



**Trust
Tairāwhiti**

Regional Wellbeing
He Tohu Ora

He Rangitapu He Tohu Ora Wellbeing Framework

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NZAIA Conference 2021 Christchurch
Assessing social impacts for improved decision making



**Trust
Tairāwhiti**

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Trust Tairāwhiti

- 1980s deregulation of electricity in NZ
- Poverty Bay Power Board becomes Eastland Network Ltd now Eastland Group Ltd
- 1994 Eastland Community Trust was established and is the sole shareholder of the network (Trust Tairāwhiti since 2019)

- Preserve the capital of the Trust
- Maintain the network & subsidiaries
- Support businesses, communities & other initiatives that encourage and sustain economic growth within the district

Community
Development

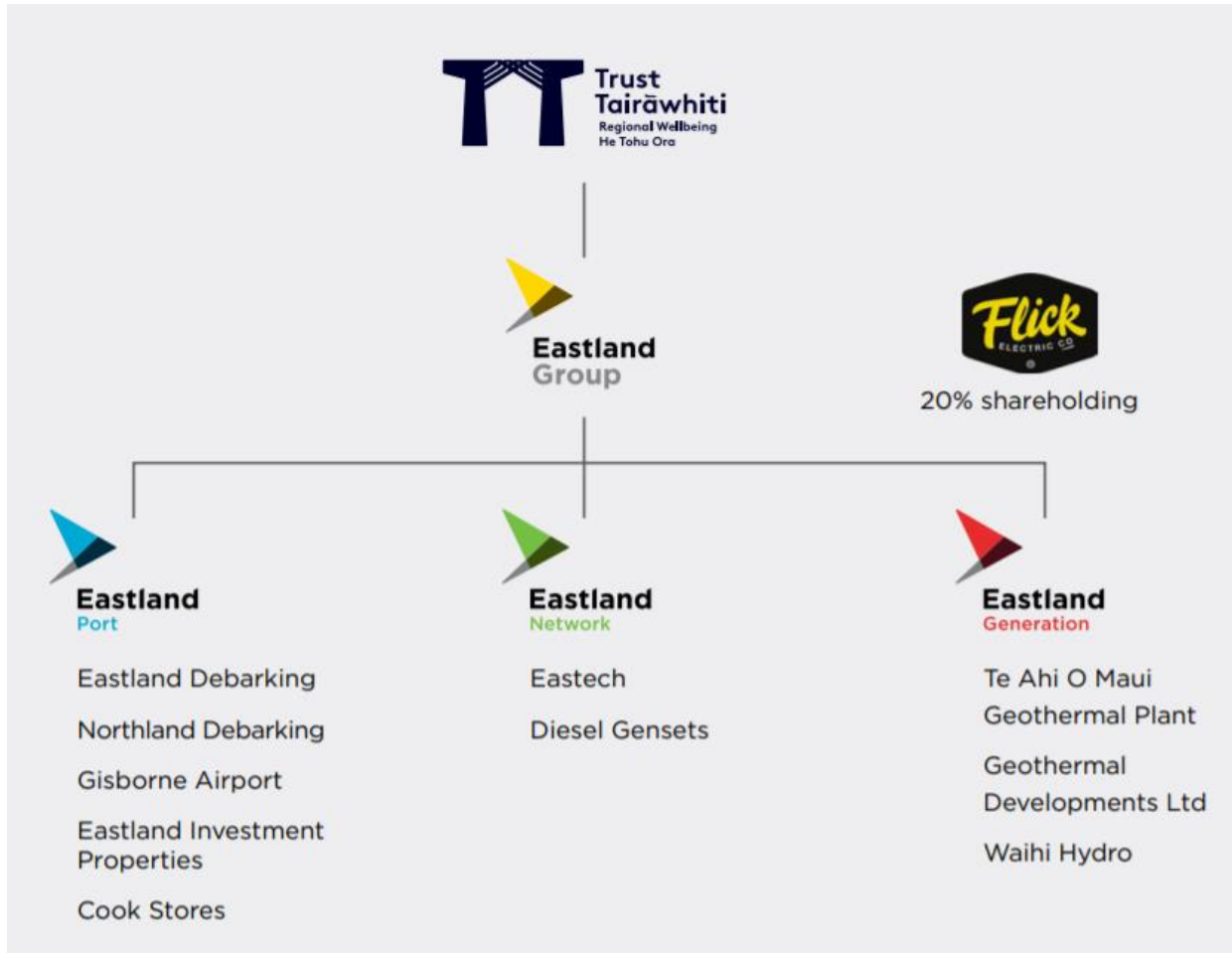
Economic
Development

Commercial & Community
Investments

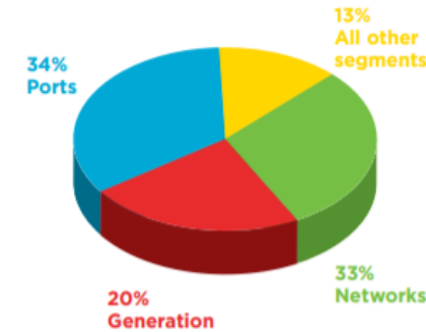
Regional Governance

Regional Tourism

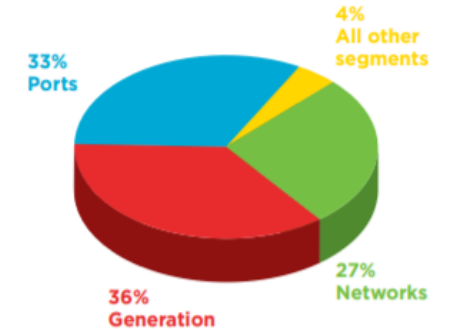
Our commercial entity



Eastland Group revenue



Eastland Group assets



Eastland Group have grown their investments to the point where there are \$670.4 million of assets.

The proceeds provide a sustainable pūtea that gives Trust Tairāwhiti the means to distribute and invest in initiatives to enhance the wellbeing of the communities of Tairāwhiti

Our journey to wellbeing & impact

Trustees commitment to investing for wellbeing and measuring wellbeing impact
Commissioned research Tū ora ai tātou Living well together – literature review and scoping of 57 wellbeing frameworks nationally and globally

2018

- Create an investment decision and impact measurement framework based on community wellbeing
 - Create an impact assessment tool
 - Start with a solid community engagement programme
-

Engagement across our communities and through out our communities and business networks

2019

Building partnerships to understand the component parts of an outcomes framework & developing up an impact investment tool that compliments

Analysis of our engagement data

2020

Design up of framework based on engagement feedback, Trust deed obligations and technical expertise

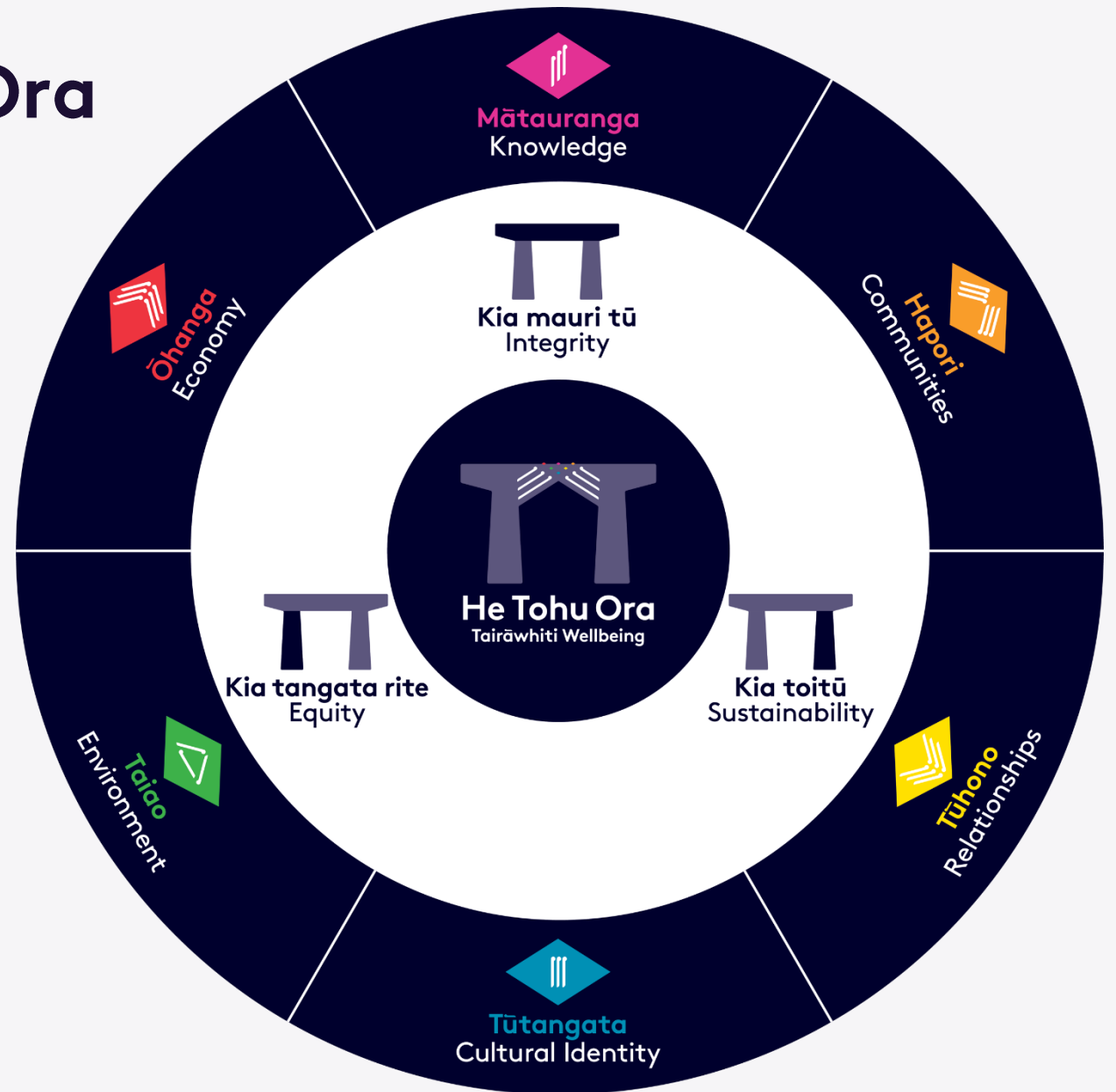
Launch of He Rangitapu He Tohu Ora and a *baseline* set of headline indicators around the framework

He Rangitapu He Tohu Ora

Our people, whānau and communities of Tairāwhiti are able to live the lives we value in ways that matter to us.

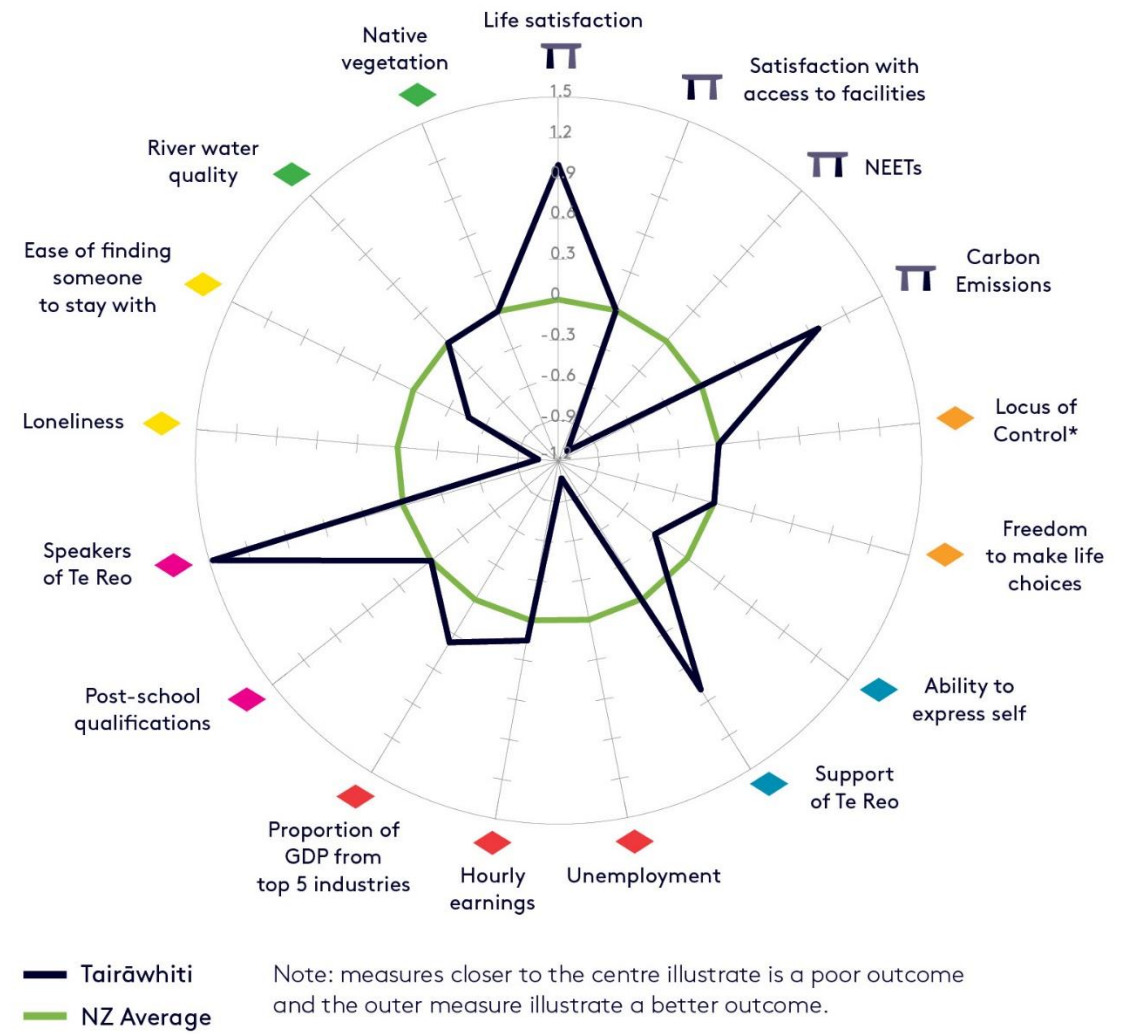
It gives us a clear line of sight between what we do, what we invest in, and why we consider each component of the framework in every decision we make.

Our focus now is on operationalisation.



He aka torokiki Measuring change

This graph shows our high-level indicators that makeup He Rangitapu He Tohu Ora. These indicators compared the 2020 situation for Tairāwhiti against the New Zealand average. It will provide a baseline to measure change over time.



*No Data

Theory of Change ... methodology for planning, participation, and evaluation that is used in companies, philanthropy, not-for-profit and government sectors to promote social change.

Theory of Change defines long-term goals and then maps backward to identify necessary preconditions.

The Trust will deliver our strategic activities through He Rangitapu He Tohu Ora, our approach to regional wellbeing. This will happen in three ways:



Enabling others
through grant funding



Investing
capital including via Eastland Group



Delivering
targeted operations

The Trust will collaborate with other funders and partners to enhance our impact.
We will be data-driven to demonstrate impact and outcomes.

We will offer critical thinking, leadership, advocacy, and insight
into region-wide conversations.

b. Regional Workforce Development Plan

Tairāwhiti has 6.3% of our workforce unemployed compared with 4.1% nationally. Our region has 1,300 15 to 24-year-olds who are not in employment or education. This is not only a significant challenge, it is also a substantial opportunity for economic growth.

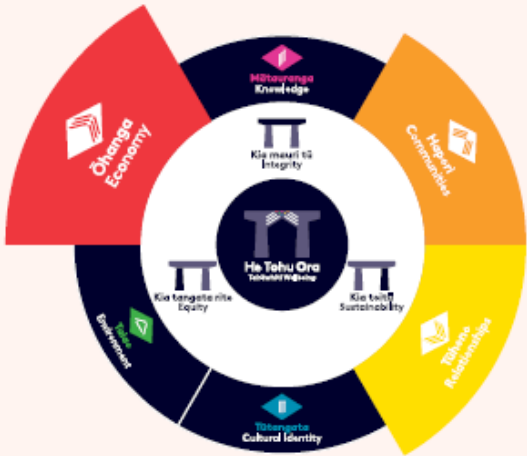
The Trust is working with CARE (Commitment, Action, Reciprocity leading to Employment) partners to deliver a workforce development plan that will build the Tairāwhiti workforce by filling quality, well-paid employment options.

The fulfillment of local jobs by local employees avoids exacerbating the housing shortages and enhances our regional wellbeing.

Success looks like

- The Trust has contributed to quality, well-paid employment filled by Tairāwhiti job seekers in priority sectors identified in the Tairāwhiti Workforce Development Plan.

Fit with He Rangitapu He Tohu Ora



Duration

2021/22	2022/23	2023/24	2024/25	2025/26
●	●	●	●	●

Hapori Outcomes	Impact Indicator	Measures
Happy Communities	How do people rate their life satisfaction & happiness?	Scale 1-10 How happy & satisfied are you with your life
Empowered Communities	How in control do people feel about their lives?	Scale 1-10 Mean Locus of Control
Tuhono Outcomes	Impact Indicator	Measures
Connected & Collaborative Relationships	Do people believe they have strong personal support networks?	Scale 1 – 10 how strong on people’s relationships
Whanau's are doing well	How well is the whanau doing?	Scale 1-10 Mean family/whanau wellbeing
Ohanga Outcome	Impact Indicator	Measures
Inclusive	How inclusive are the businesses that TT engages & supports?	Revenue, FTE & Total Wage Bill
Innovative	How productive is the businesses that TT engages & supports?	Revenue, FTE
Circular / Regen	How much waste do the organisations that TT engages & supports produce?	Revenue, Waste Cost, Waste Kgs Produced (CO2 Emission)
Diverse / Resilient	What is TT's engagement & support across different sectors/industries?	Revenue, GDP contribution
Livelihood	How many well-paid jobs are being created by the activities TT are responsible for?	FTE, Median Wage

c. Regional tourism systems and partnerships

Investing in destination management is key to supporting the alignment, sustainability, growth and improvement of regional tourism systems.

We will maintain and grow key partnerships with **Mana Whenua** and the Gisborne District Council to achieve our collective aspirations **for tourism in Tairāwhiti.**

Success looks like

- Shared vision and alignment across stakeholders for the visitor industry.
- The visitor industry practices kaitiakitanga, to ensure the quality of our land, water, air and atmosphere is enhanced.
- Vocational and educational pathways are available in Tourism.

Fit with He Rangitapu He Tohu Ora



Duration



Matauranga Outcomes	Impact Indicator	Measures
Systems of knowledge	Where & how are people accessing information?	Name of source, location, type
Hapori Outcomes	Impact Indicator	Measures
Happy Communities	How do people rate their life satisfaction & happiness?	Scale 1-10 How happy & satisfied are you with your life
Empowered Communities	How in control do people feel about their lives?	Scale 1-10 Mean Locus of Control
Tuhono Outcomes	Impact Indicator	Measures
Connected & Collaborative Relationships	Do people believe they have strong personal support networks?	Scale 1 – 10 how strong on people’s relationships
Whanau's are doing well	How well is the whanau doing?	Scale 1-10 Mean family/whanau wellbeing
Taiao Outcomes	Impact Indicator	Measures
We practise kaitiakitanga	How much waste do the organisations that TT engages & supports produce?	Waste Cost, Waste Kgs Produced (CO2 Emission)

Muka

Our muka represent wellbeing outcomes. Our muka statements are aspirations. They articulate what success looks like across interdependent and dynamic areas that are important to us.



The Tairāwhiti economy is diverse, innovative, resilient, and regenerative and provides access to well-paid, quality jobs. Our people have sustainable livelihoods from paid and unpaid work.



Diverse systems of knowledge, information, and Mātauranga Māori are accessible, utilised, valued and evolve.



Communities are healthy, happy, and empowered. The voice of communities is integral to decisions that impact their lives.



Our people, whānau, and communities in Tairāwhiti have respectful, connected and collaborative relationships.



Culture connects the people of Tairāwhiti. We express, celebrate, and value our diversity, heritage and taonga.



The quality of our land, water, air and atmosphere is pristine. Our biodiversity is abundant. We practise kaitiakitanga.

Ohanga Outcome

Inclusive

Innovative

Circular / Regen

Diverse / Resilient

Livelihood

Impact Indicator

How inclusive are the businesses that TT engages & supports?

How productive is the businesses that TT engages & supports?

How much waste do the organisations that TT engages & supports produce?

What is TT's engagement & support across different sectors/industries?

How many well-paid jobs are being created by the activities TT are responsible for?

Revenue, FTE & Total Wage Bill

Revenue, FTE

Revenue, Waste Cost, Waste Kgs Produced (CO2 Emission)

Revenue, GDP contribution

FTE, Median Wage

Matauranga Outcomes

Systems of knowledge

Impact Indicator

Where & how are people accessing information?

Name of source, location, type

Hapori Outcomes

Happy Communities

Empowered Communities

Impact Indicator

How do people rate their life satisfaction & happiness?

How in control do people feel about their lives?

Scale 1-10 How happy & satisfied are you with your life

Scale 1-10 Mean Locus of Control

Tuhono Outcomes

Connected & Collaborative Relationships

Impact Indicator

Do people believe they have strong personal support networks?

Scale 1 – 10 how strong on people's relationships

Whanau's are doing well

How well is the whanau doing?

Scale 1-10 Mean family/whanau wellbeing

Tutangata Outcomes

Express Cultural Diversity

Impact Indicator

What does we consider an expression of cultural diversity?

Measures

IWI measure & TWBS

Taiao Outcomes

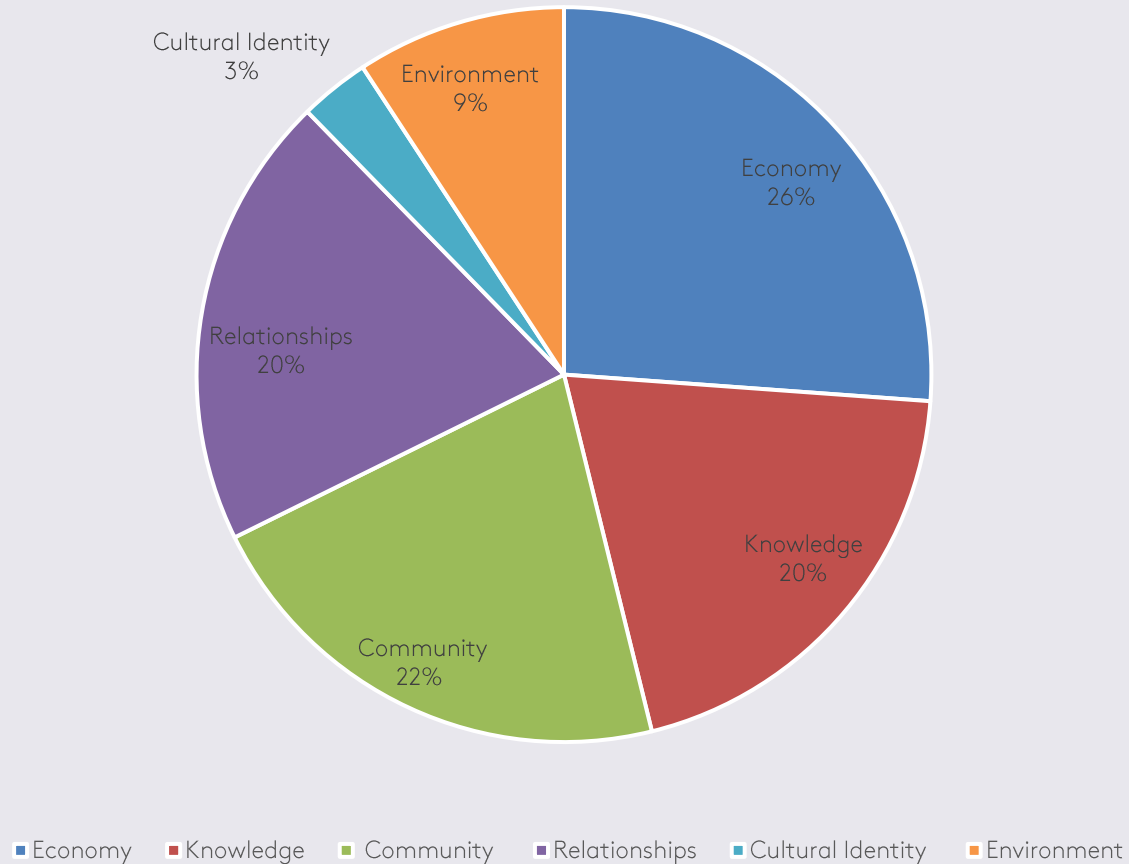
We practise kaitiakitanga

Impact Indicator

How much waste do the organisations that TT engages & supports produce?

Waste Cost, Waste Kgs Produced (CO2 Emission)

Summary of Trust Tairāwhiti activities in relations to HRHTO



We developed our impact assessment tool which takes into account:

Equity Pou
Sustainability Pou
Integrity Pou
Intervention logic (Theory of change)

Take into account the muka/outcomes
Type impact (Strategic, Incremental, Transformational)
Population reach
Duration of impact

Investment cost & potential spill over

Overview

Background

Tairāwhiti has 6.3% of our workforce unemployed compared with 4.1% nationally. Our region

has 1,300 15 to 24-year-olds who are not in employment or education. This is not only a significant challenge, it is also a substantial opportunity for economic growth.

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Success looks like

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RACI

	Responsible	Accountable	Consulted	Informed
Internal	Alex/Karen	Richard		
External				

Project Duration and Budget:

	2021/22	2022/23	2023/24	2024/25	2025/26
Opex	469,000	469,000	469,000	469,000	469,000

He Rangitapu He Tohu Ora



Trust Tairāwhiti Role



Delivering

targeted operations



Enabling others

through grant funding

HRHTO Impact: Cost-effectiveness ratio

21.34

Learnings from the trenches ...

- Engage, Engage, Engage, Communicate, Communicate, Communicate
- If you want good data, you've got to create it yourself before assessing impact
 - Investment into systems & processes
- A year of action! However when looking in the mirror, 51% of resources, activities, etc are focussed on strategy development. Impact is found in delivery.
- Assess at the beginning, continue to assess throughout
- Fail fast, accelerate/scale success
- Mind/Cultural shift in thinking an approach



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Tātau



Tātau

Together