



Te Puna Aonui
Responding, healing, strengthening

Te Puna Aonui Pānui

1 May 2024

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To share stories in the next e-update, contact: Holly.Blackler@TePunaAonui.govt.nz.

Introduction from Hon Karen Chhour, Minister for the Prevention of Family and Sexual Violence



Kia ora koutou,

Welcome to the April edition of the Pānui, the bimonthly newsletter from Te Puna Aonui, which shares stories, updates, and opportunities in the government's family violence and sexual violence work programmes. Since the last Pānui, I have continued meeting with stakeholders across the nation – including HELP: Auckland, Tu Wāhine Trust, Counselling Services Centre, Family Action Whānau Ta, Korowai Tumanako, Dear Em, Upside Youth



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Mentoring, Gandhi Nivas, Hutt Valley Women's Refuge and more. I have also met with Te Pūkotahitanga, who give me independent advice on the implementation of Te Aorerekura.



Hon Karen Chhour, meeting with Te Pūkotahitanga – Tangata Whenua Ministerial Advisory Group

It was an absolute pleasure to be part of an event launching the book 'The Wolf and the Hocus Pocus' earlier this month – written by Avril McDonald as part of the Empowering Brave Voices campaign. This book is part of a series called 'Feel Brave' and helps children to understand when they need to seek out a trusted adult who believes in them and will act on their behalf to help keep them safe and secure. As I said at the launch event, "It's great to see somebody in that space, actually listening to our young people, listening to those gaps, and finding a creative way of getting through to them".



Hon Karen Chhour with Life Education Trust John O'Connell, author Avril McDonald, Save the Children's Heidi Coetzee, and Women's Refuge's Cleo Arathoon.

I met with the Gandhi Nivas team at their Papakura site and learned about how they provide early intervention and prevention services for men at risk of committing harm in the family home. Nearly 60% of men who have been through the Gandhi Nivas programme have been prevented from reoffending. It's great to see how they work with the NZ Police, demonstrating initiative and connecting resources to those in need.



The Gandhi Nivas team at Papakura – one of three locations in Auckland.

I am proud to have supported the recent changes to the Residential Tenancies Act, which now allows landlords to charge a pet bond and only deny pet ownership on reasonable grounds. This is particularly important for people leaving family violence situations, as needing to find a home that allows them to take their pets is often a barrier. As the Minister of Regulation said, “this policy is also important for helping victims of domestic abuse move on with their lives – often, people stay in relationships to look after pets and become stuck. Helping these people find rentals that are accepting of pets will allow them to move on safely and have a brighter future”.

Big shout-out and thank you to the excellent work of the comms team in Te Puna Aonui, who worked alongside Rialto Distribution to put safety messaging into cinemas alongside *The Lie: The Murder of Grace Millane*, which was released in New Zealand on April 25.

I look forward to sharing more updates in the June Pānui, as we work together and create real change for future generations.

Thanks,

Hon Karen Chhour

Minister for the Prevention of Family and Sexual Violence

Youth campaign ‘Love Better’ entering next phase

MSD’s *Love Better* campaign promotes positive, safe, and equal relationships. The youth campaign was launched in March last year and has been received well by New Zealand and overseas media.

As *Love Better* completes its first year, MSD shares the results so far and what is coming next for the campaign.



Love Better is reaching most of the target audience.

The social marketing reached over 95 percent of the available 16-24 year old audience on TikTok and Meta over the course of the campaign, and recorded over 13 million engagements, over 51 million impressions, and over 10,000 followers.

The campaign has included dedicated social media channels, editorial content, campaign podcasts, and more recently, posters.

If you haven't seen the campaign in action yet, feel free to check out the links below:

- [Visit Love Better on Vice](#)
- [Visit Love Better on Tik Tok](#)

A Love Better website will soon become the home for the campaign.

As well as the social marketing campaign, MSD are currently building a website that will:

- be a one-stop shop for all content from the campaign to date, including written articles and video content.
- host accessible information on relationships including interactive features to increase young people's skills and knowledge.
- provide a link into the *Love Better* social media accounts.
- provide another pathway to help.

A further update will be available when the new website is ready.

Watch this space for more details on next phase and evaluation.

The campaign's approach involves multiple phases which are informed by research and build on what we're learning. Phase one focuses on break-ups and phase two will launch later in 2024.

Along with tracking the metrics on social media channels, qualitative and quantitative evaluations are being done by Verian (formerly Kantar Public/Colmar Brunton).

Māori cultural frameworks for preventing violence

The He Waka Eke Noa project, hosted by Tū Tama Wāhine o Taranaki has released its final report '*He Waka Eke Noa: Māori Cultural Frameworks for Violence Prevention and Intervention*'.

He Waka Eke Noa investigates the role of cultural frameworks in strengthening efforts to respond to, and prevent, violence. It is a collaborative project developed with a range of kaupapa Māori organisations and researchers.

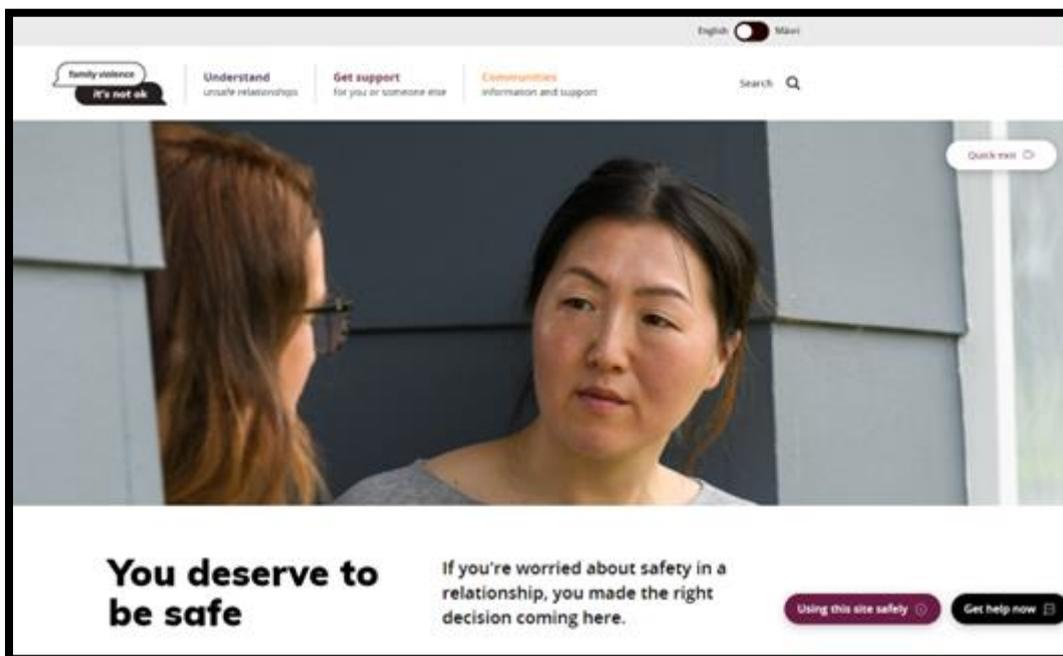
You can access the report on the Tū Tama Wāhine o Taranaki website below:

[He Waka Eke Noa – Tū Tama Wāhine o Taranaki website](#)

Raising awareness of online support for people impacted by family violence

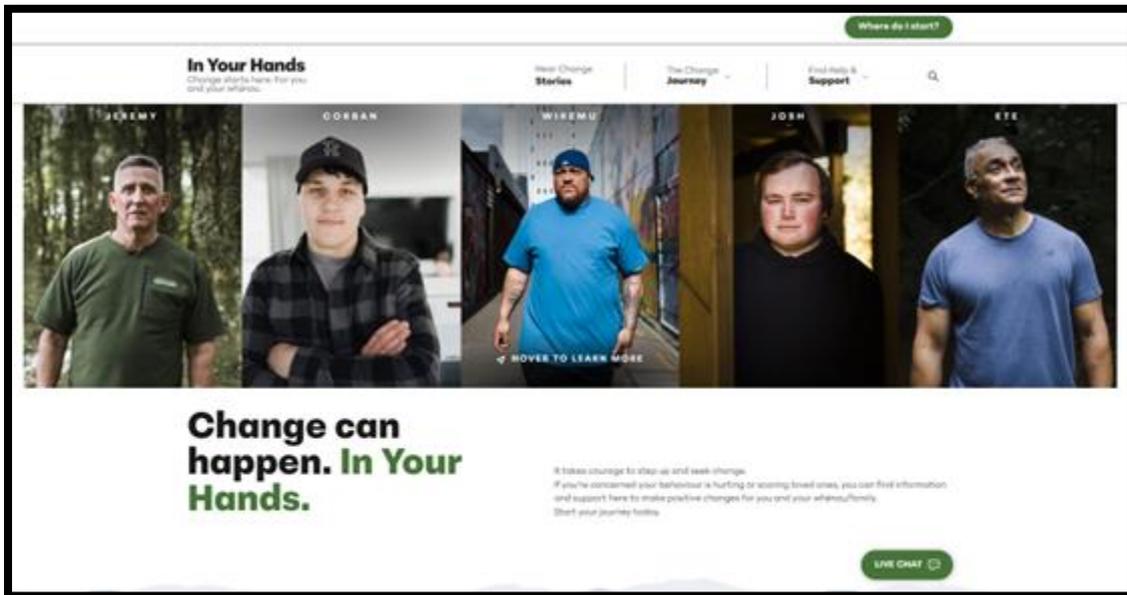
The *Are You OK* and *In Your Hands* family violence websites were launched by the Ministry of Social Development in October 2022. Both sites have been improved to make it easier for people to find information and seek help.

Are You OK website for people experiencing family violence



Are You OK has a new look and feel with improved safety features, and added support for Māori, Pacific people, ethnic communities, Takatāpui and rainbow communities, and disabled people.

In Your Hands website for encouraging men to start their journey of change



The improved *In Your Hands* website makes it easier to find stories from men who have made changes and access help through phone and web chat support.

Spread the word about improved family violence support

We want to make sure that people impacted by family violence know about these websites, so they can access:

- information for people experiencing or using violence, and their supporters,
- free 24/7 phone and webchat support from trained counsellors,
- a Service Finder tool which connects people with support in their area, and
- the Check it Out tool for people to check unsafe behaviours in their relationship.

If you would like to share these websites with your community, please share the information below and on your website.

[Are You Ok:](#) This website is for people experiencing family violence, and their supporters. It will help you to understand unsafe behaviours in your relationship and how to find support.

[In Your Hands:](#) This website is for people using violence who are looking to change their behaviour, and the people supporting them to do so. Learn how to take steps towards a safer future for you and your whānau.



Family Violence Risk, Safety and Wellbeing Guidelines (RSWG)

Te Puna Aonui is working with representatives from the family violence sector, academics, our partner agencies, and communities to develop the **Family Violence Risk, Safety and Wellbeing Guidelines (RSWG)**. These guidelines are a practice tool informed by the standards and capabilities within the **Specialist Family Violence Organisational Standards (SOS)** and **Family Violence Entry to Expert Capability Framework (E2E)** – specifically focussing on those which are related to risk, safety, and wellbeing.

The RSWG aims to build the capability of government and non-government organisations and workforces who may encounter people, whānau, and families needing help - whether that's people who are victim-survivors of violence, people from communities disproportionately impacted by violence, or people who are using violence.

The RSWG aims to improve responses - making sure risk is recognised early and managed safely, and that people, whānau, and families feel heard, understood, supported and safe over time.

If you have any questions, please contact Mary.Beresford-Jones@tepunaaonui.govt.nz

Community-led prevention tender goes live

In March, ACC's Community-led Primary Prevention Partner Initiative tender went live on the Government Electronic Tender Service (GETS). The initiative is part of ACC's sexual violence prevention mahi and helps deliver Action 20 of the first Te Aorerekura action plan, to develop community mobilisation infrastructure to lead sexual violence prevention.

The initiative aims to create change by addressing the underlying causes or drivers of family and sexual violence (e.g. social norms, practices and structures that influence attitudes and behaviours) through a systems approach to prevention.

This initiative sits at the heart of Manini Tua, ACC's evidence-based approach for creating wellbeing and reducing the incidence and impact of injuries and harm.

A key element of Manini Tua is building the infrastructure and workforce to support a high functioning prevention system. ACC is aiming to have at least 35 kaimahi join the

Community-led Primary Prevention Partner Initiative by 2025. Successful providers will create teams of people to lead prevention across different settings and sectors, and work with community and local leaders to create sustainable change.

Communities are very familiar with this way of working. Several well-known and established government-funded initiatives use a similar community leadership model and systems change approach (e.g. Healthy Families NZ and MSD's Whānau Resilience).

The initiative will be rolled out across the motu (country). However, for Phase 1, ACC are looking for lead providers in the following rohe: Te Tai Tokerau, Mataatua, Te Arawa, Te Tairāwhiti, Te Tau Ihu, Waitaha Tai o Poutini and Murihiku. These regional boundaries align with ACC's Kaupapa Māori Solutions mahi and are based on waka rohe inspired by the regional names used in Te Matatini.

This initiative will help bring the primary prevention system to life.

For more information email StrategicInvestments@acc.co.nz.

[More information about the initiative on GETS](#)

Two new Workforce Surveys:

There are two new workforce surveys designed to gather information about the people who are working in the family violence and sexual violence workforces.

1. **Kaimahi Māori National Family Violence and Sexual Violence Workforce Survey** – understanding tangata whenua workforces

[Te Pūkotahitanga](#) is calling on your whakaaro. The ministerially appointed tangata whenua rōpū has commissioned a nationwide survey specifically focussed on the **Kaimahi Māori workforce**. The mahi is being conducted by [Te Rau Ora](#).

Areas being canvassed include: Kaimahi experience and qualifications, aspects of practice, use of wānanga, and/or Māori modalities, whakaaro on working with whānau Māori, mātauranga (learning) and manaaki (support), experience with supervision, job quality, remuneration, recruitment, and retention.

To participate please go to: <https://lnkd.in/gYti7QVk>.

We invite you to share this link with relevant networks before **close-off on 30 June 2024**.

The purpose of this kaupapa is to understand what dynamics and complexities are experienced within the sector. Survey participants will be asked about their experiences, challenges, and aspirations. The collective whakaaro will assist with planning, prioritisation and investment decision making to uplift, strengthen, and build capacity and capability in the kaimahi Māori family violence and mahi tūkinō workforce.

A previous desktop scan in the form of a Literature Review and a [Pilot Survey](#) on a small sample also underpin this mahi.

[Te Pūkotahitanga](#) recently released a substantive literature review, [The Litany of Sound Revisited](#) written by rōpū member, Professor Denise Wilson. This identified the need for a comprehensive stocktake.

The [Briefing to Incoming Minister](#) written by the rōpū reinforces why understanding the Māori social services sector and kaimahi Māori workforce is critical.

Three regional consultation Hui with Kaimahi Māori, Iwi representatives and service providers are also planned for later in the year. Feedback will be combined with the survey responses to identify the pathway forward.

This final report on the **Kaimahi Māori workforce** will be released in **December 2024**. If you have any further pātai, contact our Secretariat on Mag-Secretariat@tepunaaonui.govt.nz.

2. Agents of Change Survey – Understanding the Workforce

In addition to the Kaimahi Māori survey, ACC and Te Puna Aonui are about to send out a short survey for the entire workforce – paid and voluntary – to measure the progress toward the vision and intended [outcomes](#) of [Te Aorerekura](#) — The National Strategy and [ACC's work](#) to strengthen primary prevention. The findings of this survey will directly inform the first Board report on the outcomes, and support decision-making about work needed to ensure the vision of Te Aorerekura is realised.

We want to hear from “Agents of Change” – these are people working, volunteering or supporting the family violence and sexual violence sectors. This means anyone who works or volunteers in a role where they contribute to the wellbeing of, or prevent harm to, other people.

This is an opportunity for you to **be counted**, share your views on the system, and use your voice to shape decision-making in the future. Participation is entirely **voluntary and**



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anonymous. You will not be obliged to answer the questions and your responses will remain confidential - no attribution will be made to individual participants. Survey responses will be securely stored by ACC and Te Puna Aonui. The collective results will be shared online as part of the Outcomes and Measurement Framework for the National Strategy.

The survey we will ask about demographics and factors influencing your mahi, training, and perceptions and understanding of the system. **This survey will go live in the coming weeks**, keep a look out for a link once the survey is open – we want to hear from you!

Please feel free to share this email with your networks, or in newsletters and meetings. The more people who respond, the better our understanding of the workforce will be.

If you have any questions, please email us at relationships@tepunaaonui.govt.nz

New strategic partnership to support sexual violence prevention

Working together to prevent sexual violence is the aim of a new strategic partnership between ACC and Te Taumata o Ngā Kaitiaki Mauri.

In March, ACC and Te Taumata o Ngā Kaitiaki Mauri formalised a partnership to enable the kaupapa Māori sexual violence sector to work with their communities to self-determine effective and sustainable sexual violence prevention.

The team are now working on the first joint initiative to create a strategy and action plan outlining the kaupapa they will work on together.

[Learn more about the partnership between ACC and Te Taumata o Ngā Kaitiaki Mauri](#)

Update on Kaupapa Māori Solutions at ACC

ACC's work to develop Kaupapa Māori Solutions continues in support Te Aorerekura Shift six: Towards increased capacity for healing (Action 35 to design local Māori services for sexual violence healing and restoration).

In February, the design panel in Tainui waka rohe (region) commenced a 12-month test of their kaupapa Māori health and rehabilitation service design. While the test is focussed on



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the delivery of care to kiritaki (clients) and their whānau following a serious injury, the final operationalised service will be expanded to include services for survivors of sexual violence.

Design has completed in Te Tai Tokerau and Tāmaki Makaurau, with ACC's partners in both rohe developing localised primary prevention and recovery services to support survivors of sexual violence. ACC is now working to refine and operationalise both local approaches. Meanwhile, engagement has commenced with kaupapa Māori providers in Mātaatua and Te Arawa ahead of the design phase commencing.

For more information email kmhs@acc.co.nz

NZ Family Violence Clearinghouse 2024 Survey

NZ Family Violence Clearinghouse is currently conducting their biennial user survey.

The New Zealand Family Violence Clearinghouse (NZFVC) is your national centre for research and information on violence. Its purpose is to provide access to high quality research and information on family violence, sexual violence, and other forms of violence.

The Clearinghouse aims to provide equitable access to research and information that can inform policy and practice to support our collective efforts to prevent and respond to violence in Aotearoa. This includes drawing on both western and Māori knowledge systems, as well as practice-informed evidence.

The Clearinghouse is keen to hear your feedback about its services. We would like to know what is working well and how we could improve or do things differently.

Here's the link: [NZFVC 2024 Survey: We want to hear from you.](#)

There are 24 questions in this survey. It should take about 15 minutes to complete. You can skip any questions you do not want to answer.

About Te Puna Aonui

[Te Puna Aonui](#) brings government agencies together to align whole-of-government strategy, policy, and investment to eliminate family violence and sexual violence. The Board is



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supported by a small Business Unit that coordinates the collective actions of government agencies.

Te Puna Aonui includes:

- [Ara Poutama Department of Corrections](#)
- [Te Tāhuhu o te Mātauranga Ministry of Education](#)
- [Manatū Hauora Ministry of Health](#)
- [Te Tāhū or te Ture Ministry of Justice](#)
- [Te Manatū Whakahiato Ora Ministry of Social Development](#)
- [Ngā Pirihimana o Aotearoa New Zealand Police](#)
- [Oranga Tamariki Ministry for Children](#)
- [Te Puni Kokiri Ministry of Māori Development](#)
- [Te Kaporeihana Āwhina Hunga Whare ACC](#)

[Te Tari O Te Pirimia Me Te Komiti Matau](#) (Department of Prime Minister and Cabinet), [Manatū Wāhine](#) (Ministry for Women), [Te Manatū mō Ngā Iwi o Te Moana-nui-a-Kiwa](#) (Ministry of Pacific Peoples) and [Te Tari Mātāwaka](#) (the Ministry for Ethnic Communities) are associate agencies of Te Puna Aonui.

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