Do good, better.

Visionwest
Waka Whakakitenga

Pae Aronui

creating a
brighter future | Kia Tūmanakotia

Visionwest
Pae Aronui
ImpactLab GoodMeasure Report
February 2023

ImpactLab

**ImpactLab
GoodMeasure Report**
Wellington, New Zealand

**Prepared for:
Visionwest**

February 2023

Simplifying social impact measurement

I had the privilege in public life to work with people who understood the need for positive change in the lives of those around them and worked hard to achieve it.

Our social services do a tremendous job of bringing positive change to our most deserving individuals and communities. These organisations are built by volunteers and community workers who dedicate their lives to helping others.

Social service workers can see the positive impact of their work. Children thriving, families united, jobseekers in new employment and people empowered to change their life course.

With more tools they could do more good. I want to help them by finding ways to make sure that effort is recognised, results are measurable and they can make decisions about how to do more good.

ImpactLab grew from a desire to make available to community organisations tools that use the power of public information and the latest technology, so these organisations can change more lives.

By measuring social change and positive outcomes, ImpactLab enables charities and social service providers to speak the language of funders, investors and governments.

It has been a pleasure to work with Visionwest to learn how this organisation changes lives throughout the Waitakere region of Auckland.

Calculating social value helps inform decision making and investment and enables you to do good, better.

Thank you for joining us on this journey.

Sir Bill English
ImpactLab Chairman

# Contents

GoodMeasure Summary

GoodMeasure connects decisionmakers with information they can act on to grow their social impact, enabling investment that works for communities so that people can live the lives they choose.

Through this GoodMeasure journey, ImpactLab supports community organisations to understand their Social Value and empowers them to further understand their data, people and impact stories.

We use a standardised methodology that draws on publicly available data, academic research, and an organisation's own data, to estimate Social Value and a Social Return On Investment (SROI).

Understanding social value

Social value is the social impact in dollar terms that a programme achieves for participants over their lifetime.
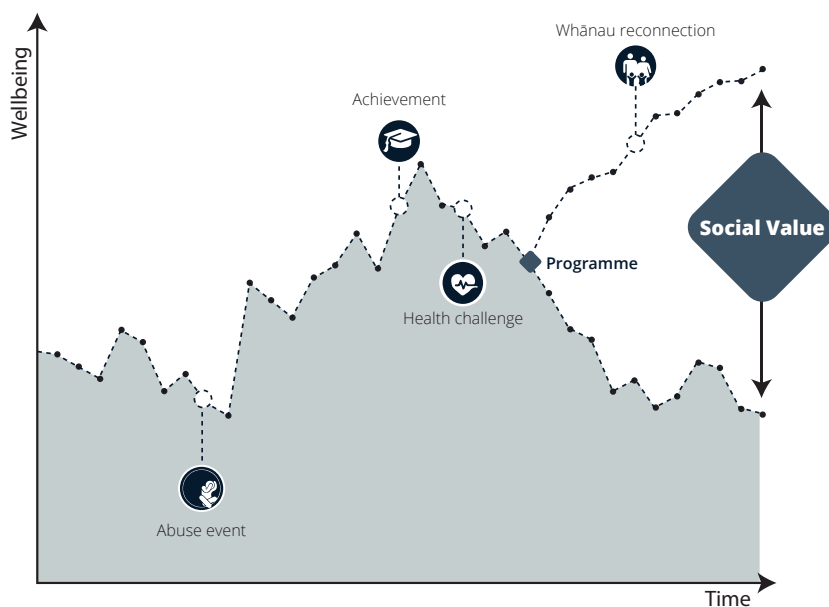
Throughout our lives, different events occur which impact our overall wellbeing trajectory. ImpactLab measures the impact on an individual's wellbeing across multiple domains when they're supported by a programme to make positive changes in their life.

We measure this impact in terms of both positive benefits (such as increased income) and avoided costs to government.

To calculate social value, we combine these impact values with

◆ Evidence from global literature about how effective a programme can be.

◆ The size of the opportunity for the people an organisation serves to achieve more positive outcomes.

◆ The number of people supported.

By combining these inputs, the social value calculation helps us understand how a programme or intervention helps change lives for the better. We combine the social value with cost information to calculate a programme's social return on investment.

GoodMeasure for Visionwest: Pae Aronui

Through Pae Aronui, Visionwest supports rangatahi Māori to develop a strong cultural identity, connection with their whakapapa and sense of mana and self-worth. Wrap-around services aim to improve wellbeing and enable rangatahi to re-engage with qualification-based learning, attain credits/qualifications, achieve stable employment (for at least six months), acquire relevant pre-employment skills and gain in-work credits and qualifications.
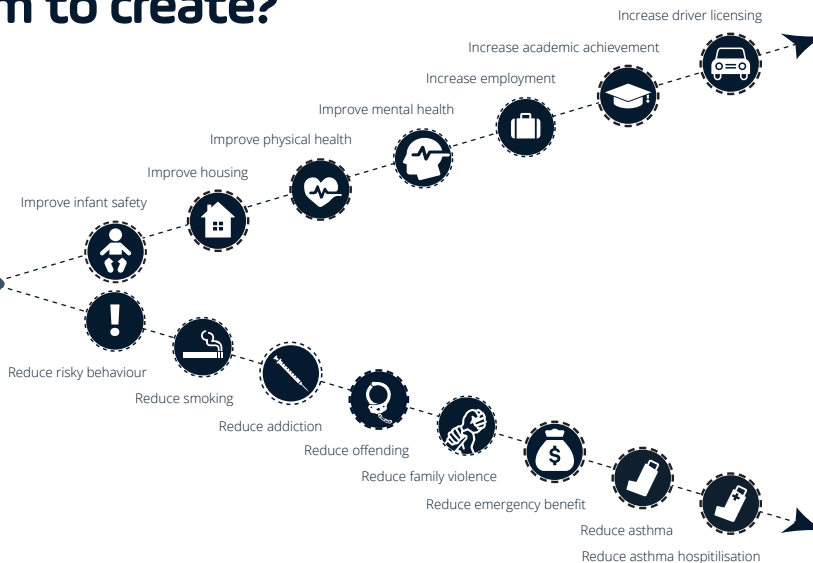
Who does Pae Aronui serve?

Rangatahi Māori aged 15 to 24 years who are not in education, employment, or training (NEET), or are at risk of becoming NEET, who reside in the Waitakere region and whakapapa Māori.

What does Pae Aronui do?

The Pae Aronui programme walks alongside rangatahi providing one-on-one and roopu mentoring for 12 months. Participants can access a broad menu of supports tailored to their needs. This includes exposure to learning opportunities and choices, training and employment pathways, wrap-around wellbeing support, skills-based training, additional qualifications, driver licensing and career planning and coaching through a te ao Māori framework.

What outcomes does Pae Aronui aim to create?

Increase driver licensing
Increase academic achievement
Increase employment
Improve mental health
Improve physical health
Improve housing
Improve infant safety

Reduce risky behaviour
Reduce smoking
Reduce addiction
Reduce offending
Reduce family violence
Reduce emergency benefit
Reduce asthma
Reduce asthma hospitilisation

GoodMeasure outcomes

These outcomes directly contribute to this year's social value calculations.

For Siblings
Improve mental health
Reduce asthma
Reduce asthma hospitalisation

For Rangatahi
Improve mental health
Increase employment
Increase academic achievement
Increase driver licensing
Improve physical health
Improve housing
Improve infant safety
Reduce addiction
Reduce offending
Reduce risky behaviour
Reduce emergency benefit
Reduce smoking
Reduce family violence
Reduce asthma
Reduce asthma hospitalisation

Additional outcomes

These outcomes do not directly contribute to this year's social value calculations.

Connection to cultural identity
Connection to whakapapa
Building turangawaewae
Forming meaningful friendships and relationships
Building independence
Strengthening for work sustainability
Community connection

Pae Aronui's impact

Social Value
$1,299,830

Social value definition

Social value per rangatahi	$42,880
Social value per sibling	$480
Measurable benefits as proportion of programme cost	320%
Cost per rangatahi (including support to their whānau)	$12,560

When we take into account the operating costs of Pae Aronui, we can calculate the social return on investment that is generated for every dollar in the programme.

Social Return on Investment
$1:$3.20

Every $1 invested in Pae Aronui results in $3.20 returned to NZ
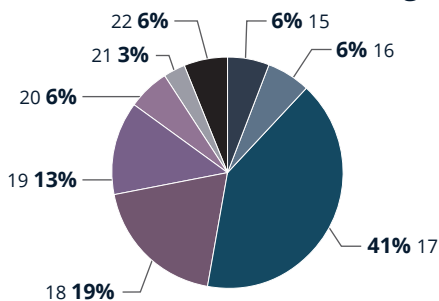
(1 Jul 2021 - 30 Jun 2022)

Participants

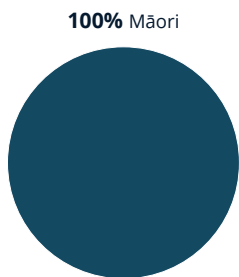| Participant	Total Starting	Total minimum/ successful engagement
Rangatahi	32	30
Siblings	28	28

Rangatahi engagement with Pae Aronui

Lower range	91 days
Average	204 days
Upper range	334 days

Age

22 **6%**   **6%** 15
21 **3%**   **6%** 16
20 **6%**
19 **13%**
18 **19%**
    41% 17

Ethnicity

100% Māori
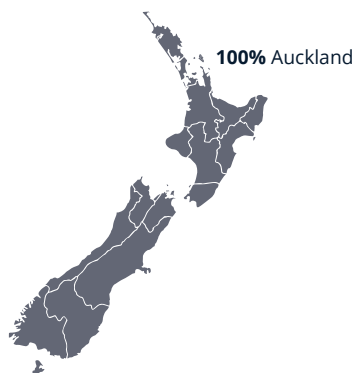
Gender

Female: **66%**   Male: **34%**

Location
New Zealand

100% Auckland

Pae Aronui's people

Visionwest's Pae Aronui works with rangatahi Māori aged 18-25 who are not in education, training or employment (NEET), or who are at risk of becoming NEET, supporting them to create a bright and fulfilling future. Through 12 months of mentoring, roopu and wrap-around services, Pae Aronui helps rangatahi become secure in their cultural identity and grow their mana through the values and tikanga of te ao Māori.

NEET rangatahi largely want to improve their lives and circumstances. When given the opportunity and the right support they can make significant progress and set themselves up for full and fruitful lives. Unfortunately, for some rangatahi Māori, their lived experiences can impact their ability to engage with education and employment, achieve wellbeing and live the lives that they choose.

Challenges faced by these rangatahi often relate to colonisation and wider sociological issues. These wider issues can present as intergenerational poverty, housing insecurity and other challenges for rangatahi. Other contributing factors include: learning difficulties, alcohol and drug use, criminal offending or mental and physical health issues. NEET rangatahi have disengaged from their education and sometimes face significant literacy and numeracy challenges, or are dealing with complex whānau dynamics and lack of positive role models. These experiences mean that often these rangatahi feel a sense of lost mana, kiritau and motuhaketanga that comes from feeling confident in their culture and identity. As a result they can feel like a burden to those around them.

In response, an experienced team of Kaiārahi Rangatahi are trained to support, nurture, and guide rangatahi to set career goals and personal vision, to identify barriers and challenges, and to tautoko rangatahi towards achieving those goals. A kaupapa Māori approach of doing 'whatever it takes' to support rangatahi prioritises building relationships and trust and leveraging whānau, hapū, iwi and community networks and a commitment to journeying with rangatahi through a whānau-centred support structure as they achieve their goals.

Visionwest's Pae Aronui programme supports rangatahi to develop a strong cultural identity, connection with their whakapapa and a sense of mana and self-worth. Wrap-around services aim to improve wellbeing and enable rangatahi to re-engage with qualification-based learning, attain credits/ qualifications, achieve stable employment (for at least six months), acquire relevant pre-employment skills and gain in-work credits and qualifications.

The change journey

Pae Aronui provides twelve months of one-on-one and roopu mentoring alongside exposure to learning opportunities and choices, training and employment pathways and wrap-around wellbeing support to help rangatahi live safe and fulfilling lives.

Build a kaupapa Māori approach

Pae Aronui is delivered as part of a portfolio of wrap-around services by Visionwest for rangatahi in West Auckland.

Visionwest build relationships and trust, leveraging whānau, hapū, iwi and community networks to identify NEET rangatahi who need support.

Māori and Pasifika Kaiārahi Rangatahi are employed by Visionwest who can fluently korero te reo Māori and lead rangatahi development through the values and tikanga of te ao Māori.

Pae Aronui sees every rangatahi as being worth investment and capable of change. A kaupapa Māori lens of doing "whatever it takes" underpins the programme design.

Visionwest have co-designed resources, tools and processes with tangata whenua to create the Pae Aronui workbook.

Identify rangatahi and create space for whanaungatanga

Rangatahi can be directly referred to Visionwest from schools, corrections, whānau, employers, police or other social services.

Kaiārahi Rangatahi reach out to rangatahi by email, text or phone to arrange a first meet-up at a comfortable, convenient and accessible location.

The focus of the first few meetings is building relationships, mutual trust and respect between Kaiārahi and rangatahi.

When ready to engage with the process, Kaiārahi help rangatahi to go through a screening process to identify needs, a learning process to set goals and an Individualised Learning Plan.

During enrolment in Pae Aronui rangatahi are taken through an outline of the programme, confidentiality, expectations and health and safety through a series of forms agreed to by both parties.

Kaiārahi Rangatahi can meet with rangatahi either kanohi ki te kanohi, through social/digital media, phone call or text at any time during their engagement.

Visionwest will provide the resources and support to enable rangatahi to participate in Pae Aronui. The support available include transport, childcare assistance, advocacy and wrap-around services for whānau.

Do whatever it takes

Match services with the needs of rangatahi

Kaiārahi Rangatahi connect with rangatahi for four hours per week for the first three months of their relationship. Thereafter, contact time may reduce to 2-3 hours per week.

Engagement is made up of 1-on-1 sessions, group sessions, activities, outings and individually matched supports which are captured in Individual Learning Plans. Activities available are targeted to improving wellbeing for rangatahi and include:

Trips and outings: Visits to Museums, Marae, education providers such as NZMA, Unitec, Te Wananga O Aotearoa and skills update. Rangatahi visited work industries of interest such as building sites, restaurants, bars and cafes for hospitality interest. Visits were made to temping agencies also such as drake, trade staff and Kelly services.

Physical Health: Fitness training with qualified personal trainers, Kaiārahi Rangatahi and the Pouhākinakina programme. Connect rangatahi with GPs and health services and support them to attend appointments.

Mental health: Mātanga Oranga (kaupapa Māori trauma informed care), 1-on-1 and roopu mentoring, professional counselling services.

Employment: CV writing, course research, job searching and application processes. Training in modern interview and recruitment techniques. Career planning. Understanding tax and PAYE systems and services. Developing an understanding of social media.

Qualifications and training: Driver licensing, industry specific certificates and licenses. Customer service courses. Parenting courses.

Education: Digital technology skills training in laptop use and Microsoft Teams, literacy and numeracy courses, support to transition into education or training.

Practical resources: Provision of laptops. Rangatahi were provided with laptops and those who required mobile phones were provided with these.

Wrap-around services for whānau includes:

- Accessing safe, dry, healthy housing.
- Support to access services, referrals, advocacy and legal support.
- Working with the siblings of rangatahi to re-engage with their education.

Enable rangatahi to grow their mana

Guided discussion and activities through the Pae Aronui workbook: Whāia ki tōku Aratika to help rangatahi build skills in three key areas:

- Ngā taonga o te Ao Māori (some treasures of our Māori world),
- He mahi whakarite (getting ready to work),
- Ko te mea nui ko te hauorame te oranga (the importance of health and wellbeing).

Build the knowledge of rangatahi about their rights and responsibilities.

1-on-1 graduation celebration for rangatahi and staff upon completion of Pae Aronui.

Provide ongoing support to rangatahi after the completion of Pae Aronui to navigate services and advocate for their wellbeing. Service networks include Huia Mai Whānau Services, Visionwest's Education and Training Centre, and the wider Community services.

Provide ongoing employment support for rangatahi as they re-engage with the workforce through the Youth Guarantee Retail Course which uses Unit Standards to enable NCEA achievement and foundation level skills that will assist young people in pursuing further studies and achieving career goals.

My Whare

Rangatahi can be referred to My Whare, an innovative response to housing youth in Aotearoa New Zealand that involves placing state of the art one-bedroom studios on residential properties to house young people who have had a challenging start. Host families support rangatahi to connect with a community through shared meals and experiences with a host family, while being given the space to grow independently.

Outcomes map

The outcomes that Pae Aronui aims to achieve and how these are reflected in the GoodMeasure calculation.
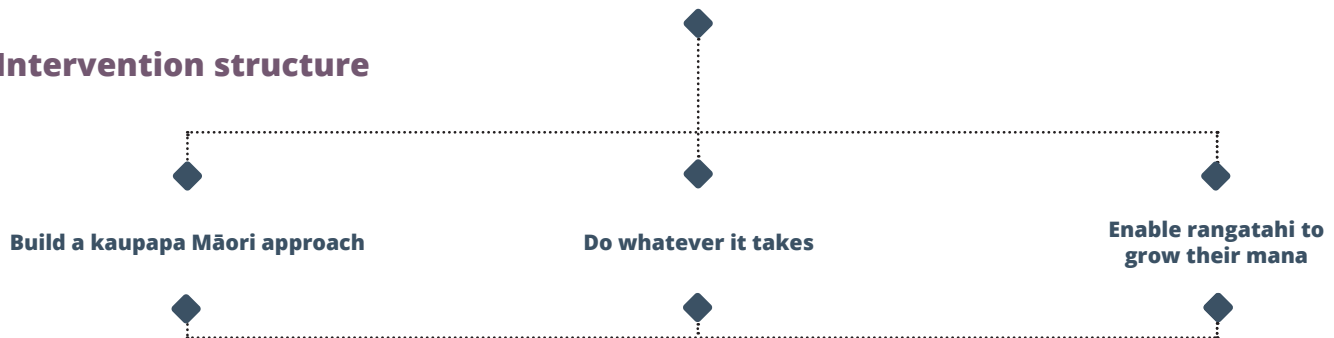
Referral channels

| Oranga Tamariki and other Crown agencies. | Police, Courts and Corrections | Community Organisations & NGOs | Marae | Kura (including Hoani Waititi) | Secondary Schools | Family/Friends or self-referral |

Client description

Rangatahi Māori aged 15 to 24 years who are not in education, employment, or training (NEET), or are at risk of becoming NEET, who reside in the Waitakere region and whakapapa Māori.

Intervention structure

Build a kaupapa Māori approach | **Do whatever it takes** | **Enable rangatahi to grow their mana**

GoodMeasure outcomes

These outcomes directly contribute to this year's social value calculations.

For Siblings

Improve mental health
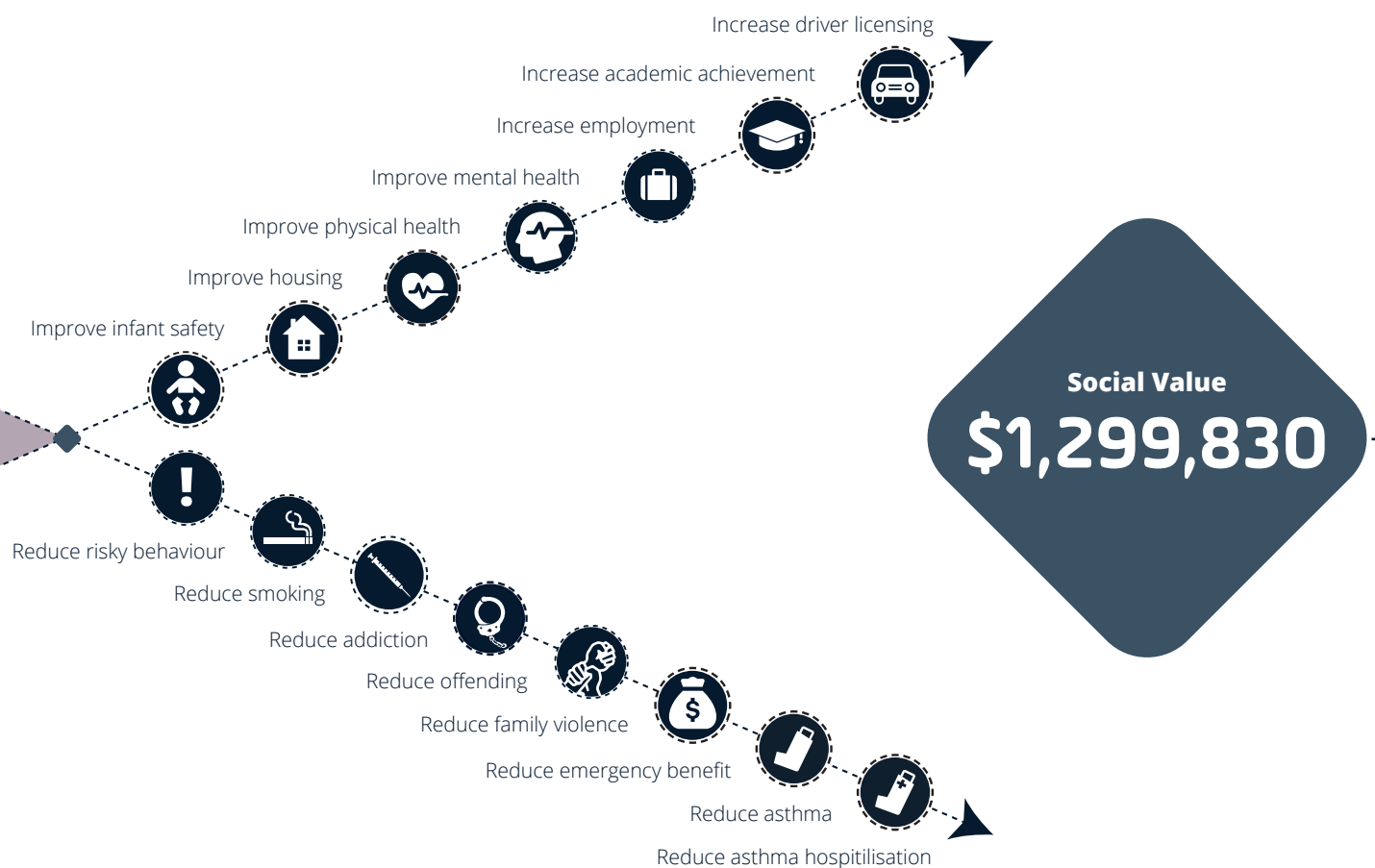Reduce asthma
Reduce asthma hospitalisation

For Rangatahi

Improve mental health
Increase employment
Increase academic achievement
Increase driver licensing
Improve physical health
Improve housing
Improve infant safety
Reduce addiction
Reduce offending
Reduce risky behaviour
Reduce emergency benefit
Reduce smoking
Reduce family violence
Reduce asthma
Reduce asthma hospitalisation

Additional outcomes

These outcomes do not directly contribute to this year's social value calculations.

Connection to cultural identity
Connection to whakapapa
Building turangawaewae
Forming meaningful friendships and relationships
Building independence
Strengthening for work sustainability
Community connection

GoodMeasure results summary

Every year, Pae Aronui delivers $1,299,830 of measurable good to society in New Zealand.

Pae Aronui's real-world value is even greater than this, as some outcomes such as increased social connectedness cannot yet be directly quantified with available data.
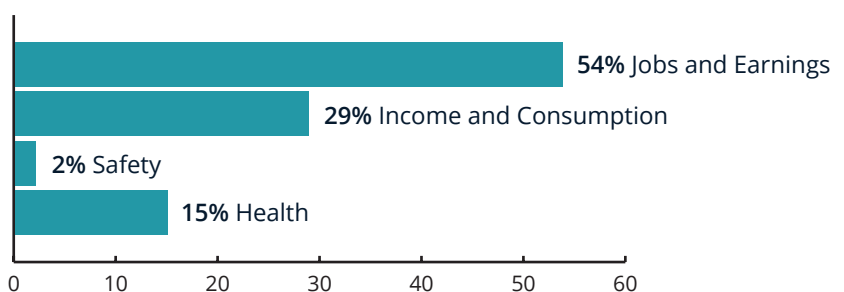
Increase driver licensing

Increase academic achievement

Increase employment

Improve mental health

Improve physical health

Improve housing

Improve infant safety

Reduce risky behaviour

Reduce smoking

Reduce addiction

Reduce offending

Reduce family violence

Reduce emergency benefit

Reduce asthma

Reduce asthma hospitilisation

Social Value

$1,299,830

Social value breakdown

Pae Aronui creates social value across different aspects of people's lives.

This chart shows the breakdown of social value created according to the Living Standards Framework. Each domain highlights a different aspect of wellbeing.

Social value by domain (%)

54% Jobs and Earnings

29% Income and Consumption

2% Safety

15% Health

0   10   20   30   40   50   60

When we consider the operating costs of Pae Aronui, we can calculate the social return on investment that is generated for every dollar that is invested in the programme.

Social value per rangatahi	$42,880
Social value per sibling	$480
Measurable benefits as proportion of programme cost	320%
Cost per rangatahi (including support to their whānau)	$12,560

Social Return on Investment

$1:$3.20

Net SROI — $2.20

Every dollar invested in Pae Aronui — $1

This means that every dollar invested in Pae Aronui delivers **$3.20** of measurable good to New Zealand.

(1 Jul 2021 - 30 Jun 2022)

Definitions

Jobs and Earnings: Freedom from unemployment

Income and Consumption: People's disposable income

Health: People's mental and physical health

Safety: People's safety and security and freedom from risk of harm

GoodFeatures

GoodFeatures are actionable insights drawn from literature. Research has connected these actions with positive outcomes for participants.

Use GoodFeatures to prompt discussion about your programme and service delivery compared to examples of effective practice from international literature.

◆ **Mana enhancing**	• The programme is based on te ao Māori and kaupapa Māori
	• The programme supports rangatahi (Māori youth) to kia mau ki to Māoritanga (be united with their culture) by adhering to tikanga, using te reo and connecting rangatahi to their whakapapa (genealogy).
	• The programme's Kaiārahi Rangatahi (youth leaders) build relationships with rangatahi for a minimum of six months and create individualised plans focussed on self-esteem, employment and education outcomes.
	• The programme is sensitive to rangatahi who may not feel connected to Māoritanga and creates a non-judgemental, safe and respectful environment for their participation through sports, games, waiata, kapa haka, sharing kai, and other leisure/recreation activities.
	• The programme's Kaiārahi Rangatahi adopt a "do whatever it takes" attitude to their rangatahi, employing extensive wraparound services to ensure rangatahi have whatever support they need.
◆ **Hauora (Health)**	• The programme follows a Te Whare Tapa Whā model of health and wellbeing.
	• The programme trains Kaiārahi Rangatahi (Youth Leaders) in how to provide trauma informed care to Rangatahi,
	• The programme recognises that individual and whānau wellbeing are linked and extends its services to whānau by providing practical in-home support, mental health and addiction services, and family therapy
	• The programme encourages rangatahi to connect with their whakapapa whānau and/or their kaupapa whānau depending on their personal situation.
◆ **Practical support**	• The programme combines work-ready interventions, such as job search assistance, CV writing and work experience with the development of skills and 'life-skills' relating to communication, self-regulation, time-management, reliability and self-management.
	• The programme's Kaiārahi Rangatahi do not pressure participants to take jobs that are low-skill and low-wage, but instead ensure that participants have access to the training and support needed to pursue their own future career goals.
	• The programme provides participants with tailored employment plans that account for a detailed set of factors – such as caring responsibilities and qualifications.

References and further reading

In compiling our reading lists we consider a wide variety of topics, focussing on specific aspects of service delivery or outcome attainment. Here are a selection of readings that may be of interest.

Family Violence Death Review Committee. Sixth Report | Te Pūrongo Tuano: Men Who Use Violence | Ngā Tāne Ka Whakamahi I te Whakarekereke, *Wellington: Health Quality & Safety Commission*, 2020.

Fergusson, David M., et al. "Unemployment and Psychosocial Outcomes to Age 30: A Fixed-Effects Regression Analysis", *Australian & New Zealand Journal of Psychiatry*, vol. 48, no. 08, 2014, pp. 735-742.

Hamley, Logan., et al. "He Kākano Ahua – Identity, Indigeneity and Wellbeing for Young Māori (Indigenous) Men in Aotearoa/New Zealand", *Feminism & Psychology*, vol. 31, no. 01, 2021, pp. 62-80.

Kingi, Tahlia., et al. "Mā te Mātau, Ka Ora: The Use of Traditional Indigenous Knowledge to Support Contemporary Rangatahi who Self-Injure", *New Zealand Journal of Psychology*, vol. 46, no. 03, 2017, pp. 137-145.

Muriwai, Emerald., et al. "Culture as Cure? The Protective Function of Māori Cultural Efficacy on Psychological Distress", *New Zealand Journal of Psychology*, vol. 44, no. 2, 2015, pp. 14-24.

Pihama, Leonie., et al. "Investigating Māori Approaches to Trauma Informed Care", *Journal of Indigenous Wellbeing*, vol. 2, no. 3, 2017, pp. 18-31.

Severinsen, Christina., et al. "Rangatahi Tū Rangatira: Innovation Health Promotion in Aotearoa New Zealand", *Health Promotion International*, vol. 34, 2019, pp. 291-299.

Sokratov, A., et al. "Hīkaka te Manawa: Making a Difference for Rangatahi", *Wellington: Health and Disability Commissioner*, 2014.

Stuart, Jaimee., et al. "The Protective Influence of Family Connectedness, Ethnic Identity, and Ethnic Engagement for New Zealand Māori Adolescents", *Developmental Psychology*, vol. 40, no. 6, 2014, pp. 1817-1826.

Tauri, Juan M., et al. "A Critical Appraisal of Responses to Maori Offending", *International Indigenous Policy Journal*, vol. 03, no. 04, 2012, pp. 1-16.

Williams, Ashlea D., et al. "The Association Between Cultural Identity and Mental Health Outcomes for Indigenous Māori Youth in New Zealand", *Frontiers in Public Health*, vol. 6, 2018, pp. 1-9.

Appendix

About ImpactLab

The team at ImpactLab share the goal of helping all organisations do good, better.

Our story

Our team at ImpactLab has seen the power of understanding social change. Our founders came together working in the public sector, where we led the development of new processes to link social value measurement with decision making. We believe that all organisations should be able to understand and improve their social impact. Our mission is to help impact creators and investors make decisions that change more lives.

Our team

To make better decisions, it's crucial to consider both the hard facts and the human stories that substantiate them. Our family of researchers, data scientists and statisticians are committed to combining powerful analytics with what you know works for your community.

Alongside expertise in data-driven decision making, our team brings a wealth of real-world experience. We are parents, teachers, volunteers and customers of social services.

Contact us

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Key Terms

Below is a list of definitions of key terms contained in this report.

Amount invested

The dollar amount that has been invested in a specific programme, in New Zealand dollars.

Cost per person

The dollar amount invested in the programme divided by the number of people supported by the programme (including those who did not successfully complete it).

Domain

A domain is a way of dividing or filtering the subject and outcome material in your ImpactLab results. ImpactLab refer to domains as per the New Zealand Treasury's Living Standards Framework domains.

Population

The group of people supported by the programme, in terms of age, gender, and ethnicity.

Programmes

The services delivered by the provider for the amount invested.

Social ROI

This is the Social Return on Investment. It is calculated by comparing the social value generated by the programme to the amount invested in it.

Social Value

The social impact in dollar terms that the amount invested achieves for participants over their lifetime. The social value is calculated by combining impact values with a service delivery quality score, the size of the opportunity to support a population, and the number of people supported.

Attribution

Some data and information used in the Social ROI calculations is licensed under a Creative Commons Attribution 4.0 International (CC BY 4.0) Licence. It is attributed to the NZ Treasury.

Disclaimer

This disclaimer sets out important information about the scope of our (ImpactLab Limited) services. It should be read in conjunction with the contract that we have entered into with you (or your company/organisation) for our services, including the applicable terms and conditions.

We have endeavoured to ensure that all material and information on GoodMeasure, including all ROI calculations and impact numbers (together the information) is accurate and reliable. However, the Information is based on various sources, including information that you have provided to us, which we do not independently verify. Accordingly, we do not provide any representations or warranties in relation to any information, including any representations or warranties relating to the accuracy, adequacy, availability or completeness of the information or that it is suitable for your intended use. We do not provide advice or make any recommendations in relation to decisions, financial or otherwise, that you may make.

How we measure social value

Our consistent approach to measurement enables comparisons across wellbeing domains and over time.

Map programme dimensions

ImpactLab engages with providers to understand their people, their service and the outcomes they seek to achieve.

Clean and analyse data

ImpactLab uses the best of data about people's lives to understand what works, for whom, at what cost. We combine publicly available insights from the NZ Treasury, NZ Statistics and other sources. Impact values produced using Statistics NZ's Integrated Data Infrastructure are a particularly valuable resource. The IDI is a dataset containing information on every New Zealander about many areas of their lives – education, health, social welfare, employment and others. It's anonymised, so we can't identify anyone. This adds up to over 166 billion facts, for nine million New Zealanders (some have left the country, and some have passed on), for more than a generation of us.

Collect and synthesise literature

ImpactLab draws on the best academic impact literature from around the world. We access globally screened evidence from top universities and governments to estimate how impactful a programme can be. We also identify service delivery model features associated with the most effective programmes.

Calculate impact

Our algorithm combines New Zealanders' life experiences, with the wisdom about what works from the brightest minds across the world, with what we know about need in communities.

This combination of system level insights and grassroots know-how means we can consistently calculate the expected impact of a programme, and the social return on investment.

Map social value to frameworks

Because we start with individuals' experience, we can organise our insights into the relevant government and international frameworks. The New Zealand Treasury's Living Standards Framework (Living Standards Framework) is the Treasury's way of systematising wellbeing. It has four 'capitals' – social capital, financial and physical capital, human capital and natural capital. ImpactLab's GoodMeasure tool links the social value and return on investment created to domains within human capital.

We can also map social value and return on investment to the relevant OECD Sustainable Development Goals.