



Briefing Note: Release of 2018 Iwi Education Profiles (A3 Posters)

To:	Hon Kelvin Davis, Associate Minister of Education		
Cc:	Hon Chris Hipkins, Minister of Education		
Date:	6 December 2018	Priority:	Medium
Security Level:	In Confidence	METIS No:	1169683
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Messaging seen by Communications team:	Yes	Round Robin:	No

Purpose of Report

The purpose of this paper is for you to:

Note that the 2018 Iwi Education Profiles (A3 Posters) are scheduled to be released to iwi on 14 December 2018 followed by a proposed public release in late January 2019.

Summary

- This paper describes the latest student achievement profiles for iwi and notes their schedule for release. It also notes the Ministry's plans for a new more timely product next year.
- The Iwi Education Profiles (the Profiles) are posters that cover student affiliation and student enrolment for around 65 iwi and Māori education groups with which the Ministry has a relationship. An example of the Waikato Tainui profile is attached (Annex 1).
- For iwi, the Profiles provide a high level summary of their learners' education from early learning, school and kura, and to tertiary education destinations. They are used in the discussions iwi have with schools and kura and are well received by users.
- The content of this year's profiles are the same as last years' but the graphics and colours are completely refreshed. It will be the last time we do these posters as the Ministry is currently working with iwi to co-design a new interactive product for iwi profiles expected to be released mid of 2019. A new product would have a number of advantages over the current iwi profiles. In particular it will be more relevant and timely for iwi.
- In the new year the Ministry will also consult with your office on the development of this new product.

- We have prepared a communications plan (Annex 2), and will continue to work closely with your office ahead of the release.



Dr Craig Jones
Deputy Secretary
Evidence Data and Knowledge

5/14/18



Hon Kelvin Davis
Associate Minister of Education

9/12/18

Proactively Released

Background

1. Since 2013, the Ministry has prepared student achievement profiles by student affiliation and student enrolment for around 65 iwi and Māori education groups which the Ministry has had a relationship with. We have always received positive feedback from users and in fact, the profiles have been called 'leading edge' information provision across government by some commentators. For iwi, the profiles give a high level summary of their learners and are used in the discussions iwi have with school and kura.
2. The Profiles are two-sided, with one side displaying information about students that affiliate with certain iwi, regardless of the students' geographical location. Iwi affiliation of students is collected as part of their enrolment and matched to the Statistics New Zealand Classification of Iwi. This information is then provided to the Ministry. Not all of these iwi/Māori groups are listed in the Statistics New Zealand Classification of Iwi. The profiles for those groups not listed do not contain any affiliation information.
3. The other side looks at Māori students who attended the schools or Early Childhood Education centres within an iwi's rohe (territory), regardless of whether each student was affiliated with that iwi. It also differentiates rates of achievement and prior participation between Māori and non-Māori students.
4. For each profile, the rohe was defined by the iwi/Māori group. They have identified the schools within their boundary, and any outside their boundary they also want included. Schools outside the boundary are mostly secondary schools that the older students travel to.
5. The Profiles contain data on:
 - Prior participation in ECE (March 2018).
 - Number of school students (July 2018).
 - 18-year-olds with NCEA Level 2 or above (2017).
 - School leavers by highest qualification (2017).
 - School leavers with NCEA Level 2 (2017).
 - 2016 Māori school leaver tertiary destinations in 2017 (Rohe side only).
6. The five largest iwi the Ministry are working with are Ngāpuhi (51,274 school students), Waikato Tainui (27,722), Ngāti Porou (26,698), Ngāti Kahungunu (22,153) and Ngāi Tahu (16,450).
7. Except for Ngāi Tahu (58%) and Ngāti Whakaue (51%), all of the iwi had more of their affiliates outside their rohe than inside.

Highlights

8. The Profiles show that participation in early childhood education remained high. At least 94.2% of students affiliated with an iwi participated in early childhood education, as at March 2018. The participation rates for students affiliated with the five largest iwi ranged from 94.2% to 97.8%. The prior participation rate for Māori students was 95.6% on average, as at March 2018.
9. There is considerable variation across iwi in the proportion of school leavers with an NCEA Level 2 or above qualification (ranging from 51.7% to 88.9% in 2017). The proportion of school leavers (affiliated with the five largest iwi) attaining NCEA Level 2 or above ranged from 60% to 73% in 2017. The national attainment rate for Māori school leavers leaving with NCEA Level 2 or above was 67.9% in 2017.

10. For all iwi, well over half of 18-year-olds had attained NCEA Level 2 or above (ranging from 57.9% to 94.1% in 2017). The national attainment rate for Māori 18-year-olds with NCEA Level 2 or above was 75.6% in 2017.
11. For 2016 Māori school leavers, approximately half (49%) were not enrolled in tertiary study in 2017, a quarter (24%) were enrolled in Level 1-3 Certificates, with the remainder split evenly between Level 4-7 Non-degree (13%) and Degrees at Level 7 and above (14%). For most of the profiles the distribution is very similar.

Communications Approach

12. Last year's profiles (including 2016 data) were released around late January 2018. To deliver data in a more time efficient manner to iwi this year we are proposing a two-stage release with the 2018 Profiles:
 - a. Profiles disseminated to iwi on 14 December 2018; and
 - b. Profiles publicly released in late January 2019 via the Education Counts website.
13. The communications plan accompanying this release reflects that this product is considered to be low risk and is 'business as usual'. The Communications plan for this release is attached (Annex 2). It contains a draft media statement for your consideration.

Next Steps

14. The Ministry is currently working with iwi to co-design a new interactive product for iwi profiles expected to be released mid of 2019. A new product would have a number of advantages over the current iwi profiles including:
 - o allowing iwi to customise their view of the data making it more relevant to answering the questions they have; and
 - o allowing data to be updated as it becomes available rather than just annually. This will give a more timely view of their students' educational pathway and achievement.
15. Discussions with iwi commenced in early December 2018 around the Profiles. This will help us to co-design and shape a product that services the data needs of iwi more appropriately and provides better information for iwi.
16. The Ministry will also consult with your office on the development of this product in the new year as consultation with iwi has only just started.

Proactive Release

17. We recommend that this Briefing Note is proactively released as per your expectation that information be released as soon as possible. Any information which may need to be withheld will be done so in line with the provisions of the Official Information Act 1982.