

# Applying Tangata Centred Design Approaches to Improve Social Outcomes

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

**Imagine a future where all our young people feel empowered, valued and supported to fulfil their dreams.**

**We're making this a reality in Northland**

Regions	Q1	Q2	Q3	Q4	Q5
<b>Northland</b>	<b>2.2%</b>	<b>7.1%</b>	<b>19.0%</b>	<b>23.9%</b>	<b>47.8%</b>
Southland	45.8%	27.1%	10.2%	13.6%	3.4%
Otago	34.9%	23.5%	21.0%	16.0%	4.6%
Canterbury	33.1%	24.2%	17.4%	17.9%	7.5%
Wellington	25.3%	21.9%	19.1%	18.8%	14.9%
Nelson Marlborough	20.9%	26.5%	29.6%	13.8%	9.2%
Auckland	19.6%	19.3%	20.4%	17.5%	23.2%
Hawke's Bay	16.7%	14.5%	18.1%	25.8%	24.9%
Taranaki	16.0%	19.9%	28.2%	26.3%	9.6%
Waikato	12.6%	18.9%	20.3%	23.9%	24.4%
West Coast	12.5%	27.1%	20.8%	29.2%	10.4%
Manuwatu	10.9%	18.1%	18.6%	26.2%	26.2%
Bay of Plenty	7.6%	14.4%	18.5%	27.4%	32.1%
Gisborne	6.3%	14.1%	15.6%	18.8%	45.3%

**\*Source:** Deprivation in the Northland Region Applying the New Zealand Indices of Multiple Deprivation Report



**29.6% of Northland's  
population is Māori**

**81% of HPT rangatahi are Māori youth**





# Barriers for our young people\*

**40%** of our youth have experienced stand-downs, expulsions or asked to leave school.

**20%** have criminal convictions

**7%** have their full driver licence

\*1128 committed to the kaupapa

In 2016, growth  
Northland means  
twice as likely  
unemployment





# We are making positive changes for **youth**

Ideation phase

Prototype phase

Incubate phase

Scale phase

K \* O \* D \* E

GROW Kaikohe



2015

2016

Feb 2017/2018

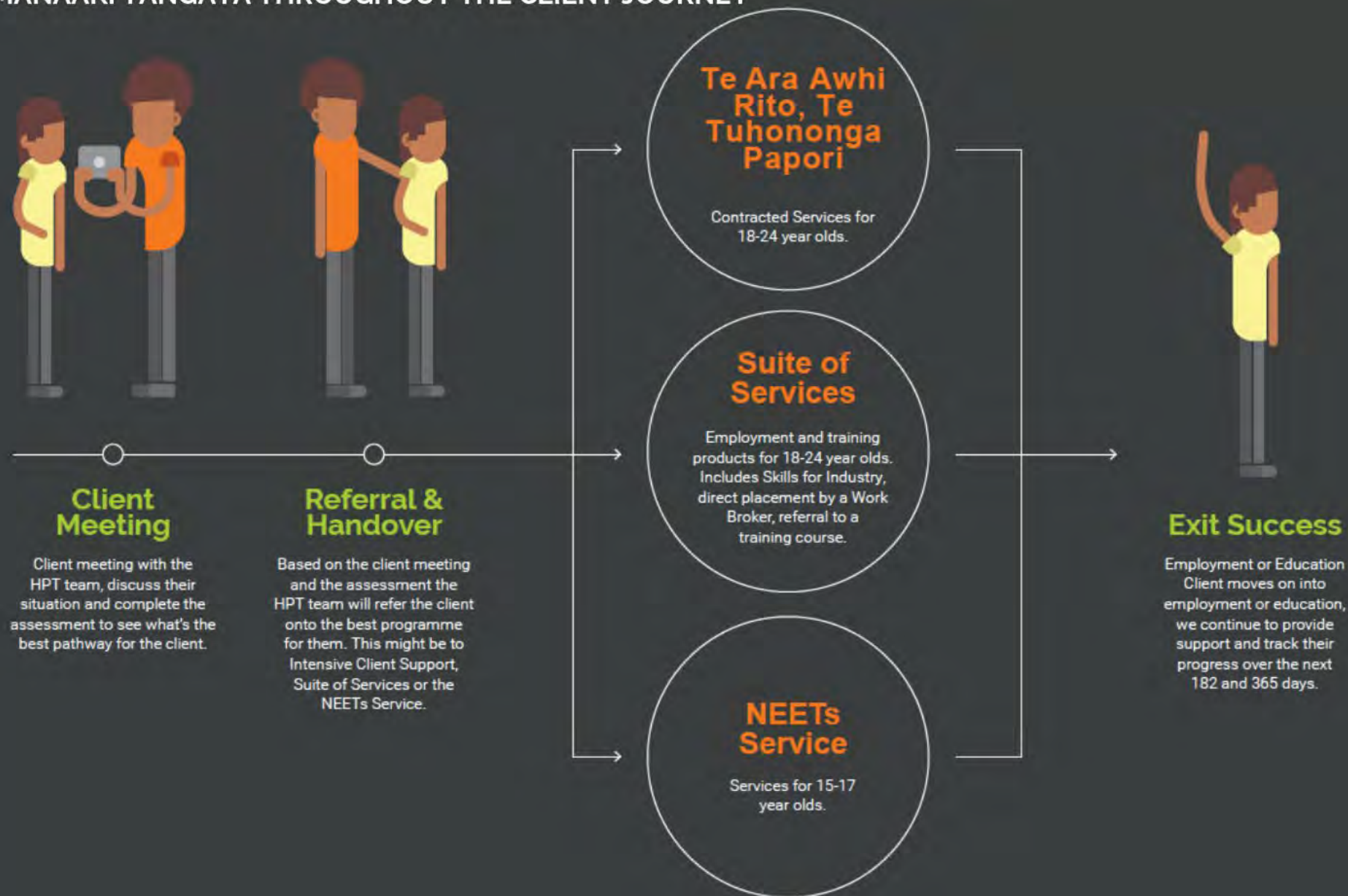
2018/2019 and beyond

High risk / low \$

low risk / high \$

# What we're cooking up and what's next

## MANAAKI TANGATA THROUGHOUT THE CLIENT JOURNEY







**9** months from October 2018

**797** successful benefit exits

**684** into work    **113** into study



8%

increase in **work exits**

4%

reduction in time on **benefit**

13%

decrease in exits to **prison**



# Percentage point change in NEET rate

(20-24 year olds)

December 2013 to December 2018

**-22.5%** Northland

**-2.48%** rest of New Zealand













# He Poutama Taitamariki



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