



Annual Report

For the year ended 30 June 2021

Presented to the House of Representatives pursuant to Section 150(3) of the Crown Entities Act 2004





PO Box 2142
Wellington 6140
New Zealand

hpa.org.nz

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Foreword | Te Kupu Whakataki

Koinei te reo o Te Hiringa Hauora, te karanga atu rā ki ngā kaiwhaiwhai o te hauora, o te toiora.

E kīia nei te kōrero, kotahi anake te hiringa i kake ai a Tāne ki Tikitiki-o-Rangi, ko te hiringa i te mahara.

Nei au ka āpiti atu, kotahi anake te hiringa e kake ai tātou ki ngā keokeonga, ki ngā karamata e whai nei tātou, ko te hiringa i te hauora.

Tēnei te whakatō i taua hiringa ki roto i a tātou katoa.

Tīhei mauri ora.

We are pleased to present the Annual Report of Te Hiringa Hauora/Health Promotion Agency for 2020/21.

This year has been one of transformation for Te Hiringa Hauora, driven by our bold new strategic direction. We are an agile, energetic organisation committed to helping embed an inspiring Tiriti-dynamic, community-led approach to wellbeing in the new health system.

At the heart of our strategy, Te Ia Ora, is our commitment to Te Tiriti o Waitangi, equity of health outcomes, and sustainability. It is pleasing to see examples in this report of innovative work and new ways of working that reflect that commitment.

Our strategy reflects our continued shift to a life course approach to health and wellbeing. This is about achieving positive intergenerational change through identifying the key life stages where interventions and prevention will have the most impact. It recognises the importance of early experiences and informs our focus on wāhine hapū and the first 1,000 days of a child's life, and on young people. It is equity driven, prioritising Māori and Pacific peoples, their whānau and communities.

The productivity of this organisation is demonstrated in the volume of work achieved during the year. In addition to the work set out in our statement of performance, we undertook significant additional projects at the request of the Ministry of Health. For example, we developed Small Steps, a series of digital self-help tools launched in April to provide local solutions that support people to maintain or improve their wellbeing. The platform has stunning illustrations and links to additional resources, and more tools will continue to be added.

Other non-baseline-funded projects undertaken during the year included the design of 'No Vaping' signage and distribution of the signage to early childhood education centres and schools around the country, the Vaping to Quit campaign, the Health and Lifestyles Survey, and the first stage of the Drive Smokefree for Tamariki campaign ahead of the law change. We partnered with Te Puni Kōkiri to run the Karawhiua campaign, launched in May 2021, to empower whānau to make informed decisions in relation to the COVID-19 vaccine.

It has also been a year of transition.

Under the Health and Disability System Review, Te Hiringa Hauora will be disestablished and our core delivery functions transferred to the new Health New Zealand. We will be a shared service between Health New Zealand and the Māori Health Authority.

Te Hiringa Hauora is extremely well placed to support the new system. Our goals and drivers are well aligned with those of the system reform, with its commitment to improving equity of access and outcome, particularly for Māori and Pacific peoples, and to strengthening rangatiratanga Māori over hauora Māori. As this report shows, those goals are now part of the DNA of Te Hiringa Hauora.

As the transition progresses, we will continue to deliver on our mandate. We will nurture and build new partnerships with iwi, Māori and Pacific peoples, non-government organisations and others to support community-led approaches to wellbeing. We will continue to strengthen our focus on incorporating Te Tiriti, equity and sustainability into our approaches, and will carry that work over as part of our gift, our koha to the new system.

This document reports on the work outlined in the 2020/21 Statement of Performance Expectations. We also report on the additional work undertaken at the request of the Ministry of Health that reflects Government priorities or a particular health issue.

The Board of Te Hiringa Hauora appreciates the effort and commitment of its staff, who work hard to ensure our programmes are effective as we strive to improve New Zealanders' health and wellbeing. We are proud of what Te Hiringa Hauora has achieved in 2020/21.

E waingōhia ana mātou ki te tāpae i tā Te Hiringa Hauora Pūrongo ā-Tau mō te tau 2020/21.

Ko te tau kātahi anō ka hori, he tau panoni mō Te Hiringa Hauora, he tau i whakahaerehia e tā mātou aronga hou, pākaha hoki. He manatū moruki mātou, he manatū hihiko e manawanui ana ki te whakaū i tētahi huarahi whakaohoho e arahina e te hāpori ki roto i te pūnaha hauora hou; ka mutu, ko te pūtaketanga o taua huarahi ko Te Tiriti.

Kei te ngākau o tā mātou rautaki, o Te Ia Ora, ko tō mātou manawanui ki Te Tiriti o Waitangi, ki te whakataurite i ngā huanga hauora, ki te whakauka hoki. E manea ana ka kitea atu ngā tauira o te mahi auaha, o te mahi hou hoki kei roto i tēnei pūrongo, ā, e whakaata ana aua tauira i taua manawanui o mātou.

E whakaaturia ana ki roto i tā mātou rautaki ko tā mātou whakawhiti tonu ki tētahi huarahi mō te hauora me te oranga o te tangata e aro ana ki ngā wāhanga katoa o tōna koiora. Ko te tino take o tēnei hūnuku ko te whakatutuki i ngā panonitanga pai mō ngā whakatipuranga o muri mai mā te tautohu i ngā wāhanga matua o te koiora hei āwhina i te mahi ārai mō te tangata. E mōhiotia ana ko te whai tikanga o ngā wheako tōmua, ā, ka whakaaweawe i tā mātou aronga ki ngā rangatahi, ki ngā wāhine hāpu me ngā rangi kotahi mano o te tīmatanga o tō te tamaiti koiora. Ko te kaiārahi o tēnei rautaki ko te mana taurite, ka mutu, e arotahi ana ki ngā tāngata Māori me ngā tāngata nō Te Moana-nui-a-Kiwa, me ō rātou whānau, me ō rātou hāpori.

E kitea ana te tōnuitanga o tēnei manatū i roto i te nui o ngā mahi i tutuki i tēnei tau. Āpiti atu ki ngā mahi kua whakatakotoria ki roto i tā mātou

Tauākī Mahi, ko te nui o ngā mahi tāpiritanga i mahia rā i runga i te tono mai a Te Manatū Hauora. Hei tauira, i whakaahu mātou i a Small Steps, he kohikohinga o ētahi rauemi matihiko, he rauemi hei mahi mā te tangata hei āwhina i a ia anō. I whakarewahia ake rā tēnei i a Āperira hei tuku atu i ngā rongoā ā-hapori e tautoko ana i ngā tāngata ki te tiaki me te whakapai ake i ō rātou anō hauora. Kei tēnei pūnaha rorohiko ko ētahi whakaahua ātaahua rawa atu ā, ka tapirihia ētahi atu rauemi me ētahi atu taputapu ā muri ake nei.

Ko ētahi atu o ā mātou mahi kāore i utua ki tā mātou pūtea pūtake i tēnei tau, ko te waihanga me te tuku atu i ngā tohu 'no vaping' ki ngā kōhanga me ngā kura huri noa i te motu, ko te whakatairanga a 'Vaping to Quit', ko te uiuinga a Health and Lifestyles, ka mutu ko te wāhanga tuatahi o te whakatairanga a Drive Smokefree for Tamariki i mua i te panonitanga ture. Waihoki, i mahi ngātahi mātou me Te Puni Kōkiri ki te whakahaere i te whakatairanga a Karawhiua, i whakarewahia i a Mei 2021, hei whakamana i ngā whānau Māori kia mārāma ai ā rātou whakataua mō te rongoā āraimate KOWHEORI-19.

He tau whakawhitinga hoki tēnei tau kua hori.

Kei raro i te arotake pūnaha hauora, whaikaha hoki, ka keremutua Te Hiringa Hauora, ā, ka whakanekehia ā mātou mahi matua ki te manatū hou a Health New Zealand. Ka āwhina mātou i ngā manatū e rua nei a Health New Zealand me te Māori Health Authority.

Kua tino rite rawa atu Te Hiringa Hauora ki te tautoko i te pūnaha hou. Ko ā mātou whāinga me ō mātou urungi e hāngai pū ana ki ērā o te whakahoutanga pūnaha, ki tōna manawanui ki te whakapai ake i ngā whiwhinga ōrite ki ngā huanga hauora, inarā, mō ngāi Māori me ngā tāngata nō te Moana-nui-a-Kiwa, ka mutu,

e hāngai ana ki tā te whakahoutanga whakapakari ake i te rangatiranga o ngā Māori mō te hauora Māori. Ka kitea rā ki roto i tēnei pūrongo, kei roto aua whāinga katoa i te ngākau o Te Hiringa Hauora.

Kei whakaahutia ana te whakawhitinga, ka haere tonu ngā mahi i ahu mai i tō mātou mana. Ka haere tonu te tiaki me te waihanga i ētahi hononga hou ki ngā iwi, ki ngā tāngata Māori, ki ngā tāngata nō te Moana-nui-a-Kiwa, ki ngā rōpū i waho i te kāwanatanga, tae atu rā ki ētahi atu rōpū hei tautoko i ngā huarahi hauora e arahina ana e ngā hapori. Ka haere tonu tā mātou whakaū i tā mātou aronga ki Te Tiriti, ki te mana taurite, ki te whakauka ki roto i ō mātou huarahi katoa, ā, ka kawea tonutia aua mahi hei koha mā te pūnaha hou.

Ka pūrongotia ki roto nei ko ngā mahi katoa i whakatakatoria ki roto i tā mātou Tauākī mō ngā Mahi kia Tutuki. Ka pūrongotia hoki ko ngā mahi tāpiritanga i mahia rā i runga i te tono mai a te Manatū Hauora, ko ngā mahi e whakaata ana i ngā whakaarotau hauora o te Kāwanatanga.

E whakamaioha ana te Poari o Te Hiringa Hauora ki te whakapau kaha me te manawanui o ōna kaimahi, ko rātou e whakarirā ana kia tutuki ai ā mātou kaupapa i a mātou e nanaiore ana kia whakapai ake ai te hauora me te oranga o ngā tāngata katoa i Aotearoa nei. E poho kererū ana mātou i ngā whakatutukinga o Te Hiringa Hauora i te tau 2020/21.

Jenny Black
Chair
Te Hiringa Hauora

Tane Cassidy
Chief Executive
Te Hiringa Hauora

Presentation of 2020/21 Annual Report | Te Tāpae i te Pūrongo ā-Tau

The Board of Te Hiringa Hauora/Health Promotion Agency is pleased to present the Annual Report of Te Hiringa Hauora for the period ended 30 June 2021.



Jenny Black

Chair

Te Hiringa Hauora

1 March 2022



Dr Mataroria Lyndon

Deputy Chair

Te Hiringa Hauora

1 March 2022

Te Hiringa Hauora | Health Promotion Agency

Our vision:

Pae Ora
Mauri Ora
Whānau Ora
Waiora

Our mission:

Te Hiringa Hauora –
The unrelenting pursuit
of wellbeing.

Te Hiringa Hauora is a Crown agent established by the New Zealand Public Health and Disability Act 2000.

Our overall function is to lead and support activities to:

- promote health and wellbeing and encourage healthy lifestyles
- prevent disease, illness and injury
- enable environments that support health and wellbeing and healthy lifestyles
- reduce personal, social and economic harm.

We have alcohol-specific functions to:

- give advice and make recommendations to government, government agencies, industry, non-government bodies, communities, health professionals and others on the sale, supply, consumption, misuse and harm of alcohol as those matters relate to the general functions at Te Hiringa Hauora
- undertake, or work with others, to research alcohol use and public attitudes to alcohol in New Zealand and problems associated with, or consequent on, alcohol misuse.

As a Crown agent, Te Hiringa Hauora is required to give effect to Government policy when directed by the responsible Minister.

In delivering its alcohol-specific functions, Te Hiringa Hauora must have regard to Government policy if directed to do so by the Minister.

Te Hiringa Hauora is funded from Vote Health and the levy on alcohol produced or imported for sale in New Zealand.

Our strategic intentions are:

- People can take action, be effective, and influence their own life.
- Communities meet their needs and goals.
- Environments and systems are enablers not barriers.

We work with a large number of organisations, including health sector agencies, particularly the Ministry of Health, district health boards (DHBs), public health units, primary health organisations (PHOs), primary health services and health professional associations, other central government agencies, communities, industry groups, territorial authorities, iwi and Pasifika, and other health providers and policy makers, academics and researchers.

Our People | Ō Mātou Tāngata

Board

Te Hiringa Hauora is governed by a Board appointed by the Minister of Health. Board members are:



Jenny Black
Chair



Karaitiana Tickell
*Ngāi Tahu,
Ngāti Toa,
Ngāti Raukawa*



Mafi Funaki-Tahifote



Dr Matatoria Lyndon
*Ngāti Hine,
Ngāti Whātua,
Waikato,
Ngāti Toa*



Dr Teuila Percival



Professor Boyd Swinburn

Ngā Kaihautū

Ngā Kaihautū is our executive management team and is made up of the Chief Executive and six general managers.



Tane Cassidy
Ngāpuhi
Chief Executive



Lucy Hickman –
General Manager
Corporate Services



Debra Jensen
Ngāti Porou, Ngāpuhi
General Manager
Communications,
Digital and
Marketing



Papa Nahi
Ngāpuhi
Kai Okohāpai
General Manager
Tiriti and Equity



Mary O'Hagan
General Manager
Operations



David Dundon-Smith
General Manager
Insights and
Evaluation



Keith Newton
General Manager
Alcohol

Our name

Te Hiringa Hauora was gifted to the Health Promotion Agency by the late respected kaumātua New Amsterdam (Amster) Reedy (*Ngāti Porou – Te Aitanga a Mate, Putaanga, Te Whānau a Tūwhakairiora, Ngāti Uepohatu*).

Te Hiringa Hauora is described as “the unrelenting pursuit of wellbeing”.

This taonga celebrates our name. It is shaped in the form of a taurapa (stern) of a waka taua (carved war canoe) and symbolises the journey to wellbeing. The taurapa represents balance and harmony between all things connected with hauora.



Our Work 2020/21 | Ā Mātou Mahi 2020/21

Transformation and transition

Living our strategy

Our 10-year strategy, Te Ia Ora, has been the driver of a transformation in our work and ways of working in 2020/21.

Inspired by the Government’s vision for the health sector of Pae Ora/Healthy Futures, Te Ia Ora means the vibrating pulse of wellbeing and builds on the Pae Ora outcomes of Whānau Ora (Healthy Families), Wai Ora (Healthy Environments) and Mauri Ora (Healthy People).

Our strategy is shifting us into very different ways of operating, away from a siloed approach to health promotion and towards transformative wellbeing and life course promotion. Te Hiringa Hauora has a goal of intergenerational change in health and

wellbeing for those whose needs are the greatest. A life course approach is one that recognises the importance of early experiences and takes a holistic view of life stages and the effects that social, environmental and economic inequalities have on health and wellbeing.

This shift has seen us develop four main programme portfolios: First 1,000 Days; Youth in Transition; Whānau and Communities; and Alcohol-Related Harm.

Underpinning everything we do, from the programmes we deliver to the way our organisation works, are three pou – our commitment to Te Tiriti o Waitangi, to achieving equitable outcomes and to a sustainable future. This has meant making fundamental changes to the strategic partnerships we seek, the kind

Te Ia Ora

Te Hiringa Hauora Strategy



Stewardship

Health promotion and
minimising alcohol-related harm

Pou

Te Tiriti o Waitangi |
Equity | Sustainability

Vision

Pae Ora – healthy futures

Mauri Ora, Whānau o Ora and Wai Ora. Healthy futures means healthy people, families and environments

Te Tiriti-dynamic approach

👥

🤝

🔄

👤

Community-driven priorities

Trusted relationships

Shared power

Equitable resourcing

Priority areas

Wellbeing of children and young people

Wellbeing of communities and whānau

Human rights and health

Enablers

Strategic partnerships

Te Tiriti-dynamic workforce

Digital transformation

Insights and evaluation



of workforce we employ, our digital approach and our insights and evaluation.

Te Tiriti-dynamic practice

Te Hiringa Hauora takes a Tiriti-dynamic approach to our work. This year's report includes some examples of what this means in practice within the organisation and in our work and external partnerships, from the kaupapa Māori approach to procurement for the Nōku te Ao project, to our internships in partnership with iwi. Our virtual hui, Te Ara Pounamu, provided a forum for exploring these ideas with others in the sector and kōrero from that session helped us develop our ideas and practice.

As an organisation, we see Te Tiriti dynamism as a mindset and a journey. Our approach is evolving and staff have permission to try out new things. Sharing power, building trusted relationships, enabling community-driven priorities and equitable resourcing are key to being Tiriti dynamic. There has been a lot of interest from the wider health sector and we see our Tiriti-dynamic approach as a koha that we will carry over into the new system.

COVID-19

COVID-19 continued to have a significant impact in 2020/21. A number of projects that emerged in response to COVID-19 are detailed later in the report, in the Mental Wellbeing and Child and Youth Wellbeing sections. There is also a case study about the Karawhiua project, where we partnered with Te Puni Kōkiri to help inform

Māori communities so they could make positive decisions about the COVID-19 vaccination.

There are examples in the organisational section of how COVID-19 has changed the way we work. This includes a flexible work policy, organisation-wide access to laptops, and regular all-staff hui on Zoom.

Transition to the new system

In April 2021 Health Minister Andrew Little announced the Cabinet decision on the health and disability sector restructuring. The Minister stated that Te Hiringa Hauora will become part of the new national health entity, currently titled Health New Zealand and will be a shared service with the new Māori Health Authority. This is scheduled to happen from July 2022.

Te Hiringa Hauora is offering advice and support to the Transition Unit to ensure that wellbeing and population health are strengthened within the new system. The transition to the new system is expected to require significant resource in the 2021/22 year. We are committed to supporting staff through the change process and ensuring we deliver key pieces of work and Tiriti-dynamic ways of working, particularly partnerships with Māori and Pacific peoples, as koha to the new system.

Te Hiringa Hauora has a Statement of Intent (SOI) for 2020-2024 and a Statement of Performance Expectations (SPE) for 2020/21.

The following pages outline our key results for 2020/21.

Alcohol | Te Waipiro

The harmful use of alcohol is one of the leading risk factors for premature death and disability in New Zealand and a driver of inequities.

Alcohol is a group 1 carcinogen, known to cause cancer in humans. It also leads to a range of social and economic harms such as crime, unemployment and family violence, and it negatively impacts mental wellbeing.

Our work is focused on changing alcohol-related policy at a local and national level, and changing the New Zealand drinking culture. This includes looking at the affordability, availability and promotion of alcohol. New Zealand and international evidence points to policy and culture change as the two critical requirements for reducing alcohol harm, as summarised in the World Health Organization's (WHO's) SAFER Framework:

- **S**trengthen restrictions on alcohol availability
- **A**dvance and enforce drink driving counter measures
- **F**acilitate access to screening, brief interventions and treatment
- **E**nforce bans or comprehensive restrictions on alcohol advertising, sponsorship and promotion
- **R**aise prices on alcohol through excise taxes and pricing policies

We prioritise work with Māori communities, recognising both our commitment to Te Tiriti o Waitangi and the disproportionate harm Māori experience. For example, the death rate from drinking alcohol is disproportionately higher

for Māori (34 deaths per 100,000 compared with 14 for non-Māori), and a higher proportion of Māori cancer deaths are due to alcohol than for non-Māori. Māori are more likely to experience harmful effects in areas such as financial position, work, study or employment, injuries and legal problems as a result of their drinking compared with other New Zealanders.¹

Our focus 2020/21

Policy

Alcohol-free pregnancies/First 1,000 Days

During 2020/21 our alcohol-free pregnancy strategy changed focus to take a more holistic wellbeing approach by redirecting activities into our First 1,000 Days programme. The approach to supporting alcohol-free pregnancies continues to evolve.

An online learning programme on supporting alcohol-free pregnancies and fetal alcohol spectrum disorder (FASD) was launched in March 2021. The programme was an activity within the Government's FASD Action Plan and has been specifically designed in partnership with the New Zealand College of Midwives to meet the needs of the midwifery workforce in Aotearoa. It is available on the Ministry of Health's Learn Online platform.

¹ This and more information is available at alcohol.org.nz



Pre-Testie Bestie campaign won six awards.



Collaboration: A guide for regulatory agencies.

Our Pre-Testie Bestie campaign won six awards at the international Social Media Marketing Awards on 8 October 2020. Pre-Testie Bestie was part of the Government’s plan to tackle FASD, and aimed to reduce alcohol consumption during early pregnancy by encouraging women to stop drinking if there was a chance they could be pregnant. It took a humorous approach and also encouraged young women to be a ‘Pre-Testie Bestie’ and support a friend to be alcohol free if they thought they might be pregnant.

The Social Media Marketing Awards honour and recognise individuals, teams, agencies and organisations, and celebrate excellence and achievement in social media marketing. The awards won by the campaign were:

- Best Public Sector Social Media Campaign
- Best Social Media Storytelling
- Best Use of Instagram
- Best Use of Instagram Stories
- Most Innovative Use of Social Media
- Best Use of Video on Social Media.

Regulatory support

During 2020/21 Te Hiringa Hauora engaged with Wātene Māori (Māori Wardens) to capture their views and experiences of dealing with alcohol-related harm. After meeting with Te Puni Kōkiri and New Zealand Police, Te Hiringa Hauora developed an in-depth report with opportunities for the agencies to explore with wardens, including alcohol brief intervention training

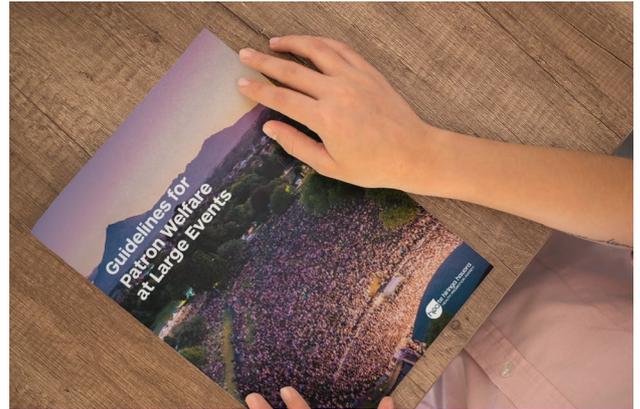
and support for wardens’ health and wellbeing. Māori Wardens have a nationwide, locally based, ‘by Māori, for Māori’ workforce that Te Hiringa Hauora believes could be utilised more fully for alcohol harm prevention.

An online guide, *Collaboration: A guide for regulatory agencies*, was published on alcohol.org.nz. The guide aims to encourage and provide direction to regulatory agencies in developing joint goals and strategies that reflect their region’s specific needs in relation to alcohol-related harm, and to support the implementation of actions. The intention is that all relevant stakeholders (including regulatory agencies and other members of their wider organisations) work together to frame a common understanding of the system underpinning alcohol-related harm and to develop and implement the multi-faceted approach required in response.

To further our work to improve the management of alcohol at entertainment and sporting venues, a new resource, *Patron Welfare at Large Events*, was published on alcohol.org.nz. This resource applies a whole-of-event perspective to help event organisers implement a proactive, prevention-first approach to delivering safe events for patrons, and to complement the emergency services provided by health care professionals. Event organisers can draw on its recommendations during their operational risk management planning for the event.



Wātene Māori shared views and experience of alcohol harm.



The new resource Patron Welfare at Large events.

During 2020/21 Te Hiringa Hauora worked alongside Kookiri ki Taamakimakaurau Trust to develop a significant new kaupapa Māori research project and policy change initiative. On 2 June 2021 we signed a multi-year partnership agreement and contract, both in te reo Māori, with the Trust's company, Tuu Whakahii Waipiro Limited. Included in the initial contract is a comprehensive kaupapa Māori health needs analysis and policy programme, as well as the mutual exchange of expertise and resources between the parties.

Denormalisation/Culture

After eight years in market, our primary behaviour change campaign, Say Yeah, Nah, has now been retired. In 2020/21 we undertook development work on new campaign concepts that will have a greater focus on augmenting alcohol harm reduction work already underway in communities around Aotearoa, and on raising awareness of the harm alcohol causes, even when consumed in moderate amounts.

The Alcohol Community Legal Education Project was established by Te Hiringa Hauora with Community Law Centres o Aotearoa (CLCA). The project aims to improve community engagement in local alcohol licensing procedures introduced under the Sale and Supply of Alcohol Act 2012. An evaluation of the project found continuation of the work is desirable, and that the outcomes could be even better with some fine-tuning and expansion of the project.

Te Hiringa Hauora supported Police National Headquarters in its training programme for Alcohol Harm Prevention Officers (licensing Sergeants and Constables) at the Royal New Zealand Police College in Wellington. Te Hiringa Hauora assisted in the development of the training programme, was in attendance throughout the course, delivered three sessions and facilitated a panel of subject matter experts. This mahi enables us to continue to support the productive relationship Te Hiringa Hauora has with New Zealand Police and furthers the Memorandum of Understanding (MOU) between the two parties.

The Alcohol Journeys tool was launched in November 2020. The aim of this tool is to share real stories of change and to encourage whānau to talk about their drinking. In 2018 we began working with Māori to record personal stories about alcohol and its impact on whānau. We found that while many people believe that they have cut back, they are still drinking at levels that put them at risk of long-term physical and social harm. Māori communities told us that hearing personal stories about drinking less encourages them to have brave conversations in their whānau about the role of alcohol, and to think about making a change in their own lives. We worked in partnership with Northland DHB frontline providers to recruit for our first stories and tested the clinical safety of the tool in parallel to the design and build.



Alcohol Journeys tool from alcoholjourneys.org.nz



Starting a Kōrero About Alcohol module for health practitioners.

The Alcohol Risk Communication Tool went live in March 2021 and aims to support health professionals to have conversations with their patients about their alcohol consumption. Based on the WHO Audit Tool for alcohol use screening, the new tool was designed, developed and tested by researchers at the National Institute for Health Innovation and the University of Auckland, and funded by Te Hiringa Hauora. This online resource is available to general practitioners and practice nurses to facilitate alcohol screening and brief advice.

The Starting a Kōrero About Alcohol module went live in August 2020. This module is for health practitioners, and is designed to raise awareness of alcohol-related harm in New Zealand and promote the ABC Alcohol approach (A: Ask, B: Brief advice, C: Counselling). The module provides current research and evidence along with refreshed videos to support health professionals to have a contextual and meaningful conversation with clients about alcohol, with a view to reducing alcohol-related harm.

Starting a Kōrero About Alcohol was promoted through our stakeholders' network and relevant professional publications. It will be included in health improvement practitioners' training and we have offered it to medical and nursing training institutions as part of their primary health modules. This replaces the old ABC eLearning tool and is available on the Ministry of Health's Learn Online platform.



6

awards won by the Pre-testie Bestie campaign at the Social Media Marketing Awards



1st

Fully te reo Māori partnership agreement and contract for new kaupapa Māori research project and policy change initiative



8

years in market for Say Yeah, Nah. The campaign was retired in the 2020/21 year

Mental Wellbeing | Te Hauora Hinengaro

Mental distress is common. Four in five adults (aged 15 years or more) have personally experienced mental distress in their lifetime or know someone who has.

Importantly, personal experiences of mental distress or low mental wellbeing are not evenly distributed across our population. For example Māori, young people, LGBTTQIA+ (Lesbian, Gay, Bisexual, Takatāpui, Transgender, Queer/ Questioning, Intersex, Asexual and others) people, women and those living in the most deprived areas experience higher rates of psychological distress.

Te Hiringa Hauora has responsibility for two main mental health programmes: Like Minds, Like Mine (which transitioned into Nōku te Ao: Like Minds in June 2021) and Mental Wellbeing Promotion (including depression.org.nz and thelowdown.co.nz.) This year we continued our work on the Ministry of Health's psychosocial response to COVID-19.

We run depression.org.nz, which is aimed at adults, and thelowdown.co.nz, which is aimed at youth. Both websites performed exceptionally well across 2020/21, with a combined total of more than 3,523,017 unique visitors, who stayed on the site for, on average, more than two minutes.



3.5M+

combined unique visitors to the depression.org.nz and thelowdown.org.nz websites



2

minutes average visit to depression.org.nz and thelowdown.org.nz websites

Our focus 2020/21

COVID-19 psychosocial response

Our wellbeing promotion work was strongly directed at the COVID-19 psychosocial response during 2020/21. Te Hiringa Hauora developed and delivered tailored messages and resources to improve wellbeing for five priority groups – Māori, Pasifika, older people, people with long-term health conditions, and hapū māmā.

To achieve this, we took several approaches including:

- working with our partners, the Mental Health Foundation of New Zealand and All Right? to deliver new Getting Through Together messages
- working with relevant national organisations to promote wellbeing messages and resources
- delivering COVID-19-related messages through websites, social media, newspaper and radio channels
- partnering with regional and community groups and organisations to develop resources and tools to support their campaigns and initiatives.

In consultation with the Ministry of Health, we also focused some of our effort on addressing the wellbeing aspects of the financial impacts of COVID-19, particularly for young Māori and Pasifika.



A money worries campaign postcard resource.



A money worries campaign poster resource.

Money Worries

As part of our response to COVID-19 we ran a campaign that recognised the significant and inequitable financial impacts experienced by young Māori and Pacific peoples as a result of the pandemic and national lockdowns. This work was informed by the COVID-19 Youth Recovery Plan 2020-2022 – a rapid evidence and policy brief written by Te Hiringa Hauora staff during Alert Level 4 lockdown.

This campaign addressed the stigma that people may be feeling as a result of losing their job, a painful and difficult reality for many young people across the country. The Lowdown partnered with social media influencers already known to and trusted by our audience. The campaign supported these people to deliver the key messages in their own tone and style.

The campaign achieved significant reach (influencer following totalled just under 119,000) and was incredibly well received, facilitating connection and meaningful social engagement. Together, the posts were viewed nearly 35,000 times.

Nōku te Ao Like Minds

In 2020/21 the Like Minds, Like Mine programme went through a transformation driven by kaupapa Māori approaches and became Nōku te Ao Like Minds.

Nōku te Ao Like Minds is a nationwide programme to end prejudice and discrimination against people with experience of mental distress.

Mental distress is common and it affects some population groups more than others, with a higher prevalence among Māori. Nōku te Ao Like Minds marks a new beginning grounded in Te Tiriti o Waitangi and equity to ensure we work with and for the people most affected by discrimination.

We developed and ran an equitable procurement process to ensure Māori and Lived Experienced organisations would have a key role in delivering the programme. The process focused on the procurement to deliver four programme streams:

1. Social movement initiative
2. Settings-based education for social change
3. Management of social action grants
4. Nōku te Ao Like Minds programme evaluation.

Next steps for Nōku te Ao Like Minds include launching the Nōku te Ao Like Minds Strategy 2021-2026 and breathing life into the Strategy via the development and delivery of nine Nōku te Ao operational components:

- General programme management, development, support and coordination
- National communications and campaigns
- Structural discrimination work programme
- Research programme
- Media monitoring and awards
- The four 2020/21 procured programme streams.

CASE STUDY | RANGAHAU TAKE

MANA PASIFIKA

Originally developed under the COVID-19 psychosocial response, Mana Pasifika became its own project due to its success and resonance in providing a blueprint for community engagement and indigenising mainstream practices.

Mana Pasifika is a partnership between Te Hiringa Hauora, Mapu Maia, Vaka Tautua, the Mental Health Foundation, Dioscuri (creative agency) and Pasifika health leaders. This work focused on real people talking about real stories and experiences through talanoa (storytelling). From this approach came 'Our Community, Our Voice', which:

- supports Pasifika communities who are feeling anxious and distressed
- focuses on the importance of staying safe and connected
- reiterates that it's okay to reach out for help.

Mana Pasifika delivered an equitable and unique approach that was both relevant and specific for Pasifika audiences and communities. Through Mana Pasifika we have grown our 'village of wellness' approach, which builds on the key Pasifika values of alofa (love), tautua (service/to serve), fa'aaloalo (respect), aiga (family) and vā fealoaloa'i (relationships).

Mana Pasifika was designed to give power back to Pasifika communities to lead solutions themselves. A key focus for the project is working in partnership with communities and having the work led by the community, for the community. Creating real change is more than simply creating messages and content aimed at starting a conversation. It is about continuing and developing the conversation by reaching into the community in a real and meaningful way. Through this we have developed platforms to reduce stigma and encouraged users to reach out for help from our partners and providers.



Real people telling real stories.

Collectively the stories had over 3.5 million impressions and 2.2 million views, reached over 680k, had 40k plus interactions and was shared over 10k times. A key aspect of the Mana Pasifika approach is the willingness of individuals to be part of driving wellness in their community, with storytellers then going on to drive their own initiatives. These include Allister Ngawati-Salaivao, who developed a business called Let's Siva and is helping at-risk youth develop self-awareness and not walk the same negative paths he went down in his past. He ran a week-long workshop in which he engaged with over 500 South Auckland school children.

We finalised our involvement in the psychosocial response on 30 September 2020 and provided our *COVID-19 Psychosocial Response Final Report* to the Ministry of Health.



2.2M

views of the videos



680K

people reached



10K

shares

CASE STUDY | RANGAHAU TAKE

NŌKU TE AO LIKE MINDS

Ensuring equitable participation in procurement

A new five-year strategy for Nōku te Ao Like Minds centred on Te Tiriti o Waitangi, human rights and equity.

When the strategy was finalised, the Mental Wellbeing team at Te Hiringa Hauora began a procurement process to deliver community activities.

It was critical to the success of the programme that providers to deliver the community activities, research and evaluation were procured via a kaupapa Māori-aligned process.

When submissions opened, the team used cultural communication and engagement strategies to promote the call for submissions, in addition to traditional methods such as GETS notices. This meant holding face-to-face wānanga and hui with potential providers and networks.

Input from KPMG and stakeholders helped in developing principles that would ensure equitable procurement practice. The principles fed into the development of an innovative procurement process.

Suppliers with experience and expertise aligned with the strategy were prioritised in the selection process. Submissions in te reo Māori and video format were accepted.



Nōku te Ao: Like Minds nationwide programme.

The evaluation of submissions was tikanga Māori-led, and panels comprised Nōku te Ao stakeholders with cultural expertise, those with lived experience of mental distress, and topic experts.

The following providers were contracted as a result: Te Rau Ora and Te Kete Pounamu – settings based education for social change; Mental Health Foundation, Ngā Hau e Whā and Hāpai te Hauora – the social movement initiative; and Te Werohau – overall programme evaluation.



Te Kete Pounamu

Te Rau Ora will provide settings based education for social change



Hāpai te Hauora

Mental Health Foundation and Ngā Hau e Whā will work on the social movement initiative



Te Werohau

Mental Health Foundation and Ngā Hau e Whā will work on the overall programme evaluation

Wellbeing Through Prevention | Te Whai Hauora mā te Mahi Ārai

Tobacco control

Smoking is the leading preventable cause of early death in Aotearoa New Zealand. Te Hiringa Hauora is one of the key organisations working toward the Government's goal that New Zealand be smokefree by 2025, with a smoking prevalence of less than 5% of the population.

While overall smoking prevalence rates are trending downwards, there are groups that have significant inequities. Te Hiringa Hauora contributes to Smokefree 2025 by focusing on key population groups, particularly Māori (with a focus on Māori women) and Pasifika, people in lower-socio-economic areas, and young adults (17 to 24-years-old).

Our focus 2020/21

Drive Smokefree for Tamariki

The Drive Smokefree for Tamariki campaign delivers an empowering message to promote smokefree cars. Meeting smokers in the moment of getting into the car, the campaign acknowledges that not smoking can be tough but it can be done, and the rewards are worthwhile for healthy tamariki. Younger children are vulnerable to the effects of second-hand smoke, which accumulates in vehicles even when windows are open and reaches much higher levels than in other settings. The campaign also raises awareness of new legislation. From 28 November 2021 it will be illegal to smoke or vape in a vehicle that has children under 18-years-old in it (whether the vehicle is moving or not).

The campaign went live on 26 April 2021 and will run until early December 2021, with some community activities taking place across the summer months.

Smokefreerockquest and Smokefree Tangata Beats

In 2020/21 Te Hiringa Hauora continued its long-standing partnership and support for Smokefreerockquest and Smokefree Tangata Beats. These are New Zealand's only nationwide, original live music youth events that provide opportunities for secondary school students to showcase their musical talents in their regions and, if successful, at the national final competitions.

The events help students build connections to their schools and their communities, and develop new skills and aspirations for their future. Providing young people with the opportunity to perform on stage and enjoy meaningful relationships with their fellow band members increases their self-worth and resilience. Research shows that young people who have these opportunities are less likely to smoke or suffer from mental health issues and are more likely to be open to achieving their full potential.

The events in 2020 were significantly affected by the COVID-19 alert levels. The event owners, and the students themselves, were committed to completing the competition, and ensuring that even in challenging times events such as these go ahead. In fact, in some ways they become even more important. A total of 727 acts entered from 267 secondary schools across 20 regions entered Smokefreerockquest. For Smokefree Tangata Beats, a total of 107 acts entered from 53 secondary schools across 17 regions.



VapingFacts.health.nz



Quit For Your Pets campaign.

Smokefree and vapefree environments

The Smokefree Environments and Regulated Products (Vaping) Amendment Act 2020 (the Act) commenced on 11 November 2020. The Act amended the Smoke-free Environments Act 1990 and renamed it the Smokefree Environments and Regulated Products Act 1990. It strikes a balance between ensuring vaping products are available for smokers who want to switch to a less harmful alternative and ensuring these products aren't marketed or sold to young people.

From 11 May 2021 all schools, kura, kōhanga reo and early childhood education facilities must display 'No Vaping' notices, in addition to the existing requirement to display 'No Smoking' notices. In consultation with the Ministry of Health, Te Hiringa Hauora designed the new 'No Vaping' double-sided stickers, which can be used on windows and doors (including wooden doors), in both English and te reo Māori. Between 30 April and 7 May 2021 the stickers were sent to over 7,500 schools, kura, ECEs and kōhanga reo, free of charge.

Awards

VapingFacts.health.nz

With information about vaping and smoking in New Zealand, this site is for people who are

looking to quit smoking and those who support them, as well as anyone interested in the role of vaping in New Zealand as a way to quit.

VapingFacts.health.nz won silver in the User Experience – Empowerment category at the Best Design awards, an annual showcase of excellence in graphic, spatial, product, digital and motion design.

The site also won gold in the Digital Design category at the Good Design Awards, an Australasian-wide competition that showcases the best in digital design, as well as other design disciplines.

Quit For Your Pets campaign

A collaboration with Whakarongorau (formerly Homecare Medical), this was an evidence-based campaign that took a unique angle to motivate people to quit smoking. It highlighted the harm that smoking can cause to pets, and encouraged animal-loving smokers to think about quitting smoking not just for themselves, but for their pet too.

The campaign won the award for Best Public Sector campaign at the TVNZ Marketing Awards 2020, a celebration of exceptional marketing in New Zealand.



1st

VapingFacts.health.nz won gold at the Good Design Awards



2nd

VapingFacts.health.nz won silver at the Best Design Awards



1st

Quit for your pets won Best Public Sector Campaign at the TVNZ Marketing Awards 2020

CASE STUDY | RANGAHAU TAKE

QUITSTRONG

QuitStrong tackles the reality that many attempts to quit smoking are not successful. It links people to support and tools that can increase their chances of giving up the smokes for good.

The campaign uses a montage of videos from real people supporting a loved one to quit smoking. The videos are non-scripted, making them authentic and relatable. We also introduced powerful audience journeys with people sharing their quit stories – these inspiring kōrero bring the ‘journey’ to life. The videos include the why (hearts and minds) but also, importantly, the how.

The primary audience for this campaign is young wāhine Māori, including wāhine hapū, aged 18 to 34 and living in high-deprivation situations, who are contemplating quitting smoking. The secondary audience is Māori and Pasifika males and females, aged 18 to 34 years and living in high-deprivation situations, who are regular smokers. The campaign also seeks to reach New Zealanders aged 20 to 50 years who are regular smokers living in high-deprivation situations.

Key messages included:

- You can quit smoking
- For the best ways to give up the smokes for good go to QuitStrong.nz
- There are better ways to quit that are easier on you and are more likely to work long term
- With help and support you significantly increase your chances of quitting for good.

QuitStrong was in market three times from August 2020. The campaign was developed in a partnership between the Ministry of Health,



4.2M

completed views across digital and social media



99%

of the 7,500 emojis chosen on social media were positive

Te Hiringa Hauora and Quitline, and was delivered across a number of channels: television, radio, print, online, social media and outdoor media. We also worked with Auckland Council to support regional uplift of messaging – they delivered a significant layer of outdoor advertising. This was a great example of collaboration and alignment with local councils to support the kaupapa and a shared desired outcome.

An evaluation showed the overall positive vibe of the campaign was appealing, the messaging was relatable, and we were building knowledge about the best ways to quit.

“I know a lot more about what supports are out there, and feel more confident to quit than I ever did now.”

Those interviewed for the evaluation noted that seeing people in the same situation quit smoking reinforced their desire to do so and they hoped that they could do the same. The campaign also made them think about the impact smoking has on their own whānau.

“The importance was us. Māori as people. It was about our future and about whānau.”



of our primary audience heard it on radio – hearing it on average 6 times



of our primary audience saw the campaign on TV, seeing it on average 17 times



of people on a low income saw the advertisements on TV



Choice Not Chance campaign encouraged early helpseeking.



Promoting Gambling Harm Awareness Week.

Minimising gambling harm

Māori, Pasifika, Asian and low-income New Zealanders are disproportionately affected by gambling harm and are the focus of our work in this area. Our strategies prioritise not only the gambler and those concerned about them, but also the settings where harmful gambling occurs and where there is significant opportunity for intervention.

Estimates suggest that, in New Zealand in 2016, 37,000 people aged 15 years or older were at high risk of harm from gambling or were 'problem gamblers'; about 47,000 were at moderate risk and a further 106,000 were at low risk but would experience gambling-related harm during their lifetime. Every person with a gambling problem affects up to six other people.

Our focus 2020/21

Choice Not Chance

Our Choice Not Chance (CNC) campaign aimed to increase awareness of the early signs of harmful gambling and encourage people to seek help and take positive action early, both for themselves and for others they care about. Choice Not Chance encouraged people to choose to do something about harmful gambling rather than leaving it to chance.

Te Hiringa Hauora promotes these messages at a national level and works with various services around the country to promote these at a local level.

In June 2021 Choice Not Chance was replaced by Safer Gambling Aotearoa.

Gambling Harm Awareness Week

Gambling Harm Awareness Week (GHAW) takes place in September each year. GHAW is part of a national effort to raise awareness of gambling harm in New Zealand and provide positive ways for people to help those they are concerned about. Evidence shows that spending time with loved ones and sharing rewarding activities is a powerful way to protect them from further harm.

The focus for GHAW 2020 was to acknowledge that it had been a tough year, but help was available. This included promoting the regional minimising gambling harm services, and the free counselling services available in the community.

The CNC campaign had an increased online advertising and social media presence in the lead-up to, and during, GHAW. In line with the focus, we encouraged at-risk gamblers to connect with local frontline gambling services in their area. The 'Help Services' page on the CNC website experienced a large increase in visits during the campaign, with 832 visits directly to the page and an average time of 2.14 minutes spent on the page. We worked in partnership with Lotto and TAB New Zealand to develop tailored GHAW messaging and creative to promote through their online platforms and link through to the CNC website and digital tools.



Real life stories feature on the new website.



The new safergambling.org.nz website.

Introducing Safer Gambling Aotearoa

Safer Gambling Aotearoa – Me kōrero tātou | Tatou talanoa was launched to gambling and wider health sector stakeholders in June 2021. After almost a year of extensive research and working alongside our audience, we've created a Māori- and Pasifika-led approach to minimising gambling harm within communities. Safer Gambling Aotearoa replaces Choice Not Chance (the brand and campaign).

The new brand was developed in conjunction with our Minimising Gambling Harm Advisory Group and agency partners Tātou and Stanley St. By placing Māori and Pasifika values at the heart of every decision, we've been able to create something that's authentic and meaningful.

The idea behind the brand is to acknowledge that, when it comes to talking about gambling, many people feel whakamā; it's something we're traditionally not comfortable discussing. However, it's only by talking about gambling in a way that feels safe that people are able to overcome the shame and stigma that can be associated with it.

'Me kōrero tātou | Tatou talanoa' is our way of lifting the taboo around the way we kōrero about our gambling. We know our audience doesn't want to be told what to do, so a message telling them to stop gambling would never prove successful. But with our new brand name, Safer Gambling Aotearoa, we're shifting the focus to a positive outcome.

The launch provided advance notice of the brand transition to gambling and wider health sector stakeholders and was delivered using a range of activities, including paid promotion on LinkedIn (12,000 of our total pool of 70,000 people reached in one week), electronic direct mail (37% open rate, with 57% clicking on a link), social media and the new safergambling.org.nz website.

The public-facing Safer Gambling Aotearoa campaign is due to be launched later in 2021.



832

visits during GHAW 2020
directly to the CNC
Help Services page



2:14

minutes on average per visit
during GHAW 2020 spent on
the CNC Help Services page



12,000

people in one week reached
through the Safer Gambling
Aotearoa launch via LinkedIn

Child and Youth Wellbeing | Te Hauora o Ngā Tamariki me Ngā Rangatahi

The Child and Youth Wellbeing programme of work includes: First 1,000 Days; Young People; Nutrition and Physical Activity; Skin Cancer Prevention; and Immunisation.

First 1,000 Days

During 2020/21 we shifted our focus to children and young people to help deliver better health and more equitable outcomes from generation to generation. The early years, particularly from conception to around age two, provide a unique period of opportunity and challenge.

The health and wellbeing of mothers is crucial for helping to lay the foundations for later life. Becoming a mum is a critical time for influence and change; it can also amplify existing stresses, anxieties and past trauma. Strong and supportive parenting practices can override the effects of poverty on a child's life-long outcomes.

Sleep project

Te Hiringa Hauora commissioned Malatest International to conduct qualitative sleep research with Māori whānau and Pasifika families. Whānau and families discussed their awareness of, experiences with, and barriers to following commonly promoted infant sleep messages. Overall themes and implications were identified to design more effective resources and healthy sleep messages for Māori whānau and Pasifika families.

In May 2021 we ran the Manaaki Tamariki hui in collaboration with Activity Nutrition Aotearoa. Manaaki Tamariki was a hui on sleep and nutrition and was aimed at educating health professionals about the importance of sleep and nutrition for Māori and Pacific parents and caregivers during the first 1,000 days of a child's life.

COVID-19 psychosocial response for hapū māmā

Recognising that COVID-19 was likely to be especially challenging for new families, our psychosocial response included a focus on supporting the wellbeing of new parents. We wanted to support community leaders in maternal wellbeing to do what they do best, looking after the wellbeing of māmā in their networks in a way that is appropriate and meaningful for them. Four projects were developed in the post-lockdown period and implemented over the year.

Kia Kaha Māmā (Tairāwhiti)

Supporting development and growth of the Kia Kaha Māmā forum, which offers accessible online support and Te Ao Māori health messages to its members. The project included developing a journalling resource and rituals to support wellbeing throughout the stages of the maramataka

Kia ora Māmā (online community)

Supporting this online community to expand its offerings to provide more opportunities for māmā to connect and feel part of a tribe. Elements of the project included development of expert-led video content on relevant wellbeing topics and hosting of a live event to bring māmā together



The First 1,000 Days programme included safe sleep initiatives.



Stories were produced with *The Spinoff* magazine.

Rongoā Māori Coping Strategies for Resilient Māmā (Northland)

Building capability of a group of māmā in Northland to provide peer support to others. The focus was on mental wellbeing and rongoā Māori, aiming to enable more hapū māmā and whānau to access culturally appropriate and powerful support and healing

Te Pa Harakeke o Papatūānuku (Waikato)

A collaboration between Whānau Āwhina Plunket and Hāpai Te Hauora. The initiative aimed to increase awareness of maternal mental health and wellbeing during the pandemic, and counteract the isolation and disconnection suffered by some women during this period. The initiative delivered maternal mental health support, assistance and messages to māmā and whānau via a series of wānanga, alongside a safe sleep initiative.

Working on these four projects opened up new opportunities for community partnerships to not only support women through the pandemic, but also explore what it takes to work effectively with change makers in communities, the power of mātauranga Māori to support maternal wellbeing and how these connections might influence the work of Te Hiringa Hauora, especially in relation to the First 1,000 Days strategy.

Maternal mental wellbeing

Te Hiringa Hauora partnered with *The Spinoff* (a New Zealand online magazine) to produce a series of five stories that explored various aspects of maternal wellbeing and distress. The stories covered topics such as giving birth in a time of COVID-19, how tikanga aids Māori mothers in a Western system, antenatal mental health, and anxiety and depression in new dads.

Te Hiringa Hauora has provided funding grants to support a number of First 1,000 Days innovation projects.

Moana Research maternal and infant wellbeing resources

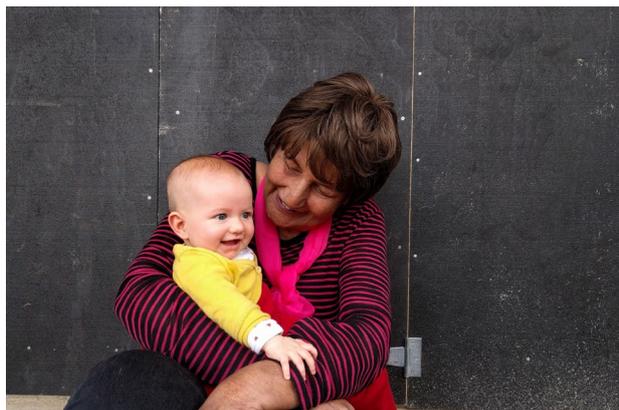
Moana Research's team of researchers and clinicians provides evidence-based resources and support to Pacific parents and aiga. We are supporting Moana Research to develop videos and resources to provide information and aid talanoa about infant care and attachment, maternal mental wellbeing and help seeking and safe sleep, all from a Pacific worldview.

Kairua – Fill Your Kapu While You're Hapū

We partnered with indigenous innovator Patrick Salmon, through his social movement, Kairua, to produce an online series called 'Fill Your Kapu While You're Hapū'. Six Māori and Pasifika women shared their raw experience and resilience in videos designed to resonate with other women who are facing similar realities and help them, and their families, in their healing.



Hakeke Productions – Raro Timu Raro Take



Helen Mountain Harte (1943-2019), a founder of Pēpi Penapena.

Hakeke Productions – Raro Timu Raro Take

We supported Hakeke Productions with a project aimed at revitalising customary birthing practices in Te Waipounamu to provide greater engagement and encouragement of wāhine Māori and whānau in maternity care.

Pēpi Penapena – Ngākau Aroha Parenting

Pēpi Penapena is committed to ensuring Māori pēpi and tamariki are happy, loved and strong so they can grow into the rangatira of tomorrow. Ngākau Aroha Parenting is a movement of social change and looks to share the parenting ways of tūpuna Māori with whānau, and with kaimahi in the health, social welfare and education sectors to inspire and empower the whānau they support. Te Hiringa Hauora is supporting Pēpi Penapena with their marketing strategy and the design and development of core resources.

Toi Tangata – He Kai Kei Aku Ringa project

We partnered with Toi Tangata to deliver a Māori-led co-design hui and prototype solutions to ensure active participation and involvement from whānau in developing healthy kai for wāhine hapū and/or children under two. This year, phase two of this project involved developing a digital docu-series prototype with Māori whānau based on the six aspects of Te Pae Māhutonga. The central piece of this work revolved around a short video series that explores the broad ways in which whānau understand and engage with Māori food systems, and how these understandings influence their everyday kai practice.

Supporting material included posters, a website and a four-week meal plan in both Te Reo and English. Toi Tangata formally launched the project on 1 April 2021.

Young people

Youth Wellbeing

Te Hiringa Hauora has supported a number of innovative youth wellbeing projects across the sector and in communities.

DMs – Insight gathering and youth wellbeing micro-campaign

DMs was a creative hybrid of insight gathering and storytelling media co-funded by the Ministry of Youth Development. The project, named DMs in reference to Direct Messaging and Deep and Meaningful conversations, engaged young people in a series of hui filled with kōrero around 'what's up' for them as well as sharing their experiences and building connections. Young people were invited to jump in front of the camera to share their stories as part of a youth wellbeing micro-campaign in market in January 2021. The insights generated from DM's have gone on to inform further pieces of work by Te Hiringa Hauora and others who work with and for young people.



Future Leaders

Te Hiringa Hauora supported the 2020/21 Future Leaders programme (led by Inspiring Stories). Future Leaders is a year-long intensive leadership programme which supports young people aged 16 to 25 from rural and provincial communities to create social impact and improve wellbeing in their local community. Future Leaders is delivered by local people (the 'coaches') who live and work in each community. In 2020 there were over 140 Future Leaders who benefited from this programme and were active in benefiting their communities.

Unfold

Te Hiringa Hauora is part of a long-standing partnership group that supports Unfold, alongside Oranga Tamariki, Curative, NZ Drug Foundation, Counties Manukau Health, the Ministry of Health, Auckland Council, and Sport New Zealand. Unfold is a social movement, designed to support positive mental health and wellbeing, reduce alcohol- and drug-related harm, and uplift our young people. Unfold comes to life through careful curation of social media content and events that celebrate local young people and offer opportunities to connect and create. Unfold has been informed by, and continues to respond to, the needs and the ideas that are born out of the community providing permission and space to dream, and working with the community to meet and exceed the potential of their ideas. Unfold is a current finalist for a Public Good Award in the Best Design Awards to be announced later this year.

INVOLVE 2021

INVOLVE is a national youth health and development conference and has been running since 2002. It's a space for the youth sector to come together to connect, share, learn, grow and celebrate its diversity and strengths. Te Hiringa Hauora sponsored INVOLVE 2021 and hosted an engagement station at the 2021 conference.

KnowPYD

Te Hiringa Hauora supported the development of KnowPYD, a positive youth development training platform. KnowPYD was created in partnership by Ara Taiohi and The Collaborative Trust for Youth Health and Development, with funding from Te Hiringa Hauora. The platform was created to capture learning opportunities from March 2020, recognising the impact COVID-19 has had on the positive youth development learning landscape.

360 Empathy

Te Hiringa Hauora supported the development of 360 Empathy, alongside Counties Manukau Health. 360 Empathy is an immersive health professional development workshop to build empathy and curiosity between health professionals and young people in order to improve engagement levels and ultimately health outcomes for young people. The project is managed by the NZ Drug Foundation and workshops are facilitated by Odyssey's school-based youth service.



Noho Taiao (Te Rūnanga o Te Rarawa)

Noho Taiao is a marae-based initiative led by Te Rūnanga o Te Rarawa. The hands-on learning approach aims to improve wellbeing, strengthen whanaungatanga (connectedness), and give rangatahi a positive experience of pūtaiao (science embedded in mātauranga Māori) through connecting them with their local environment. As part of our commitment to Te Tiriti, equity and sustainability, Te Hiringa Hauora supported Noho Taiao to enhance the practical delivery of this programme. An integral part of Noho Taiao is experiential learning, which relies on a wide range of equipment, resource materials and tools. This support will help to ensure the sustainability of the programme for years to come.

Tūturu

Te Hiringa Hauora has a long-running strategic relationship with Tūturu, an established and comprehensive best practice, school-wide wellbeing approach to alcohol and drug harm minimisation. We are part of a cross-sector governance group (including the Ministry of Health, the Ministry of Education, and Police). There is significant interest in this programme from the teaching sector. Tūturu is endorsed by the New Zealand Health Education Association and has been favourably evaluated by the New Zealand Council for Educational Research.

Rugby league

Te Hiringa Hauora worked with a range of partners to support the Canterbury rugby league community. This mahi identified community-based solutions to develop the confidence and capability of trusted leaders (such as coaches and other mentors) in the rugby league community to support young people. A co-design approach was used to develop sustainable community responses to the social challenges faced by young people. An evaluation completed in April 2021 showed that this project has made a difference to the way people in the rugby league community think, and highlighted the value of including young people in discussions about mental health and wellbeing, which are slowly becoming part of normal conversations. This project has also resulted in new ways of working, including establishing a youth council, incorporating LifeKeepers suicide prevention training in coach development, and having dedicated sessions on wellbeing.



A number of new Behind the Hype fact sheets were published.



Cancer Society to deliver sunsmart.org.nz website and resources.

Nutrition and physical activity

Te Hiringa Hauora partnered with Australian parenting website Raising Children to produce evidence-based information on play and child development, with low- or no-cost practical ideas for families.

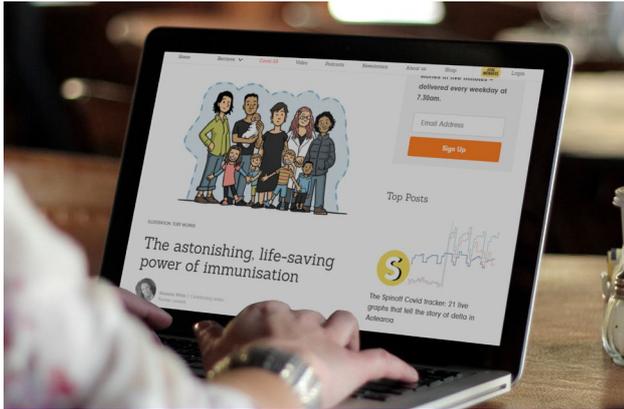
The inaugural Play Week Aotearoa was held from 7 to 13 December 2020. This was a partnership between Te Hiringa Hauora and Sport New Zealand. The Regional Play Leads based in each of the 14 Regional Sports Trusts across Aotearoa were supported to run Play Week events in their communities. Te Hiringa Hauora and Sport New Zealand developed a toolkit with key messages, activity ideas, media tips, and resources. There was high engagement on social media, including around 100 posts using the Play Week hashtag #letsplayeveryday.

A number of new Behind the Hype fact sheets have been published on nutritionandactivity.govt.nz, with a focus on First 1,000 Days. Topics include plant-based milk alternatives, nutrition supplements in pregnancy and breastfeeding, milk for infants and toddlers, fermented foods, nutrition and immunity, and low carbohydrate diets. All the fact sheets have been written by nutrition experts and have been peer reviewed by academics and health professionals, as well as the Ministry of Health. These fact sheets assist health professionals and other sector workers to decipher fact from fiction.

Skin cancer prevention

During 2020/21 our approach to this work changed to be more in line with our new strategic direction. A decision was made to provide more focus on skin cancer prevention through promoting SunSmart behaviours within our First 1,000 Days and Young People programmes of work, as these are important life stages for receiving these messages and engaging in sustainable behaviour change and action.

Te Hiringa Hauora and the Cancer Society of New Zealand have entered into a partnership, and as a result of this Te Hiringa Hauora will be providing the Cancer Society with a three-year grant to enhance its existing National Skin Cancer Prevention Programme. This includes Te Hiringa Hauora giving the Cancer Society ownership of the sunsmart.org.nz website and all its current SunSmart resources.



Collaboration with *The Spinoff* used storytelling.



Karawhiua campaign in partnership with Te Puki Kōkiri.

Immunisation

In response to a reduction in the number of children receiving their vaccinations on time during COVID-19 lockdowns, a campaign that focused on childhood immunisations and encouraged parents to ‘keep up with their child’s routine vaccinations’ ran from October to December 2020. A collaboration with *The Spinoff* produced two articles by Dr Siouxsie Wiles and illustrations and animations by Toby Morris to help communicate immunisation concepts simply through effective story telling. This campaign also included the use of social influencers such as Dame Valerie Adams, who posted through her social channel to encourage parents to keep up with their child’s routine immunisations.

In 2020/21 work began on a Māori immunisation strategy. Immunisation coverage rates for Māori infants have dropped significantly since early 2017 and, while there is anecdotal evidence for a number of contributory factors, we lack concrete evidence on what has caused the drop.

In the first phase of this project we have conducted Māori-led research with the aim of producing in-depth insights about thoughts and experiences around childhood immunisation within Māori communities. Initial steps have included a literature review and data analysis from the National Immunisation Register. Findings from this research will be used to develop a creative strategy and communications outputs to increase confidence in childhood immunisations for Māori whānau, and raising immunisation as a priority.

We provided project support for the Karawhiua COVID-19 vaccination campaign, working in partnership with Te Puni Kōkiri. The campaign is profiled elsewhere in this report.

Digital Capability | Te Āheitanga Matihiko

During 2020/21 Te Hiringa Hauora has undergone a digital transformation, both in our strategic and longer-term view of our technology and architecture and in the way we deliver our digital websites and tools.

All this mahi has been informed by our Digital Strategy, which was delivered in August 2020. This strategy will guide all digital initiatives at Te Hiringa Hauora, from the initiation of new digital initiatives to the management and development of existing products. The strategy sets a new path for digital at Te Hiringa Hauora and for our contribution to the new health system, building on existing expertise and past successes. The cornerstone of the strategy has been developing our 'unique value proposition' for digital within the emerging digital health system. Doing so enables us to have a greater impact on our goals of equity, Te Tiriti o Waitangi and sustainability via working on cross-sector initiatives, shifting our focus from developing 'our own' websites or channels.

Our aim is to significantly improve health, wellbeing and equity outcomes for individuals and communities via digital collective impact.

We have been developing key specialisations that offer the highest value and impact on the sector in terms of equity and meeting Te Tiriti obligations.

This has required a multi-pronged approach that includes:

- changing and consolidating our operational model so we can manage our existing digital portfolio more efficiently, with a greater return on investment

- shifting our focus from developing our internal digital portfolio to making more valuable contributions to the development of an integrated, digital health system, and to the wellbeing of individuals and communities, where health is just one aspect.

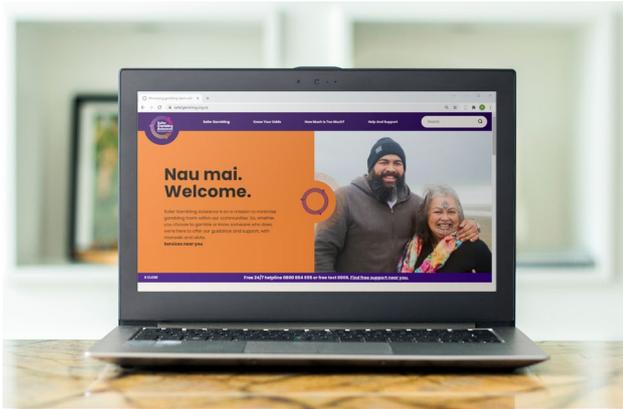
Guiding principles

Everything that we do is underpinned by three pou – our commitment to the Te Tiriti, to achieving equitable health outcomes and a sustainable future. We apply these pou with these principles in our digital work.

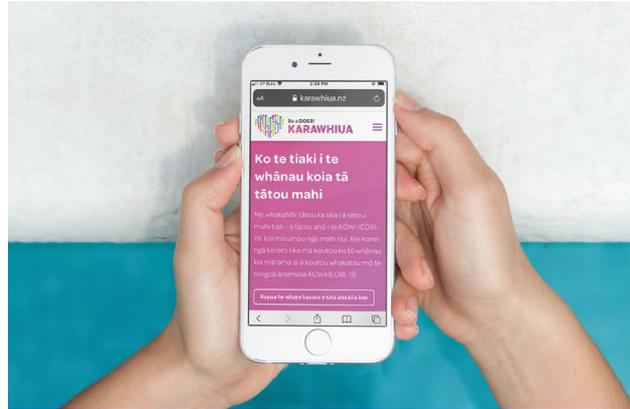
What we've delivered this year

QuitStrong

At the beginning of August 2020 we went live with the QuitStrong campaign. We collaborated with our partners, Sparks Interactive, to deliver a simple, user-friendly website to accompany the campaign, bridging the gap between the 16 stop smoking services across New Zealand, Quitline and our Vaping Facts website. The site also includes a cost of smoking calculator. In 2020/21 the QuitStrong website received 108,322 visitors from New Zealand, with 87% of visitors using a mobile device.



safergamblingaotearoa.org.nz launched in June 2021.



Karawhiua website in both te reo Māori and English.

Karawhiua

Karawhiua is a campaign led by Te Puni Kōkiri, co-delivered by Te Hiringa Hauora and supported by the Ministry of Health and the Unite Against COVID-19 teams. Karawhiua means 'Give it heaps! Go for it!'.

Karawhiua complements the all-of-New Zealand campaign run by Unite Against COVID-19 and the Ministry of Health. It has been part of a multi-pronged approach to reach as many people as possible. Māori communications specialists, including representatives from the Iwi Communications Collective, have helped inform the campaign and development of the website.

The website has been built in partnership with Somar Digital and Aro Digital, who have worked together with our team to deliver the campaign website while building out the future functionality which allows users to find their nearest vaccination centre, anywhere in New Zealand.

The zero-rated website ensures that we remove as many barriers as possible so New Zealanders can access key health information via mobile phone without incurring data use charges.

Safer Gambling Aotearoa

In June 2021 we launched the new Minimising Gambling Harm website – Safer Gambling Aotearoa. After almost a year of extensive research and working alongside our audience, the team at Te Hiringa Hauora, in collaboration with the team at Tātou and Stanley St, created a Māori- and Pasifika-led approach to minimising gambling harm within our communities. The Safer Gambling Aotearoa website and brand replaces the existing Choice Not Chance website.

Digital architecture and reporting

During 2020/21 we migrated a number of our websites onto Amazon Web Services infrastructure and reached a milestone of having 90% of our digital assets running on scalable, automated architecture. This has resulted in a dramatic reduction in overall web hosting costs, as well as more efficiency when working with external partners.

We have also built a data warehouse and business intelligence reporting platform which surfaces all of our website traffic data, digital advertising spend and social media reach. This is an ongoing project and we are already seeing the benefits of having this available as self-serve reporting.



108,322

New Zealand visitors to the QuitStrong website during the 2020/21 year



87%

of visitors to the QuitStrong website used a mobile device



90%

of our digital assets running on scalable, automated architecture

CASE STUDY | RANGAHAU TAKE

TE ARA POUNAMU

In November 2020 Te Hiringa Hauora hosted New Zealand's public health leaders at an online population health hui. It was a chance to connect and reflect on the proposed health system changes and challenges, and to explore future opportunities for greater alignment and collective impact.

A report was published summarising the themes from the hui, and the work has been widely shared with Ministers and key decision makers. It has also been influential in Te Hiringa Hauora's own journey towards Tiriti-dynamic practice.

The hui attracted more than 500 attendees from Aotearoa and Australia, and speakers included Te Hiringa Hauora staff and board members, alongside external decision makers and thought leaders.

Conceived and hosted by Te Hiringa Hauora, the hui was supported by a steering group including John Whaanga (Ministry of Health), Don Matheson (Ministry of Health), Nick Chamberlain (Northland DHB), Selah Hart (Hāpai te Hauora Tapui), Jane McEntee (Auckland Regional Public Health Service), Rachael Haggerty (Capital and Coast DHB), Ruth Cunningham (University of Otago) and Carolyn Watts (Quigley and Watts). This was a cross-organisational effort at Te Hiringa Hauora with our staff from Research, Digital, Office Services, Health Resources, Communications and Information Services involved in coordinating logistics for the event.

Following the hui, a report was written to summarise the themes that emerged from the kōrero. This was followed by a consultation process, including feedback from the steering groups and networks, to support the development of a document highlighting practical steps to translate the report themes into actions. The resulting think piece presented

an action agenda and model highlighting the core elements of what a Tiriti-dynamic and sustainable health system looks like.

Themes explored during the hui

Population health and sustainability

For the health and disability system to be more effective, population health needs to be a foundational element for the entire system. Population health capacity will need to be increased and better integrated across the system; and the system will need to operate more effectively with other sectors.

Hauora Māori and Te Tiriti

Te Tiriti relationship needs to be reflected throughout the health and disability system and improving the equity of health outcomes for Māori requires the system to embed mātauranga Māori (Health and Disability System Review, 2020).

Communities and equity

To improve the equity of health outcomes, the way the system decides what and how services are delivered must be driven by the needs of local communities, and resources must be directed to areas of greatest need. A population health approach emphasises prevention, the multiple determinants of health, health equity, intersectoral partnerships, and understanding needs and solutions through community outreach (Health and Disability System Review, 2020).

CASE STUDY | RANGAHAU TAKE

SMALL STEPS

In April 2021 Te Hiringa Hauora launched a new website, Small Steps, featuring locally developed digital wellbeing tools. The website is funded by the Ministry of Health and was developed in partnership with social enterprise Clearhead.

Small Steps gives people the opportunity to access tools, resources and information to support them to maintain or improve their wellbeing. The website also provides information to help support friends and whānau. Social and mental health services may find Small Steps tools beneficial when working with their clients. The main goal of Small Steps is to encourage everyone to have a go at improving their mental wellbeing.

The initial six tools were launched in April 2021 and focus on positive thinking and mindfulness to manage stress or anxiety, and help when you're feeling down. A further two tools were launched in June 2021, and the four remaining tools will be developed and launched in 2021/22.

The eight tools launched are:

1. Balancing mood
2. Active listening
3. Deep breathing
4. Mindful watching
5. Identifying signals
6. Reframing thoughts
7. Gratitude practice
8. Muscle relaxation

The tools are for all New Zealanders but are geared towards 19 to 35-year-olds and have a focus on Māori and Pasifika. The Ministry of Health has also requested that Te Hiringa Hauora procure a digital kaupapa Māori tool. This tool will be procured and developed during 2021/22.

The tools are free for all users – they are housed on a zero-rated website, which means you won't use any data when you access this site, and you can continue to access the website if you run out of mobile data.

From the launch of the website on 19 April through to 30 June 2021, 82,919 users interacted with the site, with 78.7% of users accessing the site through a mobile device. Everyone has different preferences and needs for how they gain support. Small Steps provides options so users can choose what works for them.



Health Education Resources | Ngā Rauemi Mātauranga Hauora

HealthEd.govt.nz is the catalogue of health resources run by Te Hiringa Hauora on behalf of the Ministry of Health.

The catalogue provides free, prevention-focused public health information for New Zealanders. Our robust systems mean all content is regularly reviewed to ensure it is accurate and up to date.

HealthEd.govt.nz disseminates critical printed and digital information resources to the health sector in English, te reo Māori, New Zealand Sign Language, and other languages.

Authorised providers employed by DHBs around the country disseminate national HealthEd resources at a local level. Recently, Waikato DHB has joined the three Auckland DHBs in adopting a direct delivery model, supported by Te Hiringa Hauora, to enable distribution of health education resources directly to practitioners, schools, ECEs and other consumers of health information. We have made recent changes to the ordering system to make the HealthEd catalogue resilient to the pending changes in the health system.

As a snapshot, below are the top categories by volume distributed nationally in 2020/21 accounting for >70% of all printed material sent.

| Category | % of total resources despatched to Auckland |
|--------------|---|
| Immunisation | 26% |
| Screening | 18% |
| Child health | 17% |

Key areas of focus in 2020/21 have been:

- redeveloping HealthEd.govt.nz so that it can be migrated to an up-to-date e-commerce platform by:
 - embarking on work to refresh the HealthEd visual identity
 - streamlining the ordering process for participating regions
- investing in systems and processes allowing:
 - more in-house capability
 - improved business continuity
 - scalable and resilient infrastructure.



2,317,331

resource units
distributed



477,634

healthed.govt.nz
website visits



582

titles in the
HealthEd catalogue



The most popular printed resources in 2020/21.



1737 Need to talk wallet card.

Content review process improvements

Content is reviewed annually to ensure it is clinically accurate and up to date. We have refined the content review process of HealthEd resources to use a cloud-based proofing tool that enables resource updates to be coordinated in a systematic and transparent way.

TOP THREE ORDERS

| | |
|---|---|
|  | Having a mammogram 148,118 ordered |
|  | Immunise your child on time (English) 148,118 ordered |
|  | 1737 Need to talk wallet card 110,347 ordered |

TOP THREE VIEWS

| | |
|---|---|
|  | Eating for Healthy Pregnant Women/Ngā Kai Totika mā te Wahine Hapū 47,067 views |
|  | BCG Vaccine: Information for parents 41,208 views |
|  | BCG Vaccine: After care for parents 26,968 views |

TOP THREE DOWNLOADS

| | |
|--|--|
|  | The National Immunisation Schedule 5,581 downloads |
|  | After Your Child is Immunised 3,318 downloads |
|  | Baby and Child Sickness - Danger Signs 3,092 downloads |

Additional Projects – Non-baseline Funding | Ngā Mahi Tāpiritanga – Kāore i Utua ki te Pūtea Pūtake

As well as activities in the work programme that are included in our Statement of Performance Expectations for 2020/21, Te Hiringa Hauora leads and supports other projects with external agencies, usually the Ministry of Health, throughout the year.

These are non-baseline-funded projects that may be completed within a financial year, or may carry over from one year to the next.

Oral health

Baby Teeth Matter

The Baby Teeth Matter campaign was in market from June 2021. The campaign encourages parents to ensure their children's teeth are brushed twice a day with fluoride toothpaste.

The campaign was promoted on TV, radio, social media (via the Ministry of Health's Facebook page), and online advertising (including TV OnDemand and YouTube). This campaign was a re-run of an advertisement previously developed in partnership with the Ministry of Health, which manages the overall oral health programme.

The primary audience for this campaign was Māori and Pasifika parents and caregivers of children under five-years-old, with a particular focus on low-income households, and young and first-time parents.

Measles

Guardians of the Future

The national measles immunisation campaign, Guardians of the Future, supported the wider DHB-led measles initiative to immunise large numbers of 15 to 30-year-olds who may not have been fully immunised as tamariki.

Guardians of the Future reinforced the idea that a 'humble hero' can be a kaitiaki for their whānau and community by getting immunised against measles. The campaign used social media influencers to encourage conversations about measles and its seriousness and produced campaign materials for sector use. Te Hiringa Hauora also worked closely with DHBs to support their communications needs, such as supplying or adapting creative assets for local use, and funding sponsored social media posts to promote regional events.

The primary audience for this campaign was Māori and Pacific peoples aged 18 to 30. The secondary audience was all young people aged 18 to 30 who might not be fully protected against measles. The campaign has been designed to resonate with those population groups who are most impacted by measles.



Te Hiringa Hauora supported DHBs communications needs.



The campaign was in market twice in 2020/21.

Cervical screening

The cervical screening campaign ‘Give your cervix some screen time’ was in market twice in 2020/21 and focuses on messages that encourage wāhine to go for regular screen tests so that they can protect their whakapapa, whānau and future health.

The campaign was designed to help communicate the importance of screening for women aged 25 to 29 and encourage them to feel empowered about starting their cervical screening journey. It seeks to support women to feel informed, empowered and motivated so that they take action to protect their body and future health.

The primary audience for this campaign was anyone with a cervix, including trans or non-binary people, aged 25 to 29. The campaign aims to resonate with those population groups who are most impacted by cervical cancers, while remaining accessible to all who wish to engage with the cervical screening journey (including those aged 30 to 35).

Stroke

The F.A.S.T. campaign is back in market from 2019/20 to 2021/22 with a revamped approach, including new partnerships, new content and a specific focus on developing initiatives driven by the community in six priority regions: Northland, South Auckland, Waikato, Lakes (Rotorua), Te Tairāwhiti and Whanganui.

With a specific focus on Māori and Pasifika audiences, the campaign aims to raise awareness that stroke is always a medical emergency, to help people know the signs, and to urge people to act if they see any signs of a stroke, by calling 111 immediately. Each year in New Zealand about 11,000 people have a stroke.²

The campaign is a collaboration between the Ministry of Health, Te Hiringa Hauora and the Stroke Foundation of New Zealand. F.A.S.T. is a mnemonic used internationally to help people remember some of the signs of stroke:

- **F** – Face drooping on one side
- **A** – Arm weakness on one side
- **S** – Speech mixed up, slurred or lost
- **T** – Take action, call 111 immediately

CASE STUDY | RANGAHAU TAKE

BE A DOER! KARAWHIUA!

As attention turned to getting the population vaccinated against COVID-19, the need for a single, unifying campaign for Māori communities emerged quickly. It needed to happen fast, it needed to be effective, and it needed a range of skills that did not exist in one place.

In March 2021 Te Hiringa Hauora and Te Puni Kōkiri unified to motivate and mobilise more than 500,000 Māori over the age of 16 to get vaccinated. The seven-month, national campaign was to be built on data, analytics and audience research.

What eventuated was Karawhiua, a campaign focused on Māori taking action to look after their own wellbeing by getting informed and making a positive decision about the COVID-19 vaccine. Its slogan 'Be a doer! Karawhiua' used the phrase 'karawhiua' meaning 'Go for it', 'Give it everything' or 'Give it heaps'.

Through swift and effective shared leadership, each party agreed to 'play to its strengths'. Te Puni Kōkiri managed kanohi ki te kanohi (face-to-face) relationships with Māori communities nationwide and produced the television commercial, while Te Hiringa Hauora looked after the brand development and digital marketing campaign. Karawhiua had to be unifying enough to support the wider all-of-New Zealand campaign already in place, yet tailored enough to be customised for and by local iwi and Māori health providers.

All parties were determined that Karawhiua would be relevant to Māori lives and reflect the voices of Māori communities, who know best what does and does not work on the ground. From the start, whānau advised that the campaign had to show pride in how Māori had looked after each other in the COVID-19 response. It needed to make them feel they were contributing to the wellbeing of the community and intergenerationally. It needed to celebrate resilience and foster hope.

Whānau also warned that the campaign had to emphasise choice. Parts of the community were suspicious of statistics and authority figures, so dealing in facts needed to avoid over-explaining, justifying or sounding defensive. The strongest chance was to be frank, informative, relatable and easy to understand.

Calling in expert guidance from the Iwi Communications Collective and the skills of Te Wānanga o Aotearoa, Karawhiua became a national call to action – a distinctive campaign with a contemporary Māori look and feel.

By the end of 2020/21 the Karawhiua website had been launched, the commercial had aired and the campaign was ready to roll out.

The whanaungatanga between Te Puni Kōkiri and Te Hiringa Hauora scaffolded a unique relationship. An MOU, rather than supplier-client relationship, signified the partnership. By devolving capability to Māori practitioners for the principal work, with tāngata Tiriti suppliers available for technical and logistical support – the partnership disrupted former ways of working to enable a core team to make quick and culturally responsive decisions for the good of Aotearoa New Zealand.

Nā tō rourou, nā taku rourou, ka ora ai te iwi.

With your food basket and my food basket the people will thrive.

This whakataukī explains that while working in isolation might result in survival, working together can take people to prosperity.

Insights and Evaluation | Ngā Māramatanga me te Arotake

Te Hiringa Hauora undertakes a range of research that is used internally and externally to inform policy, practice and future research. Te Hiringa Hauora also has a specific statutory function to provide research on alcohol-related issues.

We regularly send out stakeholder updates to more than 900 people, promoting recently released and upcoming research.

Areas of research outside of alcohol include wellbeing, smoking, vaping, mental health, and gambling. We publish research on our website, with over 20 research products published in 2020/21. Particular focus was given to general health behaviours as well as mental wellbeing, using data from our Health and Lifestyles Survey (HLS) and the New Zealand Mental Health Monitor, as well as a survey developed to monitor changes in health and lifestyle behaviours during COVID-19 lockdowns (between April and June 2020).

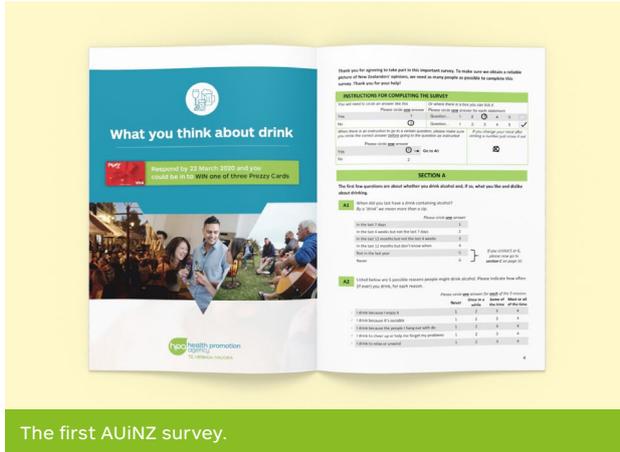
The HLS is a national in-home survey that measures New Zealanders' behaviours around, attitudes to, and knowledge on a range of health and lifestyle topics including food and drink, smoking and vaping, gambling, and sun protection. The biennial monitor has been carried out since 2008. The fieldwork for the 2020/21 survey is now complete and the data collected will be made public via publications and Kupe in 2021/22. Kupe is the online data explorer we use to make HLS and Alcohol Use in New Zealand Survey (AUiNZ) data available. It currently contains key indicators from the 2006/07 Gaming and Betting Activities Survey, the 2008-2018 HLS and the 2019/20 AUiNZ.

We undertook the first AUiNZ survey in 2019/20 to collect nationally representative information on alcohol-related attitudes and behaviour, and published three reports in 2020/21. In addition to a report outlining the high-level results for all New Zealanders, a separate report was produced for Māori respondents. A short paper was also published to describe the attitude of respondents to WHO's recommended policy interventions (SAFER) to reduce alcohol harm.

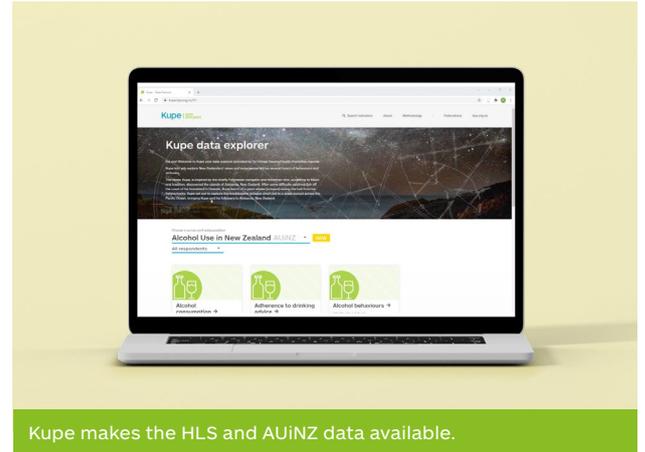
Other alcohol-related research looked at alcohol use among Pacific peoples and year 10 students, the relationship between alcohol and mental wellbeing, and evaluation of the Demonstration Alcohol Harm Reduction Project.

We regularly monitor and/or evaluate our programmes and campaigns. An example is the evaluation of the long-standing Like Minds, Like Mine programme (now Nōku te Ao). This found that the programme's key goals of increasing social inclusion and reducing mental distress discrimination would benefit from a stronger adherence to the key principles of Te Tiriti o Waitangi, and greater involvement of, and focus on, Māori populations. The programme has been reframed into Nōku te Ao with this in mind.

During 2020/21 we developed a performance framework to understand better our overall impact on health and wellbeing attitudes and behaviours. The Health Promotion Framework for Aotearoa informs the delivery of the Te Ia Ora strategy, and is underpinned by our strategic pou.



The first AUINZ survey.



Kupe makes the HLS and AUINZ data available.

Our Te Tiriti approach is developed and delivered through the framework, and the framework measures how Te Hiringa Hauora delivers its health promotion function in a Tiriti-dynamic way. The framework includes five key components:

1. Communities at the centre of governance, leadership, design and delivery
2. Pro-Tiriti and pro-equity people and processes
3. Partnering with others and building trusted, reciprocal relationships
4. Robust, accessible knowledge systems that value different ways of knowing
5. Proactive and courageous advocacy on the wider determinants of health.

Te Hiringa Hauora developed the Te Hiringa Hauora Research Framework: health promotion research at the interface of mātauranga Māori and Western science, intended to inform a collective, overarching vision for best practice health promotion research in Aotearoa. This framework will be implemented and further refined during 2021/22.

Organisational People, Culture and Capability | Ngā Tāngata, te Ahurea, me Ngā Āheitanga o te Manatū

Te Hiringa Hauora has been through a period of significant change, driven by our strategy, and with COVID-19 and the health system review also having a major impact. In this time we attracted and retained a highly skilled and diverse workforce, one that will continue to make a big contribution as we prepare to transition to the new health system.

Throughout the year, we continued to seek opportunities to improve the organisation's health and capability and implement good employer strategies.

Culture and engagement

Te Hiringa Kōrero

In November 2020 we completed our annual engagement survey (Te Hiringa Kōrero) through Ask Your Team. Te Hiringa Kōrero achieved an 89% participation rate, compared with 81% for the first employee engagement survey in October 2019.

It identified that staff enjoy working for Te Hiringa Hauora, are proud of the beneficial impact Te Hiringa Hauora has on New Zealanders, feel supported by information, training, resources, tools and systems to work effectively remotely, and understand how the things they do affect the ability of others in their team to do their job.

The following areas for potential improvement have been identified:

- Information systems to enable customised reports
- Management of poor performance
- Planning processes and decision making.

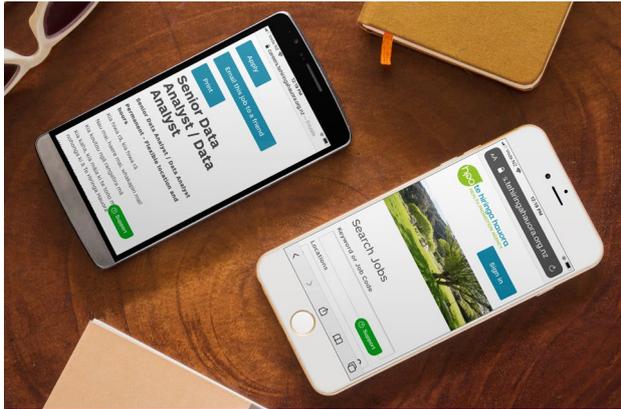
Bullying and harassment – Te Kaupapa Ki Te Whakamana

Following the review and corresponding work done in 2019/20 on our systems for addressing intimidating behaviour and workplace bullying, we have created Te Kaupapa Ki Te Whakamana (the enabling policy).

The policy, currently under consultation, helps staff understand what their options are if they experience intimidating behaviour and/or workplace bullying.

Flexible working arrangements

Our flexible working policy came into effect in July 2020. Feedback from staff has been extremely positive and many staff have taken up some degree of flexible working. It also meant we were well prepared to continue operating remotely during COVID-19 lockdowns. A review of current arrangements was undertaken for employees and managers in April. The other positive we have seen is being able to recruit New Zealand-wide for many of our roles. This flexibility has increased our ability to attract top talent.



Snaphire is an electronic applicant tracking system.



Tree planting day in celebration of Matariki.

All-staff hui and wānanga

In 2020/21 we continued with regular all-staff hui (fortnightly). The aim of the all-staff hui is to allow effective communication and connection to the organisation. External speakers are often invited to keep our people informed.

We have also introduced all-staff wānanga and held three during 2020/21. Wānanga give our people the opportunity to connect outside of the office.

Employee-led networks

Ngā Mokopuna ā Maui

Ngā Mokopuna ā Maui acknowledges collective identities, genealogies, roles and heritage of Māori and Pasifika staff within the organisation. The group meets regularly and provides tautoko and advice for one another both professionally and personally.

Rainbow Roopu

The Rainbow Roopu is a way to support each other, to support a culture within the organisation underpinned by diversity and inclusion, and to raise awareness of the rainbow community and rainbow health issues. The Roopu aims to create a wide, deep and sustainable shift in strengthening the participation and representation of, and respect for, LGTBQIA+ people throughout Te Hiringa Hauora.

Sustainability Group/Ngā Kaitiaki o Te Taiao

The Sustainability Group/Ngā Kaitiaki o Te Taiao has been in place for several years and has been focusing on maintaining and improving current sustainable practices such as recycling and reduction of plastic consumption as well as introducing new practices over time.

During 2020/21 Ngā Kaitiaki o Te Taiao organised a tree planting day in celebration of Matariki (the Māori New Year), in Churton Park, Wellington. By planting these trees, we contributed to an ongoing long-term restoration project in collaboration with Conservation Volunteers New Zealand and Wellington City Council. The goal of the site is to create a green belt around Wellington City, which will create a habitat to help indigenous plants, insects and birds thrive.

Ngā Kaitiaki o Te Taiao also ran some information sessions on sustainability for Te Hiringa Hauora staff.

Talent attraction and retention

Due to a sustained period of high recruitment for both new and replacement positions, we procured Snaphire, an electronic applicant tracking system. This has delivered many improvements to the recruitment process, including being able to provide live data, not requiring CVs and other documents to be printed, and enabling managers to take more ownership of the process. The system also allows us to report on and accurately interpret recruitment data.



Recruitment of Māori and Pasifika

- Since 2019 Te Hiringa Hauora has recruited 19 new employees of Māori or Pasifika ethnicity.
- Five Māori and Pasifika employees were recruited prior to 2016 and are still employed.
- 21% of current employees are Māori (15%) and/or Pasifika (6%).

| | MĀORI | PASIFIKA | TOTAL |
|------|-------|----------|-------|
| 2019 | 4 | | |
| 2020 | 4 | 2 | |
| 2021 | 6 | 3 | |
| | | | 19 |

Learning and development

During the 2020/21 financial year the focus for learning and development was on building capability around cultural safety, procuring a learning management system and producing performance management policies, training and support. We have been working to shape and scope cultural training, both face to face and hosted in our learning management system.

Health, safety and wellbeing

During 2020/21 we reported no accidents, no lost-time injuries and no major incidents. We have a hazard list, which is reviewed annually.

We have four fully trained first aiders and a number of fire wardens within the organisation. Safety First schedules evacuation drills twice a year; we receive a report after the evacuation and advise the committee and all staff of any points of concern via the staff intranet.

Our evacuation procedure and emergency plan are prominently displayed on each floor of the organisation, and each staff member is provided with a physical copy. We also have an emergency phone tree, which is tested twice a year to ensure we can communicate with staff in the event of an emergency.

Staff are provided with access to our Employee Assistance Programme (EAP), Vitae. Te Hiringa Hauora pays for up to three sessions and staff can book sessions directly with Vitae with no requirement for discussion within Te Hiringa Hauora. Staff receiving assistance are entitled to sick leave while attending treatment and receive the same protection and employment rights as other staff members with health problems.

CASE STUDY | RANGAHAU TAKE

KIA TUKU TE MANA – IWI INTERNSHIP PROGRAMME

Te Hiringa Hauora implemented an Iwi Internship Programme with the aim of building Māori public health leadership within iwi and developing innovative solutions to improve the health and wellbeing of whānau, hāpu and iwi.

Named Kia Tuku Te Mana, the programme highlights our Tiriti-dynamic approach with its emphasis on building trusted relationships, putting communities at the centre, valuing indigenous knowledge and advocating on the wider determinants of health. It is a pro-Tiriti, pro-equity initiative.

The initial round of internships was offered to Ngāti Te Ata, Ngāti Whātua and Whakatohea. We wanted to provide an opportunity for iwi to:

- nurture the hauora career development of their uri whakaheke in line with their iwi vision and mission
- source local talent and champions
- have a best practice framework for successful internship and potential employment
- provide creative solutions for improving iwi hauora
- explore holistic and/or innovative approaches to health promotion for Māori.

We envisaged the programme would give successful interns hands-on experience working in health promotion from an iwi perspective and connect them with like-minded and experienced health promotion and iwi champions. They were part of a supportive network of peers and we hoped the programme would help them gain meaningful employment in health promotion or iwi development.

For example, the Ngāti Whatua internship looked at gaining insights into the hauora of their whānau and communities by collating data across their patient management systems and identifying any gaps or opportunities for improvement.

The Ngāti Te Ata internship focused on building leadership capability and identifying the effects of wider determinants of health on whānau and community hauora. This included attending a hui to increase understanding of the background to the Ngāti Te Ata Tiriti claim, a leadership hui, taking part in the Spirit of Adventure 10-day leadership programme, and involvement in a number of hui in relation to projects with environmental impact on the iwi and rohe.

Te Hiringa Hauora intends running another iwi internship programme next year.



Staff engagement with health and safety

Our health and safety committee meets bi-monthly, and minutes of these meetings are published for all staff to view. Staff are given a health and safety induction when they start at the organisation. We also held several events throughout the year, which were funded by the health and safety committee. Each time we hold an event, we encourage staff to get involved.

Events during 2020/21 included:

- Mental Health Awareness Week
- World Smokefree Day
- Pink Shirt Day.

Staff benefits:

- Life and trauma insurance
- Indoor football and netball – we pay half of the fees and allow time out of the office
- Contribution towards glasses and hearing aids
- In-house massage (every second Thursday) we support this by providing a space and allowing them time
- Annual flu vaccinations or the ability to order a voucher for our remote and regional staff.

Organisational diversity and inclusion

We are striving to be a Tiriti-dynamic organisation. As in 2019/20, we are looking to address bias and discrimination, strengthen our cultural competency, build inclusive leadership and develop relationships both internally and externally. To support this, we have our employee-led networks mentioned above.

Gender pay gap

Our workforce is predominantly female (78%). The difference between the average salaries of male and females is 22.20%, which reduces to 17.60% when the Chief Executive is excluded. The gender pay gap is due to a larger proportion of our male staff members being in the wider management team.

Staff profile

Te Hiringa Hauora employs 117 staff (110.6 FTE). We have offices in Wellington, Auckland and Christchurch. With our flexible working policy we also have a number of staff who are based in various areas of the country.

Statement of Responsibility | Te Tauākī Takohanga

We are responsible for the preparation of the Te Hiringa Hauora financial statements and statement of performance, and for the judgements made in them.

We are responsible for any end-of-year performance information provided by Te Hiringa Hauora under section 19A of the Public Finance Act 1989.

We have responsibility for establishing and maintaining a system of internal control designed to provide reasonable assurance as to the integrity and reliability of financial reporting.

In our opinion, these financial statements and statement of performance fairly reflect the financial position and operations of Te Hiringa Hauora for the year ended 30 June 2021.



Jenny Black
Chair

Te Hiringa Hauora
1 March 2022



Dr Mataroria Lyndon
Deputy Chair

Te Hiringa Hauora
1 March 2022

Independent Auditor's Report | Te Pūrongo a te Kaiarotake Motuhake

AUDIT NEW ZEALAND
Mana Arotake Aotearoa

To the readers of Health Promotion Agency's financial statements and performance information for the year ended 30 June 2021

The Auditor-General is the auditor of Health Promotion Agency (the Agency). The Auditor-General has appointed me, Ajay Sharma, using the staff and resources of Audit New Zealand, to carry out the audit of the financial statements and the performance information, of the Agency on his behalf.

Opinion

We have audited:

- the financial statements of the Agency on pages 63 to 88, that comprise the statement of financial position as at 30 June 2021, the statement of comprehensive revenue and expense, statement of changes in equity and statement of cash flows for the year ended on that date and the notes to the financial statements including a statement of accounting policies and other explanatory information; and
- the performance information of the Agency on pages 52 to 58.

In our opinion:

- the financial statements of the Agency on pages 63 to 88, which have been prepared on a disestablishment basis:
 - present fairly, in all material respects:
 - > its financial position as at 30 June 2021; and
 - > its financial performance and cash flows for the year then ended; and
 - comply with generally accepted accounting practice in New Zealand in accordance with Public Benefit Entity Reporting Standards; and
- the performance information on pages 52 to 58:
 - presents fairly, in all material respects, the Agency's performance for the year ended 30 June 2021, including:
 - > for each class of reportable outputs:
 - > its standards of delivery performance achieved as compared with forecasts included in the statement of performance expectations for the financial year; and

- › its actual revenue and output expenses as compared with the forecasts included in the statement of performance expectations for the financial year; and
- what has been achieved with the appropriation; and
- the actual expenses or capital expenditure incurred compared with the appropriated or forecast expenses or capital expenditure.
- complies with generally accepted accounting practice in New Zealand.

Our audit was completed late

Our audit was completed on 1 March 2022. This is the date at which our opinion is expressed. We acknowledge that our audit was completed later than required by the Crown Entities Act 2004, section 156(3)(a). This was due to an auditor shortage in New Zealand and the consequential effects of Covid-19, including lockdowns.

The basis for our opinion is explained below, we draw attention to the financial statements being appropriately prepared on a disestablishment basis. In addition, we outline the responsibilities of the Board and our responsibilities relating to the financial statements and the performance information, we comment on other information, and we explain our independence.

Emphasis of matter – the financial statements have been appropriately prepared on a disestablishment basis

Without modifying our opinion, we draw attention to note 1 on page 70 which outlines the health sector reforms announced by the Minister of Health on 21 April 2021. Legislation to disestablish the Agency and other affected entities and establish a new Crown entity, is expected to come into effect on 1 July 2022. The Agency therefore prepared its financial statements on a disestablishment basis. The values of assets and liabilities have not changed because these will be transferred to the new Crown entity.

Basis for our opinion

We carried out our audit in accordance with the Auditor-General's Auditing Standards, which incorporate the Professional and Ethical Standards and the International Standards on Auditing (New Zealand) issued by the New Zealand Auditing and Assurance Standards Board. Our responsibilities under those standards are further described in the Responsibilities of the auditor section of our report.

We have fulfilled our responsibilities in accordance with the Auditor-General's Auditing Standards.

We believe that the audit evidence we have obtained is sufficient and appropriate to provide a basis for our audit opinion.

Responsibilities of the Board for the financial statements and the performance information

The Board is responsible on behalf of the Agency for preparing financial statements and performance information that are fairly presented and comply with generally accepted accounting practice in New Zealand. The Board is responsible for such internal control as they determine is necessary to enable them to prepare financial statements and performance information that are free from material misstatement, whether due to fraud or error.

In preparing the financial statements and the performance information, the Board is responsible on behalf of the Agency for assessing the Agency's ability to continue as a going concern. If the Board concludes that the going concern basis of accounting is inappropriate, the Board is responsible for preparing financial statements on a disestablishment basis and making appropriate disclosures.

The Board's responsibilities arise from the Crown Entities Act 2004 and the Public Finance Act 1989.

Responsibilities of the auditor for the audit of the financial statements and the performance information

Our objectives are to obtain reasonable assurance about whether the financial statements and the performance information, as a whole, are free from material misstatement, whether due to fraud or error, and to issue an auditor's report that includes our opinion.

Reasonable assurance is a high level of assurance, but is not a guarantee that an audit carried out in accordance with the Auditor-General's Auditing Standards will always detect a material misstatement when it exists. Misstatements are differences or omissions of amounts or disclosures, and can arise from fraud or error. Misstatements are considered material if, individually or in the aggregate, they could reasonably be expected to influence the decisions of readers, taken on the basis of these financial statements and the performance information.

For the budget information reported in the financial statements and the performance information, our procedures were limited to checking that the information agreed to the Agency's statement of performance expectations and the relevant Estimates and Supplementary Estimates of Appropriations 2020/21.

We did not evaluate the security and controls over the electronic publication of the financial statements and the performance information.

As part of an audit in accordance with the Auditor-General's Auditing Standards, we exercise professional judgement and maintain professional scepticism throughout the audit. Also:

- We identify and assess the risks of material misstatement of the financial statements and the performance information, whether due to fraud or error, design and perform audit procedures responsive to those risks, and obtain audit evidence that is sufficient and appropriate to provide a basis for our opinion. The risk of not detecting a material misstatement resulting from fraud is higher than for one resulting from error, as fraud may involve collusion, forgery, intentional omissions, misrepresentations, or the override of internal control.
- We obtain an understanding of internal control relevant to the audit in order to design audit procedures that are appropriate in the circumstances, but not for the purpose of expressing an opinion on the effectiveness of the Agency's internal control.
- We evaluate the appropriateness of accounting policies used and the reasonableness of accounting estimates and related disclosures made by the Board.
- We evaluate the appropriateness of the reported performance information within the Agency's framework for reporting its performance.
- We conclude on the appropriateness of the use of the of the disestablishment basis of accounting by the Board.
- We evaluate the overall presentation, structure and content of the financial statements and the performance information, including the disclosures, and whether the financial statements and the performance information represent the underlying transactions and events in a manner that achieves fair presentation.

We communicate with the Agency regarding, among other matters, the planned scope and timing of the audit and significant audit findings, including any significant deficiencies in internal control that we identify during our audit.

Our responsibilities arise from the Public Audit Act 2001.

Other information

The Board is responsible for the other information. The other information comprises the information included on pages 2 to 88, but does not include the financial statements and the performance information, and our auditor's report thereon.

Our opinion on the financial statements and the performance information does not cover the other information and we do not express any form of audit opinion or assurance conclusion thereon.

In connection with our audit of the financial statements and the performance information, our responsibility is to read the other information. In doing so, we consider whether the other information is materially inconsistent with the financial statements and the performance information or our knowledge obtained in the audit, or otherwise appears to be materially misstated. If, based on our work, we conclude that there is a material misstatement of this other information, we are required to report that fact. We have nothing to report in this regard.

Independence

We are independent of the Agency in accordance with the independence requirements of the Auditor-General's Auditing Standards, which incorporate the independence requirements of Professional and Ethical Standard 1: International Code of Ethics for Assurance Practitioners issued by the New Zealand Auditing and Assurance Standards Board.

Other than in our capacity as auditor, we have no relationship with, or interests, in the Agency.



Ajay Sharma
Audit New Zealand
On behalf of the Auditor-General
Wellington, New Zealand

Statement of Performance | Te Tauākī Mahi

All our measures will be further informed by the development of an outcomes framework in 2021/22. Our foundations, Te Tiriti, equity and sustainability, are the basis for all our work and will be important factors in considering the success of what we do.

Output class one performance measures

Promoting health and wellbeing – education, marketing and communications

Promoting: Knowledge and skills to catalyse change. Our knowledge and skills will translate into information, tools and advice for behaviour change. Our work will be at a national scale but have local relevance. We will use our resources to test and trial what works, whether that is existing or new and innovative, and spread good practice.

- 1 Activities:** The alcohol.org.nz website and our public resources aim to provide information, advice and research to help prevent and reduce alcohol-related harm and inspire New Zealanders to make better decisions about drinking alcohol.

| PERFORMANCE MEASURES | COMPARATIVE DATA | RESULTS |
|--|--|--|
| Review and improve the public resources including alcohol.org.nz | Directly comparative data is not available. Te Hiringa Hauora websites have regularly performed very well. | Achieved – new audience segmentation and content plans developed, new site structure developed and brand elements in place. |
| | INDICATORS AND SOURCE YEAR ONE 2020/21 | |
| | The alcohol.org.nz website will be redeveloped by 30 June 2021. | |
| | Performance measures for the website will be developed at the same time. Collection of performance data will be provided for. | |
| | INDICATORS AND SOURCE YEAR TWO 2021/22 | |
| | We will report on factors which may include numbers of visits to the new website, consumer or stakeholder experience of the website, and quality perceptions when the data is available. We will report on this in the 2022 Annual Report. | |

2 Activities: Provide mental health and wellbeing support for New Zealanders.

| PERFORMANCE MEASURES | COMPARATIVE DATA | RESULTS |
|---|--|---|
| Upgrade or develop digital resources and tools. | New measure | <p>Achieved – We delivered six microtools for smallsteps.org.nz by June 2021. A further two were delivered in July 2021.</p> <p>Four more small steps microtools are on track to be delivered during 2021.</p> |
| | INDICATORS AND SOURCE YEAR ONE 2020/21 | |
| | Performance measures will be developed at the same time as a digital tool. Collection of performance data will be provided for. | |
| | The upgrade or development of digital resources and tools will be reported in the 2021 Annual Report. | |
| | INDICATORS AND SOURCE YEAR TWO 2021/22 | |
| | We will report on factors such as the reach resources achieve, consumers' experience, and quality perceptions when the data is available, expected to be reported in the 2022 Annual Report. | |

3 Activities: Our minimising gambling harm work will focus on behaviour change and start to address stigma.

| PERFORMANCE MEASURES | COMPARATIVE DATA | RESULTS |
|---|---|---|
| Develop and deliver a new campaign, including a new campaign brand, to reduce the impact of gambling harm in New Zealand. | New measure | <p>Achieved – The new brand, called Safer Gambling Aotearoa – Me kōrero tātou Tatou talanoa, launched at the end of June 2021. This first stage was a soft launch campaign to gambling and wider health sector stakeholders to provide advance notice of the brand transition. The first public-facing campaign will be in market from the end of August 2021 and will focus on recreational and low-risk pokie use.</p> <p>Indicators and source, year one 2020/21</p> <p>Comparative data: A research questionnaire has been developed and a survey is underway to establish a Safer Gambling Brand and Campaign Awareness Benchmark.</p> <p>Indicators and source year two 2021/22</p> <p>A second phase of research with a post-campaign survey once the public-facing campaign has been in market for a period of time.</p> <p><small>* Health Promotion Agency (HPA) 2018. Kupe 2018: Health and Lifestyles Survey [Data File]. URL: https://kupe.hpa.org.nz/hls-2018/</small></p> |
| | INDICATORS AND SOURCE YEAR ONE 2020/21 | |
| | The campaign will be developed and in market by 30 June 2021. | |
| | The campaign will be evidence informed in order to target populations that will benefit most from interventions. Equity of health outcomes will be a priority. | |
| | We will report on this development and delivery. | |
| | Quality metrics will be developed along with the campaign. Collection of performance data will be provided for. | |
| | INDICATORS AND SOURCE YEAR TWO 2021/22 | |
| | We will report on quality focused campaign metrics after the campaign has been in the market for some time and data is available. This will be reported in the 2022 Annual Report. Impact analysis will be ongoing. | |

4 Activities: Motivate and support smoking quit attempts.

| PERFORMANCE MEASURES | COMPARATIVE DATA | RESULTS |
|---|---|--|
| Develop and deliver a new campaign to share Smokefree messages and support quit attempts. | New measure | <p>Achieved – QuitStrong campaign went live on 2 August 2020. The campaign has now been in market three times.</p> <p>Spend across the flights was approximately \$1.4m, which was co-funded by Te Hiringa Hauora, the Ministry of Health, Quitline and Auckland Council/Hāpai te Hauora.</p> |
| | INDICATORS AND SOURCE YEAR ONE 2020/21 | |
| | <p>The campaign will be developed and delivered by 30 June 2021.</p> <p>The campaign will be evidence informed in order to target populations that will benefit most from interventions. Equity of health outcomes will be a priority.</p> <p>We will report on this development and delivery.</p> <p>Quality metrics will be developed along with the campaign. Collection of performance data will be provided for.</p> <p>This will be reported in the 2021 Annual Report.</p> | |
| | INDICATORS AND SOURCE YEAR TWO 2021/22 | |
| | <p>We will report on quality-focused campaign metrics after the campaign has been in the market for some time and data is available.</p> <p>This will be reported in the 2022 Annual Report. Impact analysis will be ongoing.</p> | |

| | ACTUAL \$000 | BUDGET \$000 | | ACTUAL \$000 | BUDGET \$000 | | ACTUAL \$000 | BUDGET \$000 |
|---------|-----------------|-----------------|-------------|-----------------|-----------------|-------------------|-----------------|-----------------|
| Revenue | 21,606 | 14,990 | Expenditure | 20,512 | 15,390 | Surplus/(deficit) | 1,095 | (400) |

Output class two performance measures

Enabling health promoting initiatives and environments – advice, resources and tools

Enabling: Influence and advocacy to drive cultural acceptance of healthy behaviours and to support other government levers such as legislation, strategies and action plans. We will galvanise and amplify the efforts of those working to improve health and wellbeing.

- 5 Activities:** Te Hiringa Hauora works in collaboration with non-government organisations (NGOs) and other sector leaders to promote healthy lifestyles and help whānau and communities to prevent non-communicable diseases. The approach will be targeted to address health equity, aiming to make a difference for populations where it is most needed.

| PERFORMANCE MEASURES | COMPARATIVE DATA | RESULTS |
|--|---|---|
| Develop and implement the first stage of a community and whānau wellbeing approach, commencing with a focus on preventing type 2 diabetes. | New measure | Achieved – Te Hiringa Hauora is working with Hauora Tairāwhiti (the DHB) to partner with local iwi, Māori organisations, and other health providers, to develop a long-term community and whānau wellbeing approach, with a focus on preventing type 2 diabetes. A contract with the DHB has been established and a collective group of health providers (known as Te Roopu Matua) has been progressing the initiative. An existing MOU with the providers involved with this project will be updated to reflect the initiative. |
| | INDICATORS AND SOURCE YEAR ONE 2020/21 | |
| | An approach with a focus on preventing type 2 diabetes will be implemented by 30 June 2021. We will report on the development and initial delivery of the approach. Performance and quality metrics will be developed at the same time. | |
| | This will be reported on in the 2021 Annual Report. | |
| | INDICATORS AND SOURCE YEAR TWO 2021/22 | |
| | Initiatives for preventing non-communicable diseases will continue to be developed. | |
| | Quality and success will be reported on in the 2022 Annual Report. | |

- 6 Activities:** Te Hiringa Hauora provides tools, resources and advice to a wide range of users, across a range of health and wellbeing subjects.

| PERFORMANCE MEASURES | COMPARATIVE DATA | RESULTS |
|---|---|--|
| At least 85% of users of advice, resources and tools agree they were useful and/or helped them do their work. This measure will be across all our work. | In 2018/19, 87% of sample satisfied or very satisfied with the resources, tools or advice they received. | Achieved – A survey of those who accessed Te Hiringa Hauora resources found that 93.8% said they were satisfied or very satisfied with the tools and resources they accessed. The survey was sent to 4,201, with 752 responses. |
| | INDICATORS AND SOURCE YEAR ONE 2020/21 | |
| | When resources, forums, workshops or other events are produced or conducted by Te Hiringa Hauora, information about the quality of the resources or event will be sought from users and participants. | |
| | This will be reported on in the 2021 Annual Report. | |

Activities: Te Hiringa Hauora will reduce alcohol-related harm in our communities. We will work in cooperation with whānau and communities.

| PERFORMANCE MEASURES | COMPARATIVE DATA | RESULTS |
|--|---|--|
| <p>7</p> <p>Co-develop and commence implementation, alongside Māori, of a new equity-focused approach to reduce alcohol-related harm.</p> | <p>New measure</p> <hr/> <p>INDICATORS AND SOURCE YEAR ONE 2020/21</p> <hr/> <p>Implementation will commence for both measures by 30 June 2021.</p> <p>Te Hiringa Hauora will develop quality measures along with the initiatives.</p> <p>We will develop methods to seek information from the communities we work with about the success of the implementation.</p> | <p>Achieved – New Alcohol Journeys project developed, sharing Māori stories of cutting back on alcohol. Second wave of stories now recorded for release in 2021/22.</p> |
| <p>8</p> <p>Implement at least two new initiatives in communities in line with Te Hiringa Hauora's role to reduce alcohol-related harm.</p> | <p>We will report on the development and implementation of an approach, and initiatives in the 2021 Annual Report.</p> <hr/> <p>INDICATORS AND SOURCE YEAR TWO 2021/22</p> <hr/> <p>We will report on the quality and success of the approach and initiatives in the 2022 Annual Report.</p> | <p>Achieved – New alcohol harm reduction initiatives have been funded in the Northern, Central and Southern regions.</p> |

9 Activities: Implement a new Like Minds, Like Mine strategic direction with a kaupapa Māori focus.

| PERFORMANCE MEASURES | COMPARATIVE DATA | RESULTS |
|---|--|--|
| <p>A kaupapa Māori strategy will be developed.</p> <p>Te Hiringa Hauora will fund Māori organisations as a result of the procurement process by 30 June 2021.</p> | <p>New measure</p> <hr/> <p>INDICATORS AND SOURCE YEAR ONE 2020/21</p> <hr/> <p>The kaupapa Māori strategy will be developed by 30 June 2021.</p> <p>Measures of quality and success of the strategy will be identified, along with the means of collecting information.</p> <p>The development will be reported on in the 2021 Annual Report.</p> <hr/> <p>INDICATORS AND SOURCE YEAR TWO 2021/22</p> <hr/> <p>Quality and success will be reported on in the 2022 Annual Report.</p> | <p>Achieved – Nōku te Ao Like Minds achieved its SPE and procured Māori partners.</p> |

| | ACTUAL \$000 | BUDGET \$000 | | ACTUAL \$000 | BUDGET \$000 | | ACTUAL \$000 | BUDGET \$000 |
|---------|-----------------|-----------------|-------------|-----------------|-----------------|-------------------|-----------------|-----------------|
| Revenue | 11,211 | 9,715 | Expenditure | 10,807 | 10,015 | Surplus/(deficit) | 403 | (300) |

Output class three performance measures

Informing health promoting policy and practice – policy advice and research

Informing: Insights and evidence for building on, and contributing to, the evidence base for key public health challenges, for understanding what works and for measuring our own impact. Our insights will be useful and usable and we will share this with communities and the organisations we work with. In our research we will privilege the voices of Māori, Pacific peoples and people with lived experience of discrimination and prejudice.

10 Activities: Te Hiringa Hauora will develop an outcomes framework that will clearly show how we will deliver on our strategic priorities and our goal. The outcomes framework will make explicit how the work carried out by Te Hiringa Hauora contributes to wider health sector outcomes, as well as our direct impact on improved health outcomes for New Zealanders.

| PERFORMANCE MEASURES | COMPARATIVE DATA | RESULTS |
|--|---|---|
| A new framework for measuring the impact of Te Hiringa Hauora interventions, and a monitoring and evaluation plan will be developed. | New measure | Achieved – The outcomes framework (now referred to as the Health Promotion Framework) was approved by the Board in the June meeting. |
| | INDICATORS AND SOURCE YEAR ONE 2020/21 | |
| | An outcomes framework including a monitoring and evaluation plan for 2021-2025 will be agreed by the Te Hiringa Hauora Board by 30 June 2021. | |
| | INDICATORS AND SOURCE YEAR TWO 2021/22 | |
| | Quality and success measures will be developed and reported on in 2021/22. | |

Activities: Provide high-quality and relevant research, Te Hiringa Hauora monitors, data analysis and outputs to support Te Hiringa Hauora's programme and external stakeholders.

| PERFORMANCE MEASURES | COMPARATIVE DATA | RESULTS |
|---|---|--|
| 11 Publish at least three evaluations of Te Hiringa Hauora interventions. | New measure | Achieved – Three evaluation reports were published during 2020/21 (the Like Minds Like Mine, eCoaching and Community Law evaluation reports). |
| | INDICATORS AND SOURCE YEAR ONE 2020/21 | |
| | Evaluations commissioned and published by 30 June 2021. | |
| | INDICATORS AND SOURCE YEAR TWO 2021/22 | |
| | N/A | |

| PERFORMANCE MEASURES | COMPARATIVE DATA | RESULTS |
|---|--|--|
| <p>12</p> <p>Embed kaupapa Māori research principles into how Te Hiringa Hauora undertakes research.</p> | New measure | <p>Achieved – The Rangahau Framework was approved by Ngā Kaihautū on 28 June 2021.</p> <p>We have also appointed a Principal Kaupapa Māori Researcher and Kaupapa Māori Research Intern, run weekly Kaupapa Māori research sessions since late 2020 in order to embed Kaupapa Māori research principles across the wider team, and commissioned a number of Kaupapa Māori research/evaluation projects.</p> |
| | INDICATORS AND SOURCE YEAR ONE 2020/21 | |
| | Tukutuku Rangahau framework implemented by 30 June 2021. | |
| | INDICATORS AND SOURCE YEAR TWO 2021/22 | |
| | Quality and success will be reported on in the 2022 Annual Report. | |
| PERFORMANCE MEASURES | COMPARATIVE DATA | RESULTS |
| <p>13</p> <p>Publish the results of the new Alcohol Use in New Zealand survey.</p> | New measure. | <p>Achieved – Five reports were published in March 2021.</p> |
| | INDICATORS AND SOURCE YEAR ONE 2020/21 | |
| | Topline report completed and ongoing analysis of data commenced by 30 June 2021. | |
| | INDICATORS AND SOURCE YEAR TWO 2021/22 | |
| | N/A | |

| | ACTUAL \$000 | BUDGET \$000 | | ACTUAL \$000 | BUDGET \$000 | | ACTUAL \$000 | BUDGET \$000 |
|---------|-----------------|-----------------|-------------|-----------------|-----------------|-------------------|-----------------|-----------------|
| Revenue | 3,962 | 3,053 | Expenditure | 3,695 | 3,353 | Surplus/(deficit) | 267 | (300) |

Appropriation Funding

| VOTE HEALTH | ACTUAL \$000 | FINAL VOTE \$000 |
|-----------------|-----------------|---------------------|
| Revenue – Crown | 16,048 | 16,048 |

Strategic Intentions | Ngā Takune Rautaki

Te Hiringa Hauora has three strategic intentions and three output classes set out in the Statement of Intent 2017-2021.

The strategic intentions guide our activities, and output classes are categories used to account for our expenditure on activities. Our strategic intentions overlap and strengthen each other, and both contribute to the New Zealand Health Strategy.

- Strategic Intention One
 - People can take action, be effective, and influence their own life
- Strategic Intention Two
 - Communities meet their needs and goals
- Strategic Intention Three
 - Environments and systems are enablers not barriers.

Progress on our outcomes is reflected in our SPE measures reported on pages 52-58.

Pēpi, tamariki and rangatahi

General

Develop a comprehensive programme of work to address:

- first 1,000 days of a child's life including:
 - provision of quality resources and advice, which includes play and sleep information, that align with the New Zealand Eating and Activity Guidelines
 - continued development of approaches for wāhine hapū and their whānau to respond to their wellbeing needs
- rangatahi in transition:
 - First phase of youth wellbeing campaign (in conjunction with other government agencies).

Alcohol

Support wāhine hapū drinking moderately to hazardously who could become pregnant to not drink (FASD prevention).

Support teenagers under 18 years to not drink or delay escalation of drinking.

Support young adults aged 18 to 24 years towards greater wellbeing and to reduce their consumption to low-risk levels.

Mental Wellbeing

Review the Lowdown website and associated activities to assist young people particularly at times of transitional vulnerability.

Tobacco

Develop a Smokefree campaign which will protect pēpi, tamariki and rangatahi from the effects of second-hand smoke.

Child and Family Health

Provide communications and marketing support for the national immunisation programme:

- Promote immunisations for babies, children, adolescents and adults throughout the year and in response to disease outbreaks, ensuring an approach that contributes to health equity.
- Work with the Ministry of Health to increase whānau awareness of immunisation.

Motivate young people to be SunSmart.



Whānau and communities

Emergency Preparedness

Respond to ongoing needs for information and resources arising from the COVID-19 pandemic, particularly in mental health, but also in research and other areas.

Consider ways Te Hiringa Hauora can help communities manage emergencies and recovery from disruption in ways that focus on health and wellbeing needs.

Mental Wellbeing

Build whānau and community capacity to understand their mental wellbeing and the importance of kōrero and connection to sustaining mental wellbeing.

Review the strategic objectives of the National Depression Initiative while continuing to provide quality information and tools to manage anxiety and depression through The Journal and other associated resources.

Non-communicable Diseases

Support and implement a wellbeing community and whānau approach to prevent non-communicable diseases (NCDs) through healthy lifestyle messages. This will be developed in partnership with relevant government and non-government organisations including Māori and Pacific health organisations.

Alcohol

Consider the best ways to progress WHO's recommended 'best buys' to reduce alcohol-related harm (price, availability and advertising of alcohol).

Invest in co-developed community- and iwi-based alcohol harm reduction projects.

Focus on adults in mid-life (45 to 65-years-old) whose drinking is putting them at risk of experiencing alcohol-related health issues.

Review and improve the alcohol.org.nz website to provide information for whānau and communities.

Tobacco Control

Motivate and support quit attempts through a cessation campaign, including development and promotion of digital tools.

Support the tobacco control sector with quality resources, and advice.

Minimising Gambling Harm

Focus our activities on behaviour changes and start addressing stigma as a barrier to help seeking. Our work will be reflective of changes in the gambling environment, including increased focus on online gambling.

Support the preventing and minimising gambling harm sector by providing advice, support, grants and evidence-based resources to support message delivery at a local level.



Continue to support gambling venues, particularly pubs and clubs with pokie machines (Class 4 venues) to minimise harm, with resources and material for staff. Opportunities to work with the New Zealand Racing Board, Lotto New Zealand, casinos, and other industry groups will be explored.

Nutrition and Physical Activity

Support the nutrition and physical activity sector with quality advice, evidence and resources that align with the New Zealand Eating and Activity Guidelines, to support New Zealanders to eat healthy foods, be active and promote sleep.

Skin Cancer Prevention

Develop quality information and advice for relevant organisations, and for our Wellplace web platform, targeting the behaviours of those most at risk eg, young adults and outdoor workers.

Human rights and health

Mental Wellbeing

Continue with our Like Minds, Like Mine national marketing, robust research and evaluation to promote inclusive attitudes, behaviours and environments for people with experience of mental distress.

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Statement of Comprehensive Revenue and Expense

For the year ended 30 June 2021

| | NOTES | ACTUAL 2021 \$000 | SPE BUDGET 2021 \$000 | ACTUAL 2020 \$000 |
|--|-------|-------------------------|--------------------------------|-------------------------|
| Revenue | | | | |
| Non-exchange revenue | | | | |
| Alcohol levy revenue | | 11,942 | 11,530 | 11,151 |
| Funding from the Crown – baseline | | 16,048 | 16,048 | 16,048 |
| Exchange revenue | | | | |
| Funding from the Crown – additional | | 8,309 | – | 1,411 |
| Interest revenue | | 157 | 180 | 234 |
| Other revenue | 2 | 322 | – | 1,919 |
| Total revenue | | 36,779 | 27,758 | 30,763 |
| Expenditure | | | | |
| Personnel expenses | 3 | 10,880 | 10,653 | 9,868 |
| Depreciation and amortisation expense | 8,9 | 120 | 109 | 71 |
| Other operating expense | 4 | 2,100 | 1,992 | 1,813 |
| Programme expense | | 21,914 | 16,004 | 15,869 |
| Total expenditure | | 35,014 | 28,758 | 27,621 |
| Surplus/(deficit) | | 1,765 | (1,000) | 3,142 |
| Total comprehensive revenue and expense | | 1,765 | (1,000) | 3,142 |

Explanations of major variances against budget are provided in note 17.

The accompanying notes form part of these financial statements.

Statement of Comprehensive Revenue and Expense

For the year ended 30 June 2021

Restated by Revenue Source:

| | ACTUAL 2021 \$000 | SPE BUDGET 2021 \$000 | ACTUAL 2020 \$000 |
|--------------------------------------|-------------------------|--------------------------------|-------------------------|
| Alcohol | | | |
| <i>Revenue</i> | | | |
| Levy | 11,942 | 11,530 | 11,151 |
| Interest revenue | 63 | 75 | 54 |
| Other revenue | – | – | 95 |
| Total revenue | 12,005 | 11,605 | 11,300 |
| Total expenditure | 9,813 | 12,105 | 11,107 |
| Surplus/(deficit) | 2,192 | (500) | 193 |
| All other | | | |
| <i>Revenue</i> | | | |
| Funding from the Crown – baseline | 16,048 | 16,048 | 17,459 |
| Funding from the Crown – additional | 8,309 | – | – |
| Interest revenue | 94 | 105 | 180 |
| Other revenue | 322 | – | 1,824 |
| Total revenue | 24,774 | 16,153 | 19,463 |
| Total expenditure | 25,201 | 16,653 | 16,514 |
| Surplus/(deficit) | (427) | (500) | 2,949 |
| Grand total revenue | 36,779 | 27,758 | 30,763 |
| Grand total expenditure | 35,014 | 28,758 | 27,621 |
| Grand total surplus/(deficit) | 1,765 | (1,000) | 3,142 |

Explanations of major variances against budget are provided in Note 17.
The accompanying notes form part of these financial statements.

Statement of Financial Position

As at 30 June 2021

| | NOTES | ACTUAL 2021 \$000 | SPE BUDGET 2021 \$000 | ACTUAL 2020 \$000 |
|---|-------|-------------------------|--------------------------------|-------------------------|
| Assets | | | | |
| Current assets | | | | |
| Cash and cash equivalents | 5 | 4,876 | 260 | 4,787 |
| Receivables | 6 | 2,514 | 3,160 | 5,731 |
| Investments | 7 | 10,500 | 2,500 | 3,750 |
| Prepayments | | 23 | – | 11 |
| Total current assets | | 17,913 | 5,920 | 14,279 |
| Non-current assets | | | | |
| Property, plant and equipment | 8,9 | 252 | 1,112 | 292 |
| Property, plant and equipment (WIP – not yet capitalised) | | – | – | 31 |
| Total non-current assets | | 252 | 1,112 | 324 |
| Total assets | | 18,165 | 7,032 | 14,603 |
| Liabilities | | | | |
| Current liabilities | | | | |
| Payables | 10 | 5,891 | 3,774 | 4,287 |
| Employee entitlements | 11 | 795 | 600 | 691 |
| Revenue in advance | 10 | 2,951 | – | 2,848 |
| Total current liabilities | | 9,637 | 4,374 | 7,826 |
| Non-current liabilities | | | | |
| Employee entitlements | 11 | 91 | – | 105 |
| Total non-current liabilities | | 91 | – | 105 |
| Total liabilities | | 9,728 | 4,374 | 7,931 |
| Net assets | | 8,437 | 2,658 | 6,672 |
| Equity | | | | |
| Contributed capital | | 6,672 | 3,658 | 3,424 |
| Accumulated surplus/(deficit) | | 1,765 | (1,000) | 3,248 |
| Net assets | 13 | 8,437 | 2,658 | 6,672 |

Explanations of major variances against budget are provided in note 17.

The accompanying notes form part of these financial statements.

Statement of Changes in Equity

For the year ended 30 June 2021

| | NOTES | ACTUAL 2021 \$000 | SPE BUDGET 2021 \$000 | ACTUAL 2020 \$000 |
|--|-------|-------------------------|--------------------------------|-------------------------|
| Balance at 1 July | | 6,672 | 3,658 | 3,530 |
| Total comprehensive revenue and expense for the year | | 1,765 | (1,000) | 3,142 |
| Balance at 30 June | 13 | 8,437 | 2,658 | 6,672 |

Explanations of major variances against budget are provided in Note 17.
The accompanying notes form part of these financial statements.

Statement of Cash Flows

For the year ended 30 June 2021

| | NOTES | ACTUAL 2021 \$000 | SPE BUDGET 2021 \$000 | ACTUAL 2020 \$000 |
|---|-------|-------------------------|--------------------------------|-------------------------|
| Cash flows from operating activities | | | | |
| Receipts from levy | | 12,728 | 10,569 | 11,264 |
| Receipts from the Crown | | 25,058 | 16,048 | 17,671 |
| Receipts from other revenue | | 2,286 | – | (100) |
| Receipts from interest revenue | | 190 | 180 | 241 |
| GST (net) | | (162) | – | 177 |
| Payments to suppliers | | (22,334) | (17,995) | (19,403) |
| Payments to employees | | (10,878) | (10,387) | (9,733) |
| Net cash flow from operating activities | | 6,887 | (1,585) | 117 |
| Cash flows from investing activities | | | | |
| Receipts from sale of investments | | 21,000 | 1,500 | 15,500 |
| Purchase of property, plant and equipment | | (49) | (905) | (190) |
| Acquisition of investments | | (27,750) | – | (13,750) |
| Net cash flow from investing activities | | (6,799) | 595 | 1,560 |
| Net increase/(decrease) in cash and cash equivalents | | 89 | (990) | 1,677 |
| Cash and cash equivalents at the beginning of the year | | 4,787 | 250 | 3,110 |
| Cash and cash equivalents at the end of the year | 5 | 4,876 | (740) | 4,787 |
| Reconciliation of net surplus/(deficit) to net cash flow from operating activities | | | | |
| Net surplus/(deficit) | | 1,765 | (1,000) | 3,142 |
| Add/(less) non-cash items | | | | |
| Depreciation and amortisation expense | | 120 | 109 | 71 |
| Total non-cash items | | 120 | 109 | 71 |
| Add/(less) movements in Statement of Financial Position items | | | | |
| (Increase)/decrease in receivables | | 3,205 | (960) | (3,183) |
| Increase/(decrease) in payables and revenue in advance | | 1,795 | 266 | (48) |
| Increase/(decrease) in employee entitlements | | 2 | – | 135 |
| Net movements in working capital items | | 5,002 | (694) | (3,096) |
| Net cash flow from operating activities | | 6,887 | (1,585) | 117 |

Explanations of major variances against budget are provided in note 17.

The accompanying notes form part of these financial statements.

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Note 1: Statement of accounting policies

Reporting entity

Te Hiringa Hauora | Health Promotion Agency is a Crown entity as defined by the Crown Entities Act 2004 and is domiciled and operates in New Zealand, with offices in Wellington, Auckland and Christchurch. The relevant legislation governing the operations of Te Hiringa Hauora includes the Crown Entities Act 2004 and the New Zealand Public Health and Disability Act 2000. The ultimate parent of Te Hiringa Hauora is the New Zealand Crown.

Te Hiringa Hauora has an overall function to lead and support activities for the following purposes:

- Promoting health and wellbeing and encouraging healthy lifestyles
- Preventing disease, illness and injury
- Enabling environments that support health and wellbeing and healthy lifestyles
- Reducing personal, social and economic harm.

It also has functions specific to providing advice and research on alcohol issues.

Te Hiringa Hauora does not operate to make a financial return.

Te Hiringa Hauora has designated itself as a public benefit entity (PBE) for financial reporting purposes.

The financial statements for Te Hiringa Hauora are for the year ended 30 June 2021, and were approved by the Board on 1 March 2022.

Basis of preparation

Health sector reforms

On 21 April 2021 the Minister of Health announced the health sector reforms in response to the Health and Disability System Review.

The reforms will replace Te Hiringa Hauora, district health boards (DHBs) and other shared services with a new Crown entity, Health New Zealand, that will be responsible for running hospitals and commissioning primary and community health services including health promotion.

As a result of the reforms, responsibility for public health issues will rest with a new Public Health Authority. A new Māori Health Authority will monitor the state of Māori health and commission services directly.

Legislation to establish the new entities and disestablish Te Hiringa Hauora and the other affected entities is scheduled to come into effect on 1 July 2022.

Because of the expected date of these reforms, the financial statements of Te Hiringa Hauora have been prepared on a disestablishment basis. No changes have been made to the recognition and measurement, or presentation in these financial statements, because all assets, liabilities, functions and staff will transfer to Health New Zealand.

Statement of compliance

The financial statements of Te Hiringa Hauora have been prepared in accordance with the requirements of the Crown Entities Act 2004, which includes the requirement to comply with generally accepted accounting practice in New Zealand (NZ GAAP).

The financial statements have been prepared in accordance with Tier 1 PBE accounting standards.

Te Hiringa Hauora was required under section 156(3)(a) of the Crown Entity Act 2004 to complete the audited financial statements and statements of performance by 31 December 2021. The timeframe was not met because Audit New Zealand was unable to complete the audit within this timeframe due to an auditor shortage and the consequential effects of COVID-19 including lockdowns.

Presentation currency and rounding

The financial statements are presented in New Zealand dollars and all values are rounded to the nearest thousand dollars (\$000), other than remuneration disclosed in accordance with section 152 of the Crown Entities Act in Note 3 and the related party transaction disclosures in Note 14, which are rounded to the nearest dollar.

Changes in accounting policies

There have been no changes in the accounting policies since the date of the last audited financial statements.

Standards issued and not yet effective and not early adopted

Standards and amendments, issued but not yet effective, that have not been early adopted, and which are relevant to Te Hiringa Hauora are:

Amendment to PBE IPSAS 2 Cash Flow Statement

An amendment to PBE IPSAS 2 requires entities to provide disclosures that enable users of financial statements to evaluate changes in liabilities arising from financing activities, including both changes arising from cash flows and non-cash changes. This amendment is effective for the year ending 30 June 2022, with early application permitted. This amendment will result in additional disclosures. Te Hiringa Hauora does not intend to early adopt the amendment.

PBE IPSAS 41 Financial Instruments

PBE IPSAS 41 replaces PBE IFRS 9 Financial Instruments and is effective for the year ending 30 June 2023, with earlier adoption permitted. Te Hiringa Hauora anticipates that there will be little change as a result of adopting the new standard, as the requirements are similar to those contained in PBE IFRS 9, and does not intend to early adopt the standard.

PBE FRS 48 Service Performance Reporting

PBE FRS 48 replaces the service performance reporting requirements of PBE IPSAS 1 Presentation of Financial Statements and is effective for the year ending 30 June 2023, with earlier adoption permitted. Te Hiringa Hauora has not yet determined how application of PBE FRS 48 will affect its statement of performance. It does not plan to early adopt the standard.

Summary of significant accounting policies

Significant accounting policies are included in the notes to which they relate.

Significant accounting policies that do not relate to a specific note are outlined below.

Foreign currency transactions

Foreign currency transactions are translated into New Zealand dollars (the functional currency) using the spot exchange rates at the dates of transactions. Foreign exchange gains and losses resulting from the settlement of such transactions are recognised in the surplus or deficit.

Goods and services tax (GST)

Items in the financial statements are presented exclusive of GST, except for receivables and payables, which are presented on a GST-inclusive basis. Where GST is not recoverable as input tax, it is recognised as part of the related asset or expense.

The net amount of GST recoverable from, or payable to, the Inland Revenue Department (IRD) is included as part of receivables or payables in the Statement of Financial Position.

The net GST paid to, or received from, the IRD, including the GST relating to investing and financing activities, is classified as a net operating cash flow in the Statement of Cash Flows.

Commitments and contingencies are disclosed exclusive of GST.

Income tax

Te Hiringa Hauora is a public authority and consequently is exempt from the payment of income tax. Accordingly, no provision has been made for income tax.

Budget figures

The budget figures are derived from the Statement of Performance Expectations as approved by the Board at the beginning of the financial year. The budget figures have been prepared in accordance with NZ GAAP, using accounting policies that are consistent with those adopted by the Board in preparing these financial statements.

Cost allocation

Te Hiringa Hauora has determined the cost of its three output classes using the cost allocation system outlined below.

Direct costs are costs directly attributed to an output class. Indirect costs are costs that cannot be identified to a specific output class in an economically feasible manner.

Direct costs are charged directly to output classes. Indirect costs are charged to output classes based on cost drivers and related activity or usage information. Personnel and other indirect costs are assigned to output classes based on the proportion of direct programme costs within each output class.

Critical accounting estimates and assumptions

In preparing these financial statements, Te Hiringa Hauora has made estimates and assumptions concerning the future. These estimates and assumptions may differ from the subsequent actual results. Estimates and assumptions are continually evaluated and are based on historical experience and other factors, including expectations of future events that are believed to be reasonable under the circumstances.

The estimates and assumptions that have a significant risk of causing a material adjustment to the carrying amounts of assets and liabilities within the next financial year are:

- useful lives and residual values of property, plant and equipment – refer to Note 8
- useful lives of software assets – refer to Note 9
- retirement and long service leave – refer to Note 11.

Note 2: Revenue

Accounting policy

The specific accounting policies for significant revenue items are explained below:

Funding from the Crown

Te Hiringa Hauora is primarily funded from the Crown. This funding is restricted in its use for the purpose of Te Hiringa Hauora meeting the objectives specified in its founding legislation and the scope of the relevant appropriations of the funder – the Ministry of Health.

Funding is recognised as revenue when it becomes receivable unless there is an obligation in substance to return the funds if conditions are not met. If there is an obligation, the funding is initially recorded as deferred revenue and recognised as revenue when conditions of the funding are satisfied.

The fair value of revenue from the Crown has been determined to be equivalent to the amounts due in the funding arrangements.

Alcohol levy

Te Hiringa Hauora is also funded from a levy imposed for the purpose of recovering the costs it incurs in:

- addressing alcohol-related harm
- its other alcohol-related activities.

This levy is collected by New Zealand Customs acting as the agent of Te Hiringa Hauora.

Levy revenue is recognised as revenue in the accounting period when earned and is reported in the financial period to which it relates.

Provision of other services

Revenue derived through the provision of other services to the Crown and third parties is recognised in proportion to the stage of completion at balance date, based on the actual service provided as a percentage of the total services to be provided

Interest revenue

Interest revenue is recognised by accruing on a time proportion basis the interest due for the investment.

Breakdown of other revenue and further information

| | ACTUAL 2021 \$000 | ACTUAL 2020 \$000 |
|---|-------------------------|-------------------------|
| Other revenue includes: | | |
| Programme revenue – Crown | 251 | – |
| Programme revenue – third party contracts | 70 | 1,910 |
| Other revenue | 1 | 9 |
| Total other revenue | 322 | 1,919 |

Note 3: Personnel expenses

Accounting policy

Salaries and wages

Salaries and wages are recognised as an expense as employees provide services.

Superannuation schemes

Defined contribution schemes

Employer contributions to KiwiSaver, the Government Superannuation Fund and the State Sector Retirement Savings Scheme are accounted for as defined contribution schemes and are recognised as an expense in surplus or deficit as incurred.

Defined benefit schemes

Te Hiringa Hauora makes contributions to the ASB Group Master Trust Scheme (the scheme). The scheme is a multi-employer defined benefit scheme.

Insufficient information is available to use defined benefit accounting, as it is not possible to determine from the terms of the scheme the extent to which surplus or deficit will affect future contributions by individual employers, as there is no prescribed basis for allocation. The scheme is therefore accounted for as a defined contribution scheme.

Breakdown of personnel costs and further information

| | ACTUAL 2021 \$000 | ACTUAL 2020 \$000 |
|--|-------------------------|-------------------------|
| Salaries and wages | 9,784 | 9,118 |
| Temporary and contract staff | 508 | 162 |
| Increase/(decrease) in employee entitlements | 115 | 135 |
| Defined contribution plan employer contributions | 173 | 220 |
| ACC | 8 | 9 |
| Recruitment expenses | 88 | 118 |
| Other | 204 | 106 |
| Total personnel expense | 10,880 | 9,868 |

Employee remuneration

The number of employees or former employees who received remuneration and other benefits of \$100,000 or more within specified \$10,000 bands were as follows:

| | ACTUAL 2021 | ACTUAL 2020 |
|--|----------------|----------------|
| Total remuneration paid or payable: | | |
| \$100,000 – 109,999 | 13 | 10 |
| \$110,000 – 119,999 | 8 | 8 |
| \$120,000 – 129,999 | 8 | 6 |
| \$130,000 – 139,999 | 4 | 2 |
| \$140,000 – 149,999 | 1 | 0 |
| \$150,000 – 159,999 | 0 | 2 |
| \$160,000 – 169,999 | 2 | 1 |
| \$170,000 – 179,999 | 2 | 0 |
| \$190,000 – 199,999 | 2 | 1 |
| \$200,000 – 209,999 | 0 | 2 |
| \$280,000 – 289,999 | 1 | 0 |
| \$290,000 – 299,999 | 0 | 1 |
| Total employees | 41 | 33 |

During the year ended 30 June 2021, one employee (2020, 2) received compensation and other benefits in relation to cessation totalling \$23K (2020, \$51K).

Board member remuneration

| | ACTUAL 2021 \$000 | ACTUAL 2020 \$000 |
|---|-------------------------|-------------------------|
| Total remuneration paid or payable: | | |
| Jenny Black (appointed Chair January 2019) | 30.5 | 30.0 |
| Dr Mataroria Lyndon (appointed June 2017) | 15.5 | 15.5 |
| Professor Boyd Swinburn (appointed January 2019) | 15.5 | 15.5 |
| Mafi Funaki-Tahifote (appointed January 2019) | 15.5 | 15.5 |
| Dr Teuila Percival (appointed January 2019) | 15.5 | 15.5 |
| Karaitiana Tickell (appointed September 2019) | 15.5 | 12.9 |
| Dr Monique Faleafa (retired October 2020) | 6.5 | 19.3 |
| Catherine Abel-Pattinson (retired September 2019) | – | 3.9 |
| Total Board member remuneration | 114.5 | 128.1 |

The Chair made a voluntary salary sacrifice of \$500 during COVID-19 (2020: \$1,000).

There have been no payments made to committee members appointed by the Board who are not Board members during the financial year (2020: \$nil).

Te Hiringa Hauora has not provided any deed of indemnity to Directors nor taken out Directors' and Officers' Liability and Professional Indemnity insurance cover during the financial year in respect of the liability or costs of Board members and employees (2020: \$nil).

No Board members received compensation or other benefits in relation to cessation (2020 \$nil).

Note 4: Other expenses

| BREAKDOWN OF OTHER EXPENSES AND FURTHER INFORMATION | ACTUAL 2021 \$000 | ACTUAL 2020 \$000 |
|---|-------------------------|-------------------------|
| Fees to Audit New Zealand for audit of financial statements | 60 | 58 |
| Operating lease expenses | 637 | 628 |
| Other expenses | 1,403 | 1,127 |
| Total other expenses | 2,100 | 1,813 |

Accounting policy

Operating leases

An operating lease is a lease that does not transfer substantially all the risks and rewards incidental to ownership of an asset to the lessee.

Lease payments under an operating lease are recognised as an expense on a straight-line basis

over the lease term. Te Hiringa Hauora leases office equipment and premises.

Operating leases as lessee

The future aggregate minimum lease payments to be paid under non-cancellable operating leases are as follows:

| | ACTUAL 2021 \$000 | ACTUAL 2020 \$000 |
|--|-------------------------|-------------------------|
| Office rental leases | | |
| Not later than one year | 611 | 610 |
| Later than one year and not later than two years | 245 | 610 |
| Later than two years and not later than five years | 6 | 271 |
| Later than five years | – | 33 |
| Total office rental leases | 862 | 1,524 |
| Office equipment leases | | |
| Not later than one year | 14 | 9 |
| Later than one year and not later than two years | 1 | 9 |
| Later than two years and not later than five years | – | 11 |
| Later than five years | – | – |
| Total office equipment leases | 15 | 29 |
| Total non-cancellable operating leases | 877 | 1,553 |

Te Hiringa Hauora leases three properties – its main office situated in Wellington and two regional offices in Auckland and Christchurch.

A significant portion of the total non-cancellable operating lease expense relates to the lease of three floors of the Wellington office building. The lease expires in October 2025, with an option to renew as at 31 October 2022.

The office equipment that Te Hiringa Hauora leases is printers. The lease expires on 19 October 2023.

Te Hiringa Hauora does not have the option to purchase any of these assets at the end of any of the lease terms.

There are no restrictions placed on Te Hiringa Hauora by any of its leasing arrangements.

Grant expenditure

Discretionary grants are those grants where Te Hiringa Hauora has no obligation to award the grant on receipt of the grant application. For discretionary grants without substantive conditions, the total committed funding over the life of the grant is expensed when the grant is approved by the grants approval panel and the approval has been communicated to the applicant. Discretionary grants with substantive conditions are expensed at the earlier of the grant payment date or when the grant conditions have been satisfied. Conditions can include either:

- specification of how funding can be spent with a requirement to repay any unspent funds, or
- milestones that must be met to be eligible for funding.

Te Hiringa Hauora provides grants to community-based organisations to enable them to work in partnership with Te Hiringa Hauora or to progress messages or outcomes that Te Hiringa Hauora and the community have in common.

Te Hiringa Hauora makes a number of small grants in each financial year, across a range of health topics, for purposes that include:

- activities to support national projects
- delivering an event, activity or services to promote Te Hiringa Hauora messaging
- specific one-off projects.

A letter to the recipient of each grant specifies the purpose of the grant and the requirements for the recipient to provide reports to Te Hiringa Hauora. Reports are required at project milestones and/or on completion of projects.

In 2020/21 Te Hiringa Hauora provided funding for a wide range of groups, totalling \$234,565 (2020 \$233k).

Critical judgements in determining accounting policies

Grant expenditure

Te Hiringa Hauora has exercised judgement in developing its grant expenses accounting policy above as there is no specific accounting standard for grant expenditure. The accounting for grant expenditure has been an area of uncertainty for some time, and, as a result, there have been differing accounting practices by entities for similar grant arrangements. With the recent introduction of the new PBE Accounting Standards, there has been debate on the appropriate framework to apply when accounting for grant expenses, and whether some grant accounting practices are appropriate under these new standards. A challenging area in particular is the accounting for grant arrangements that include conditions or milestones. Te Hiringa Hauora is aware that the need for a clear standard or authoritative guidance on accounting for grant expenditure has been raised with the New Zealand Accounting Standards Board. Therefore, we will keep the matter under review and consider any developments. Further information about grants awarded by Te Hiringa Hauora is disclosed above and in the Statement of Performance on pages 52-58.

Note 5: Cash and cash equivalents

Accounting policy

Cash and cash equivalents includes cash on hand and deposits held on call with banks with original maturities of three months or less.

Breakdown of cash and cash equivalents and further information

| | ACTUAL 2021 \$000 | ACTUAL 2020 \$000 |
|---|-------------------------|-------------------------|
| Cash at bank and on hand | 4,876 | 1,787 |
| Term deposits with maturities of three months or less | – | 3,000 |
| Total cash and cash equivalents | 4,876 | 4,787 |

While cash and cash equivalents at 30 June 2021 are subject to the expected credit loss requirements of PBE IFRS 9, no loss allowance has been recognised because the estimated loss allowance for credit losses is trivial.

Note 6: Receivables

Accounting policy

Short-term receivables are recorded at the amount due, less an allowance for credit losses. Te Hiringa Hauora applies the simplified expected credit loss model of recognising lifetime expected losses for receivables.

In measuring expected credit losses, short-term receivables have been assessed on a collective basis as they possess shared credit risk

characteristics. They have been grouped on the days past due.

Short-term receivables are written off when there is no reasonable expectation of recovery. Indicators that there is no reasonable expectation of recovery include the debtor being in liquidation.

Breakdown of receivables and further information

| | ACTUAL 2021 \$000 | ACTUAL 2020 \$000 |
|---|-------------------------|-------------------------|
| Receivables (gross) | 2,514 | 5,731 |
| Less: Allowance for credit losses | – | – |
| Receivables | 2,514 | 5,731 |
| Receivables comprise: | | |
| Receivables from the sale of goods and services (exchange transactions) | 2,514 | 5,731 |

There is no allowance for credit losses given the short period of credit risk exposure and the insignificance of the impact of macroeconomic factors.

Note 7: Investments

Accounting policy

Bank term deposits

Bank term deposits are initially measured at the amount invested. Interest is subsequently accrued and shown as a receivable until the term deposit matures.

A loss allowance for expected credit losses is recognised if the estimated loss allowance is not trivial.

Breakdown of investments and further information

| | ACTUAL 2021 \$000 | ACTUAL 2020 \$000 |
|--------------------------|-------------------------|-------------------------|
| Current portion | | |
| Term deposits | 10,500 | 3,750 |
| Total investments | 10,500 | 3,750 |

Te Hiringa Hauora considers there has not been a significant increase in credit risk for investments in term deposits because the issuer of the investment continues to have low credit risk at balance date. Term deposits are held with banks that have a long-term AA- investment grade credit rating, which indicates the bank has a very strong capacity to meet its financial commitments.

The carrying amounts of term deposits with maturities of less than 12 months approximate their fair value.

- Books and films, at cost less accumulated depreciation and impairment losses.
- Artwork at cost.

Additions

The cost of an item of property, plant and equipment is recognised as an asset only when it is probable that future economic benefits or service potential associated with the item will flow to Te Hiringa Hauora and the cost of the item can be measured reliably.

Work in progress is recognised at cost less impairment and is not depreciated.

In most instances, an item of property, plant and equipment is initially recognised at its cost. Where an asset is acquired through a non-exchange transaction, it is recognised at its fair value as at the date of acquisition.

Subsequent costs

Costs incurred subsequent to initial acquisition are capitalised only when it is probable that future economic benefits or service potential associated with the item will flow to Te Hiringa Hauora and the cost of the item can be measured reliably. The costs of day-to-day servicing of property, plant and equipment are expensed in the surplus or deficit as they are incurred.

Note 8: Property, plant and equipment

Accounting policy

Property, plant and equipment consists of four asset classes, which are measured as follows:

- Leasehold improvements, at cost less accumulated depreciation and impairment losses.
- Furniture and office equipment, at cost less accumulated depreciation and impairment losses.
- Motor vehicles, at cost less accumulated depreciation and impairment losses.
- Computer equipment, at cost less accumulated depreciation and impairment losses.

Disposals

Gains and losses on disposals are determined by comparing the proceeds with the carrying amount of the asset. Gains and losses on disposals are reported net in the surplus or deficit.

Depreciation

Depreciation is provided on a straight-line basis on all property, plant and equipment, at rates that will write off the cost (or valuation) of the assets to their estimated residual values over their useful lives. The useful lives and associated depreciation rates of major classes of property, plant and equipment have been estimated as follows:

| | | |
|--------------------------|----------|-----|
| Leasehold improvements* | 3 years | 33% |
| Furniture | 10 years | 10% |
| Office equipment | 5 years | 20% |
| Motor vehicles | 5 years | 20% |
| Computer equipment | 3 years | 33% |
| Artwork, books and films | | 0% |

* Leasehold improvements are depreciated over the unexpired period of the lease or the estimated remaining useful lives of the improvements whichever is the shorter.

Impairment of property, plant and equipment and intangible assets

Property, plant and equipment are reviewed for impairment whenever events or changes in circumstances indicate that the carrying amount might not be recoverable. An impairment loss is recognised for the amount by which the asset's carrying amount exceeds its recoverable service amount. The recoverable service amount is the higher of an asset's fair value less costs to sell and value in use.

Value in use is determined using an approach based on either a depreciated replacement cost approach, a restoration cost approach, or a service units approach. The most appropriate approach used to measure value in use depends on the nature of the impairment and availability of information.

If an asset's carrying amount exceeds its recoverable service amount, the asset is regarded as impaired and the carrying amount is written down to its recoverable amount. For assets not carried at a revalued amount, the total impairment loss is recognised in surplus or deficit.

Critical accounting estimates and assumptions

Estimating useful lives and residual values of property, plant and equipment

At each balance date, the useful lives and residual values of property, plant and equipment are reviewed. Assessing the appropriateness of useful life and residual value estimates of property, plant and equipment requires a number of factors to be considered such as the physical condition of the asset, expected period of use of the asset by Te Hiringa Hauora, and expected disposal proceeds from the future sale of the asset.

An incorrect estimate of the useful life or residual value will affect the depreciation expense recognised in the surplus or deficit, and carrying amount of the asset in the Statement of Financial Position. Te Hiringa Hauora minimises the risk of this estimation uncertainty by:

- physical inspection of assets
- asset replacement programmes
- review of second-hand market prices for similar assets
- analysis of prior asset sales.

Te Hiringa Hauora has not made significant changes to past assumptions concerning useful lives and residual values.

Breakdown of property, plant and equipment and further information

Movements for each class of property, plant and equipment are as follows:

| | ARTWORK, BOOKS AND FILMS \$000 | FURNITURE AND OFFICE EQUIPMENT \$000 | COMPUTER EQUIPMENT \$000 | LEASEHOLD IMPROVEMENTS \$000 | MOTOR VEHICLES \$000 | TOTAL \$000 |
|---|---|---|--------------------------------|------------------------------------|----------------------------|----------------|
| Cost or valuation | | | | | | |
| Balance at 30 June 2019/1 July 2019 | 100 | 337 | 318 | 45 | 22 | 822 |
| Additions | – | – | 147 | 12 | – | 158 |
| Disposals | (92) | (1) | – | – | – | (93) |
| Balance at 30 June 2020/1 July 2020 | 8 | 336 | 465 | 57 | 22 | 888 |
| Additions | – | – | 44 | 5 | – | 49 |
| Disposals | – | – | (78) | – | – | (78) |
| Balance at 30 June 2021 | 8 | 336 | 431 | 62 | 22 | 859 |
| Accumulated depreciation and impairment losses | | | | | | |
| Balance at 30 June 2019/1 July 2019 | (92) | (211) | (255) | (37) | (22) | (617) |
| Depreciation expense | – | (20) | (45) | (6) | – | (71) |
| Loss on disposal | – | – | – | – | – | – |
| Elimination on disposal | 92 | – | – | – | – | 92 |
| Balance at 30 June 2020 | – | (231) | (300) | (43) | (22) | (596) |
| Depreciation expense | – | (20) | (82) | (9) | – | (111) |
| Loss on disposal | – | – | – | – | – | – |
| Elimination on disposal | – | – | 77 | – | – | 77 |
| Balance at 30 June 2021 | – | (251) | (305) | (52) | (22) | (630) |
| Carrying amounts | | | | | | |
| At 30 June 2019 | 8 | 126 | 63 | 8 | – | 205 |
| At 30 June 2020 | 8 | 105 | 165 | 14 | – | 292 |
| At 30 June 2021 | 8 | 85 | 126 | 10 | – | 229 |

Restrictions

There are no restrictions on the property, plant and equipment of Te Hiringa Hauora.

Costs associated with maintaining computer software are recognised as an expense when incurred.

Note 9: Intangible assets

Accounting policy

Software acquisition

Computer software licences are capitalised on the basis of the costs incurred to acquire and bring to use the specific software.

Staff training costs are recognised as an expense when incurred.

Costs associated with the development and maintenance of Te Hiringa Hauora website are expensed when incurred.

Amortisation

The carrying value of an intangible asset with a finite life is amortised on a straight-line basis over its useful life. Amortisation begins when the asset is available for use and ceases at the date that the asset is derecognised. The amortisation charge for each financial year is expensed in the surplus or deficit.

The useful lives and associated amortisation rates of major classes of intangible assets have been estimated as follows:

| | | |
|----------------------------|---------|-----|
| Acquired computer software | 3 years | 33% |
|----------------------------|---------|-----|

Impairment of intangible assets

Refer to the policy for impairment of property, plant and equipment in Note 8. The same approach applies to the impairment of intangible assets.

Critical accounting estimates and assumptions

Estimating useful lives and residual values of intangible assets

In assessing the useful lives of software assets, a number of factors are considered, including the:

- period of time the software is intended to be in use
- effect of technological change on systems and platforms
- expected timeframe for the development of replacement systems and platforms.

An incorrect estimate of the useful lives of software assets will affect the amortisation expense recognised in the surplus or deficit, and the carrying amount of the software assets in the Statement of Financial Position.

Breakdown of intangible assets and further information

Movements for each class of intangible asset are as follows:

| | TOTAL \$000 |
|---------------------------------|----------------|
| Cost or valuation | |
| Cost | |
| Balance at 30 June 2019 | 195 |
| Balance at 30 June 2020 | 195 |
| Additions | 31 |
| Balance at 30 June 2021 | 226 |
| Accumulated depreciation | |
| Balance at 30 June 2019 | (195) |
| Amortisation expense | – |
| Elimination on disposal | – |
| Balance at 30 June 2020 | (195) |
| Amortisation expense | (10) |
| Elimination on disposal | 2 |
| Balance at 30 June 2021 | (203) |
| Carrying amounts | |
| At 30 June 2019 | – |
| At 30 June 2020 | – |
| At 30 June 2021 | 23 |

Restrictions

There are no restrictions over the title of intangible assets belonging to Te Hiringa Hauora, nor are any intangible assets pledged as security for liabilities.

Note 10: Payables

Accounting policy

Short-term payables are recorded at the amount payable.

Breakdown of payables and deferred revenue and further information

| | ACTUAL 2021 \$000 | ACTUAL 2020 \$000 |
|--|-------------------------|-------------------------|
| Payables and revenue in advance under exchange transactions | | |
| Trade creditors | 3,998 | 4,038 |
| Accrued expenses | 1,891 | 246 |
| Total payables under exchange transactions | 5,889 | 4,284 |
| Deferred revenue (Crown revenue) | 2,951 | 2,848 |
| Total deferred revenue under exchange transactions | 2,951 | 2,848 |
| Payables under non-exchange transactions | | |
| Taxes payable (RWT/PAYE) | 1 | 3 |
| Total payables under non-exchange transactions | 1 | 3 |
| Total payables and deferred revenue | 8,841 | 7,135 |

Note 11: Employee entitlements

Accounting policy

Short-term employee entitlements

Employee entitlements that are due to be settled within 12 months after the end of the year in which the employee provides the related service are measured based on accrued entitlements at current rates of pay. These include salaries and wages accrued up to balance date, annual leave earned but not yet taken at balance date, and sick leave.

A liability and an expense are recognised for bonuses where there is a contractual obligation or where there is a past practice that has created a constructive obligation and a reliable estimate of the obligation can be made.

Long-term employee entitlements

Employee entitlements that are due to be settled beyond 12 months after the end of period in which the employee provides the related service, such as long service leave, have been calculated on an actuarial basis. The calculations are based on:

- likely future entitlements accruing to staff, based on years of service, years to entitlement, the likelihood that staff will reach the point of entitlement, and contractual entitlement information
- the present value of the estimated future cash flows.

Presentation of employee entitlements

Sick leave, annual leave and vested long service leave are classified as a current liability. Non-vested long service leave expected to be settled within 12 months of balance date is classified as a current liability. All other employee entitlements are classified as a non-current liability.

Critical accounting estimates and assumptions

Measuring long service leave obligations

The present value of long service leave obligations depends on a number of factors that are determined on an actuarial basis.

Two key assumptions used in calculating this liability include the discount rate and the salary inflation factors. Any changes in these assumptions will affect the carrying amount of the liability.

Expected future payments are discounted using forward discount rates derived from the yield curve of New Zealand government bonds. The discount rates used have maturities that match, as closely as possible, the estimated future cash

outflows. The salary inflation factor has been determined after considering historical salary inflation patterns and after obtaining advice from an independent actuary. A weighted average discount rate of 2.98% (2020 1.58%) and a salary inflation factor of 1.88% (2020 1.63%) were used.

If the discount rate were to differ by 1% from that used, with all other factors held constant, the carrying amount of the long service leave liability would be an estimated \$5k higher or \$6k lower (2020 \$8k higher or \$7k lower). If the salary inflation factor were to differ by 1% from that used, with all other factors being constant, the carrying amount of the long service leave liability would be an estimated \$6k higher or lower (2020 \$8k higher or \$7k lower).

Breakdown of employee entitlements

| | ACTUAL 2021 \$000 | ACTUAL 2020 \$000 |
|------------------------------------|-------------------------|-------------------------|
| Current portion | | |
| Accrued salaries and wages | 261 | 173 |
| Annual leave | 523 | 495 |
| Long service leave | 11 | 23 |
| Total current portion | 795 | 691 |
| Non-current portion | | |
| Long service leave | 91 | 105 |
| Total non-current portion | 91 | 105 |
| Total employee entitlements | 886 | 796 |

Note 12: Contingencies

Contingent liabilities

There are no contingent liabilities at balance date (2020 \$0).

Contingent assets

There are no contingent assets at balance date (2020 \$0).

Note 13: Equity

Accounting policy

Equity is measured as the difference between total assets and total liabilities.

Equity is disaggregated and classified into the following components

- contributed capital
- accumulated surplus/(deficit)

Breakdown of equity and further information

| | ACTUAL 2021 \$000 | ACTUAL 2020 \$000 |
|--------------------------------------|-------------------------|-------------------------|
| Contributed capital | | |
| Balance at 1 July | 3,424 | 3,424 |
| Balance at 30 June | 3,424 | 3,424 |
| Accumulated surplus/(deficit) | | |
| Balance at 1 July | 3,248 | 106 |
| Surplus/(deficit) for the year | 1,765 | 3,142 |
| Balance at 30 June | 5,013 | 3,248 |
| Total equity | 8,437 | 6,672 |

Capital management

The capital of Te Hiringa Hauora is equity, which comprises accumulated funds. Equity is represented by net assets.

Te Hiringa Hauora is subject to the financial management and accountability provisions of the Crown Entities Act 2004, which imposes restrictions in relation to borrowings, acquisition of securities, issuing guarantees and indemnities, and the use of derivatives.

Te Hiringa Hauora has complied with the financial management requirements of the Crown Entities Act 2004 during the year. Te Hiringa Hauora manages its equity as a by-product of prudently managing revenues, expenses, assets, liabilities, investments and general financial dealings to ensure that Te Hiringa Hauora effectively achieves its objectives and purpose, while remaining a going concern.

Key management personnel compensation

| | ACTUAL 2021 | ACTUAL 2020 |
|--|--------------------|--------------------|
| <i>Board members</i> | | |
| Remuneration | \$114,500 | \$129,000 |
| Full-time equivalent members | 0.38 | 0.48 |
| <i>Executive management team</i> | | |
| Remuneration | \$1,313,217 | \$1,050,000 |
| Full-time equivalent members | 5.98 | 5 |
| Total key management personnel compensation | \$1,427,717 | \$1,179,000 |

Note 14: Related party transactions

Te Hiringa Hauora is controlled by the Crown.

Related party disclosures have not been made for transactions with related parties that are:

- within a normal supplier or client/recipient relationship
- on terms and conditions no more or less favourable than those that it is reasonable to expect Te Hiringa Hauora would have adopted in dealing with the party at arm's length in the same circumstances.

Further, transactions with other government agencies (for example, government departments and Crown entities) are not disclosed as related party transactions when they are on normal terms and conditions consistent with the normal operating arrangements between government agencies.

The executive management team remuneration figures include KiwiSaver employer contributions.

An analysis of Board member remuneration is provided in Note 3.

Note 15: Financial instruments

15A Financial instrument categories

The carrying amounts of financial assets and liabilities in each of the financial instrument categories are as follows:

| | ACTUAL 2021 \$000 | ACTUAL 2020 \$000 |
|--|-------------------------|-------------------------|
| Financial liabilities measured at amortised cost | | |
| Payables (including deferred revenue and taxes payable) | 8,841 | 7,135 |
| Total financial liabilities measured at amortised cost | 8,841 | 7,135 |
| Financial assets measured at amortised cost (2019: Loans and receivables) | | |
| Cash and cash equivalents | 4,876 | 4,787 |
| Receivables | 2,514 | 5,731 |
| Investments – term deposits | 10,500 | 3,750 |
| Total financial assets measured at amortised cost | 17,890 | 14,268 |

15B Fair value hierarchy

For those instruments recognised at fair value in the Statement of Financial Position, fair values are determined according to the following hierarchy:

- Quoted market prices (level 1) – Financial instruments with quoted prices for identical instruments in active markets.
- Valuation techniques using observable inputs (level 2) – Financial instruments with quoted prices for similar instruments in active markets or quoted prices for identical or similar instruments in inactive markets and financial instruments valued using models where all significant inputs are observable.
- Valuation techniques using significant non-observable inputs (level 3) – Financial instruments valued using models where one or more significant inputs are not observable.

All financial instruments for Te Hiringa Hauora are level 1 – quoted market prices.

There were no transfers between the different levels of the fair value hierarchy.

15C Financial instrument risks

The activities of Te Hiringa Hauora expose it to a variety of financial instrument risks, including market risk, credit risk, and liquidity risk. Te Hiringa Hauora has policies to manage these risks and seeks to minimise exposure from financial instruments. These policies do not allow transactions that are speculative in nature to be entered into.

Market risk

Fair value interest rate risk

Fair value interest rate risk is the risk that the fair value of a financial instrument will fluctuate due to changes in market interest rates. The exposure to fair value interest rate risk for Te Hiringa Hauora is limited to its bank deposits that are held at fixed rates of interest. Te Hiringa Hauora does not actively manage exposure to fair value interest rate risk.

Cash flow interest rate risk

Cash flow interest rate risk is the risk that the cash flows from a financial instrument will fluctuate because of changes in market interest rates. Investments and borrowings issued at variable interest rates expose Te Hiringa Hauora to cash flow interest rate risk.

The investment policy of Te Hiringa Hauora requires a spread of investment maturity dates to limit exposure to short-term interest rate movements. Te Hiringa Hauora currently has no variable interest rate investments.

Sensitivity analysis

As at 30 June 2021, if the 90-day bank bill rate had been 50 basis points higher or lower, with all other variables held constant, the surplus/deficit for the year would have been \$5k higher or \$6k lower (2020 \$6k higher or \$2k lower).

Credit risk

Credit risk is the risk that a third party will default on its obligation to Te Hiringa Hauora, causing it to incur a loss. Te Hiringa Hauora is exposed to credit risk from cash and term deposits with banks and receivables. For each of these, the maximum credit exposure is best represented by the carrying amount in the Statement of Financial Position.

Risk management

For receivables, Te Hiringa Hauora reviews the credit quality of customers prior to the granting of credit. It continues to monitor and manage receivables based on their ageing and adjusts the expected credit loss allowance accordingly. There are no significant concentrations of credit risk.

Due to the timing of its cash inflows and outflows, Te Hiringa Hauora invests surplus cash with registered banks with a Standard and Poor's credit rating of at least A2 for short-term and A for long-term investments. Te Hiringa Hauora limits the amount of credit exposure to any one financial institution for term to no more than 25% of total investments held. Investments by Te Hiringa Hauora in term deposits are considered to be low-risk investments. The credit ratings are monitored for credit deterioration.

Security

No collateral or other credit enhancements are held for financial instruments that give rise to credit risk.

Impairment

Cash and cash equivalents (Note 5), receivables (Note 6), and term deposit investments (Note 7) are subject to the expected credit loss model.

The notes for these items provide relevant information on impairment.

Credit risk exposure by credit risk rating grades, excluding receivables

The gross carrying amount of financial assets, excluding receivables, by credit rating is provided below by reference to Standard and Poor's ratings.

| | ACTUAL 2021 \$000 | ACTUAL 2020 \$000 |
|--------------------------------|-------------------------|-------------------------|
| Cash at bank and term deposits | | |
| AA- | 4,876 | 4,787 |

All instruments in this table have a loss allowance based on 12-month expected credit losses.

Liquidity risk

Management of liquidity risk

Liquidity risk is the risk that Te Hiringa Hauora will encounter difficulty raising liquid funds to meet commitments as they fall due. Prudent liquidity risk management implies maintaining sufficient cash and the ability to close out market positions.

Te Hiringa Hauora manages liquidity risk by continuously monitoring forecast and actual cash flow requirements.

Contractual maturity analysis of financial liabilities, excluding derivatives

The table below analyses financial liabilities (excluding derivatives) into relevant maturity groupings based on the remaining period at balance date to the contractual maturity date.

The amounts disclosed are the undiscounted contractual cash flows.

| | ACTUAL 2021 \$000 | ACTUAL 2020 \$000 |
|------------------------|-------------------------|-------------------------|
| Payables | | |
| Carrying amount | 8,841 | 7,135 |
| Contractual cash flows | 8,841 | 7,135 |
| Less than six months | 8,841 | 7,135 |
| Total payables | 8,841 | 7,135 |

Note 16: Impact of COVID-19

During August and September 2020 and February and March 2021, the Auckland region moved into Alert Levels 3 and 2 and other parts of the country, which includes Te Hiringa Hauora's service area, moved into Alert Level 2.

Te Hiringa Hauora was deemed an essential service, which enabled us to carry on our work,

but we did so with all staff working from home. As part of the New Zealand Government's response to the pandemic, Te Hiringa Hauora was contracted by the Ministry of Health to work on the psychosocial response.

An assessment of the impact of COVID-19 on the financial statements of Te Hiringa Hauora is set out below, based on the information at the time of preparing these financial statements.

| | |
|-------------------------------|--|
| Revenue | <ul style="list-style-type: none"> Approximately 60% of our revenue is from Crown which is not considered to be at significant risk Approximately 40% of our revenue is from the alcohol levy. Alcohol production and exports were deemed an essential item during the alert levels and therefore this revenue stream continued. |
| Cash and cash equivalents | <ul style="list-style-type: none"> No impact to the carrying value of cash and cash equivalents. |
| Receivables | <ul style="list-style-type: none"> No impact to the expected recoverability of the receivable balances taking into account the current state of the economy. |
| Investments | <ul style="list-style-type: none"> No impact to the carrying value of our investments (term deposits). |
| Prepayments | <ul style="list-style-type: none"> No impact to the carrying value of our prepayments. |
| Property, Plant and Equipment | <ul style="list-style-type: none"> No impact on the impairment of these assets. |
| Payables | <ul style="list-style-type: none"> No accrued costs related to the expected impact of COVID-19 have been made. |

Management will continue to monitor the impact of the pandemic on the results of the organisation and manage the business

accordingly to best ensure Te Hiringa Hauora continues to meet its financial and other objectives.

Note 17: Events after the balance date

There were no significant events after the balance date.

Note 18: Explanation of major variances against Statement of Performance Expectations budget

Statement of Comprehensive Revenue and Expense

Crown revenue

Crown revenue is higher than budget following additional service requests and funding agreements with the Ministry of Health during the year.

Programme expenditure

Programme expenditure is higher than budget following execution of agreed additional service requests.

Statement of Financial Position

Working capital

Working capital (current assets less current liabilities) is higher than budget and follows from the agreed additional service requests and funding agreements with the Ministry of Health.

PO Box 2142
Wellington
New Zealand 6140

hpa.org.nz

