



Briefing Note: Education Summit events update

To:	Minister of Education		
Date:	29 March 2018	Priority:	High
Security Level:	In Confidence	METIS No:	1116757
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Messaging seen by Communications team:	Yes		

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Recommendations

We recommend that you:

- **note** the updates on Summit nominations/invitations, the design of the Summit events, the guest speakers, publicity and media planning, and the virtual Reference Group


Emily Fabling
Deputy Secretary
Strategy, Planning and Governance

29/03/2018

Hon Chris Hipkins
Minister of Education

___/___/___

Productively Released

Summary

This note provides:

- An update on Summit nominations and invitations
- An update on the design of the Summit events, including draft timetable
- An update on guest speakers invited to the Summit events
- An update on publicity and media planning
- An update on the virtual Reference Group
- A summary of milestones leading up to the Summit

Background

1. The Government began the journey towards the Education Summit when you announced the Education Portfolio Work Programme on 21 February. You made it clear the Government wished to take a collaborative approach to designing a better education system and announced there would be a national conversation on the future shape of education.
2. You expressed a desire for the community to be heavily involved in the national conversation. Children, young people, their parents, whānau, communities, teachers, adult learners and those who need learning support, Māori, Pasifika, employers and industry are all strongly encouraged to join the conversation, along with researchers, disability organisations and education leaders at all levels.
3. The Prime Minister officially launched the Education Conversation | Kōrero Mātauranga on Friday, 23 March during a scheduled visit to Selwyn College in Auckland, fittingly surrounded by children and young people. At the same time she announced that the online public survey was live and that all New Zealanders with an interest in education should have their say.
4. The Conversation is now a reality and the survey is drawing plenty of interest – as of 28 March more than 1,800 surveys had been completed. Early statistics show there is a very high rate of completion where people start the survey – above 97%. At this point, 45% of respondents identify themselves as teachers and 43% as parents of primary or secondary pupils.
5. The Ministry's attention is now fully on the focal point of the Conversation, the Summit events on 5-6 and 12-13 May.
6. We are separately pulling together advice about options for yourself and Associate Ministers Martin, Davis and Salesa to engage publicly in the Conversation, and are in discussion with your office on this.

Nominations and invitations

7. The Ministry initially sought nominations for the Summit events through stakeholder groups in the regions. Directors of Education and their teams have done an outstanding job to work with their regional stakeholders to identify nominees to participate in the Summit. Nearly 2,400 nominations have been received to date, just under 1,100 for Christchurch and nearly 1,300 for Auckland. There are still some further nominations to come in from the regions.
8. We took the regional approach because we wanted to ensure that Summit participants featured proper representation from around the country and that attendance was not dominated by people from the main centres. This desire for a regional spread is also behind the decision to host one of the events in the South Island.
9. We are also working with national stakeholder groups to draw on their contacts and experience to ensure we have a proper balance of nominations. We are keeping these groups updated on Conversation and Summit progress on a weekly basis.
10. Once all nominations have been received, we will interrogate the list to identify and address any shortfalls or imbalance. Throughout this we are mindful of your desire to hear from new voices, from families and whānau, and from students.
11. Not everyone will be able to participate in the Summit events in May, due primarily to venue capacity, so the Summit will be followed by a series of regional opportunities for participation in the Education Conversation | Kōrero Mātauranga. We are working on options for what these opportunities might look like.
12. We have identified stakeholder groups that need to have particular input into the Summit – the disabled, parents, young people, Māori, employers and education unions. We will be conducting workshops with these sectors ahead of the Summit to gather their insights, as well as having significant participation from these groups in the Summit events themselves.
13. We are on track to begin sending out the first batches of invitations next week.

Designing the Summit events

14. Our Design Partners, Where To From Here? and Creative HQ, bring a wealth of experience of delivering large scale events in New Zealand, Asia-Pacific and beyond that succeed in getting diverse groups of participants working together to explore ideas in innovative and exciting ways. We anticipate that their creative approach will ensure that the Summit events are able to leverage off the diversity of the participants and generate fresh ideas.
15. The events will avoid a traditional conference style and there will be a limited number of plenary sessions and formal speeches. Instead, the events will consist of different facilitated working groups and sessions, focussed on exploring a number of topics in an open and highly collaborative way.

16. There will be small group conversations of between eight and 15 people who will then come together in clusters to share their conversations and receive input from provocateurs and subject matter experts on the particular topic(s) under discussion.
17. The general principle we are following is that participants will be at the events for the duration. An exception to this is that we are considering different ways of involving young children in specific sessions.
18. Anonymised responses from the survey will feed into the Summit events to help inform the attendees and stimulate discussion. Thought-provoking quotes and some analysis of response themes will be highlighted at the events.
19. We have this week started a process of "co-design" with our Design Partners. We have been working with representatives from the Ministry and other external individuals (representing iwi, disabled people and business) to establish a Summit Design Council, led by the Secretary for Education. The Design Council meetings (held approximately once a week) are where critical design decisions around the events will be made. Council decisions will drive the detailed design activity.
20. A whiteboard diagram from the first Design Council meeting (held on 28 March) showing the Council's high level week-by-week plan is attached to this briefing as Annex Three.
21. The event design team has this week visited both the Horncastle Arena in Christchurch and the Viaduct Conference Centre in Auckland and met with local iwi leaders (Ngāi Tahu and Ngāti Whātua respectively).
22. A draft timetable for each event is being pulled together, but the general time parameters are shaping up as follows:
 - a. The events will open with pōwhiri from tangata whenua appropriate to the rohe.
 - b. It is envisaged that you will deliver the opening address at both events, as well as the closing address in Christchurch.
 - c. We have separately communicated with your office regarding the suggestion that the Prime Minister might wish to close the Auckland event, and the Summit as a whole.
 - d. Both events will start on the Saturday at 10am or 11am; the exact start time will depend on confirming provincial flight times to establish what time we can reasonably expect people to arrive at the venue. In some cases we may need to support participants to stay locally on the Friday night to allow them to get to the events on time.
 - e. The Saturday sessions are expected to end at 6pm or 7pm, depending on the final starting times. We are looking at options for an event on the Saturday to allow people to continue interacting in the evening.
 - f. The Sunday session will start at 9am and close at 3pm, with the closing addresses being the final act.

Guest speakers

23. We have identified a first cut of speakers and provocateurs for the Summit events and have received some positive responses indicating people want to be involved.

We are following up to confirm these people and to elicit responses from those who have yet to indicate whether they wish to attend or not.

24. We will firm up the list of guest speakers and provocateurs next week. Choices for speakers depend very much on our design-led process.

Publicity and social media

25. The Prime Minister's efforts on 23 March lent status to the launch of the Education Conversation | Kōrero Mātauranga and produced some wonderful interactions with children and young people that have helped, and will continue to help, the Ministry's publicity campaign around the Conversation, the Education Summit and the online public survey.
26. The Prime Minister discussed the Conversation and online survey with a group of Selwyn students. The interaction was filmed and we also had a stills photographer on site. Photos will be used on the Conversation website and in our printed materials, to support the survey and to encourage people to post their own videos.
27. A three-minute clip will be produced for the Conversation website, showing the ceremony, the Prime Minister launching the Conversation (with an excerpt from her speech), the Prime Minister interacting with the students and some of their comments. This will also link to the survey and the hashtag, #EdConvo18. A series of 30 to 45 second clips of the students' answers will be used on the Ministry's website as well as played on radio as part of the proposed advertising campaign. Each ad will reference the survey, where to go to complete it, and the hashtag.
28. Our people and the external video company are getting out in the community to generate more video content from events where families, whānau and young people gather.
29. We have shared information about the Conversation and design materials with our partner education agencies and the wider public sector communications managers, inviting them to publicise the survey website and use the design materials in their publicity. We have had confirmations that this material is being used.
30. Our five Conversation social media posts after the 23 March launch reached approximately 89,000 New Zealanders. The Prime Minister assisted further by posting a selfie from the launch on Facebook and Instagram. We shared the Facebook post and linked through to the Education Conversation | Kōrero Mātauranga website. The Prime Minister's Facebook post received more than 2,500 reactions and 132 shares; the Instagram post received 14,000 likes.
31. We have a plan for on-going social media activity designed to keep the Conversation fresh by sharing video content and reminding people about the survey.

Reference Group

32. The virtual Reference Group is now established and will this week be further developing the 'conversation starter topics' for use by Summit participants. The role of the Reference Group is to review test questions from the Ministry's workstreams and advise as to whether or not the questions are suitable for the Summit participants. Reference Group members come from across the sector.
33. We had a very positive response to nominations for the Reference Group, with most nominees accepting.

Summit milestones

34. The following is a list of milestones on the road to the first Summit event and beyond. These present opportunities for boosts to publicity.
 - a. 4-6 April, sending out of the first batches of invitations to attend the Christchurch event
 - b. 9 April, start of the official media campaign to advertise the Education Conversation | Kōrero Mātauranga
 - c. Date TBC, announcement (should you wish it) of the membership of the Touchstone Group and its role
 - d. TBC, confirmation of headline guest speakers and provocateurs
 - e. TBC, publicity of acceptance milestone for Christchurch event (500 people?)
 - f. TBC, publicity of acceptance milestone for Auckland event
 - g. 5 May, start of the Christchurch event (your opening speech)
 - h. 6 May, closing of the Christchurch event
 - i. 12 May, start of the Auckland event (your opening speech)
 - j. 13 May, closing of the Auckland event (Prime Minister's speech, TBC)
 - k. TBC, announcement about regional opportunities for conversation post-Summit

Annexes

Annex One: Christchurch Summit event nominations received, as of 28 March 2018

Annex Two: Auckland Summit event nominations received, as of 28 March 2018

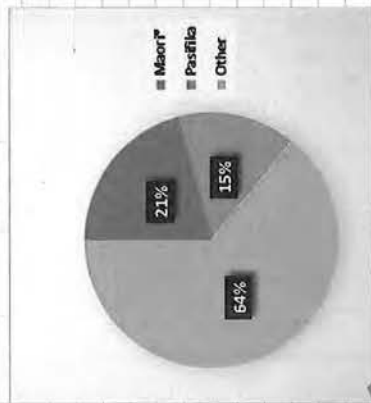
Annex Three: Diagram of Design Council's week-by-week plan

ANNEX ONE: CHRISTCHURCH SUMMIT EVENT NOMINATIONS RECEIVED, AS OF 28 MARCH 2018

	Canterbury	NMWC	Otago	WLG	Total	%
Business/Employers	8	3	4	10	25	5%
ECE	18	10	22	35	85	15%
Influencers				4	4	1%
Iwi/Maori Communities	10	4	3	14	31	6%
Other Ethnic Communities	7				7	1%
Parent/Caregiver	11	6	10	28	55	10%
Pasifika Communities	14		7	22	43	8%
Schooling - Principals, Administrators, Unions	37	14	62	148	27%	
Student and Young People	32	11	1	35	79	14%
Tertiary	17	6	15	13	51	9%
Wellbeing/Community Groups				1	1	0%
Other	17		3	2	22	4%
Total	171	54	100	226	551	

*Numbers differ from table as some are classified under other categories

	Total
Maori*	113
Pasifika	85
Other	353
Total	551

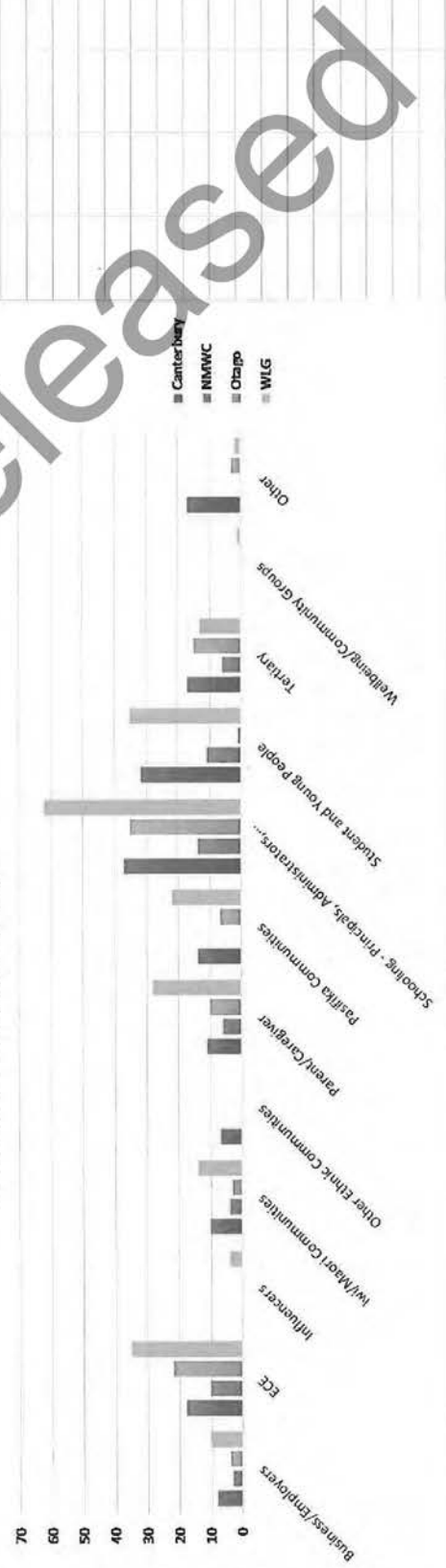


Design Council	12
NZSTA	369
Tertiary Students	50
Ngai Taurira	
Other groups/corrections etc.	
Disabled Community	50
NZEI	63
Union Reps	

NMWC = Nelson, Marlborough, West Coast

Total = 1093

Stakeholder Category by Region



ANNEX TWO: AUCKLAND SUMMIT EVENT NOMINATIONS RECEIVED, AS OF 28 MARCH 2018

Category	AKL	BOP	TWM/WAIKATO	HB	Total
Business/Employers	32	6	7	5	59
ECE	30	6	15	3	61
Influencers	10	0	0	0	10
Iwi/Maori Communities	8	13	22	6	61
Other Ethnic Communities	15	0	0	0	16
Parenty/Caregiver	30	15	16	8	72
Pasifika Communities	17	2	10	25	55
Schooling - Principals, Administrators, Unions	85	19	25	21	175
Student and Young People	52	7	10	3	72
Tertiary	15	3	11	2	34
Wellbeing/Community Groups	3	0	0	0	3
Other	4	0	0	2	6
Total	301	71	116	94	624
Design Council					12
NZSTA	241	65	41	67	444
Tertiary Students					50
Ngai Taura					50
Disabled Community					50
NZEI	35	13	23	15	110*
Other groups/Corrections etc.					

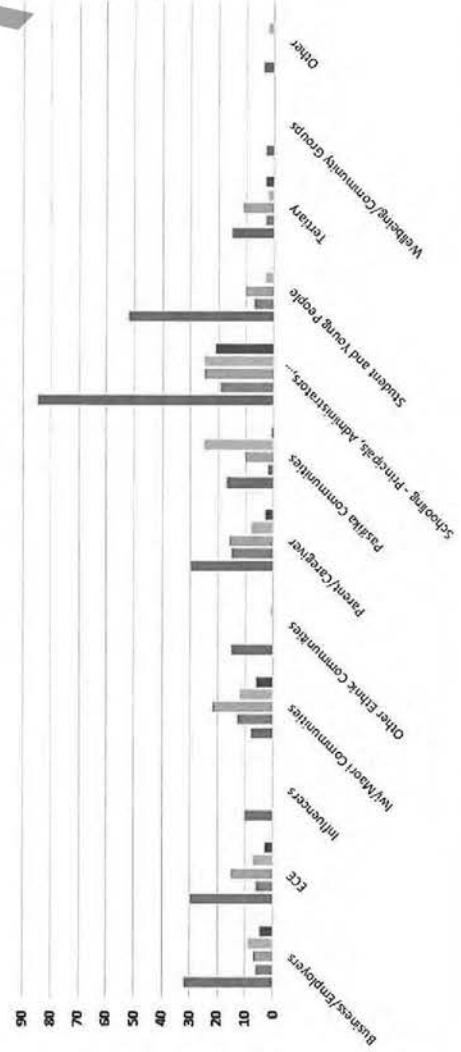
Still waiting on Tai Tokerau

NZEI total including 9 from Tai Tokerau

TWM = Taranaki, Whanganui and Manawatu

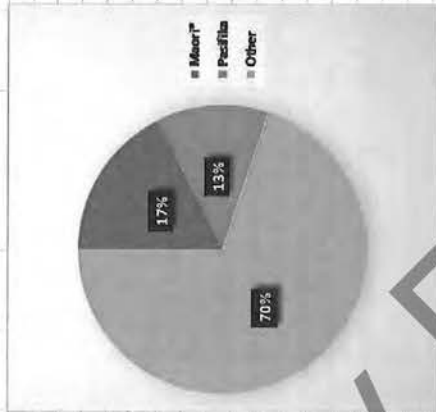
Total = 1290

Stakeholder Category By Region



	Total
Maori**	109
Pasifika	79
Other	436
Total	624

*Numbers differ from table as some are classified under other categories



Proactively Released