56.9%) Maori.