Education Report: Launch Options for Tapasā

To: Hon. Jenny Salesa, Associate Minister of Education

Date: 24 August 2018

Priority: Medium

Security Level: In Confidence

METIS No: 1147016

Drifter: Sinatocegona Umaga

DDI: S 9(2)(a)

Key Contact: Frances Walsh

DDI:

Messaging seen by Communications team: Yes

Round Robin: Yes

Purpose of Report

The purpose of this paper is for you to:

Note the details of the different options available to achieve an official launch of the Tapasā document, including the contents of the support package as included in the communication plan annexed to this paper.

Indicate your preference(s) of the launch activities that you wish to participate in.

Agree to appear on the Tagata Pasifika television show.

Summary

1. We continue to complete a number of actions for the implementation of Tapasā, a resource primarily intended for all teachers in early learning centres, primary and secondary English-medium schools.

2. In July we provided you with a paper [metis 1141234 refers] in which you agreed to both a soft and a hard launch of the Tapasā document.

3. As the soft launch option may or may not eventuate, the hard launch is scheduled for Friday 14 September 2018, with options for your consideration to ensure key audiences are aware of the Tapasā resource and how to access it.

4. The communications plan outlines our wide-ranging approach, with proactive options to promote the Tapasā document. The hard launch options are:

   a. A visit to a South Auckland school to launch Tapasā and raise awareness among schools in the region, the education sector and the Pacific community, about the importance of Tapasā as a Pacific tool for teachers.

   b. An appearance by you on a television morning show to illustrate the Government’s commitment to raising the education progress and achievement among Pacific
students, and encourage all teachers to use Tapasā in school-wide planning and classroom teaching delivery.

c. An appearance by you on the Tagata Pasifika television programme for a live interview to inform the Pacific community of Tapasā, its intention and how it strengthens cultural competence in teaching practice.

5. In addition to the options above, we will utilise other Ministry channels such as the Education Gazette and notifications in Ministry newsletters to schools, including social media platforms to promote the Tapasā resource.

Recommended Actions

The Ministry of Education recommends you:

a. note the attached communications plan which provides details about the launch options and supporting promotional activities explored

b. agree your preference for the launch
   • Either appearance and launch Tapasā on a television breakfast show
   • Or appearance and launch Tapasā in a South Auckland school
   • Or appearance and launch Tapasā both on a television breakfast show and in a South Auckland school

c. agree to appear on Tagata Pasifika television programme

d. note that your advice is required by 4 September so that the preferred launch activities can be confirmed

John McKeeffy
Associate Deputy Secretary – Workforce
Early Learning and Student Achievement

Hon Jenny Salesa
Associate Minister of Education

24/08/2018
Background

1. In July we provided you with a paper [metis 1141234 refers], through which you indicated your agreement for two launches for the Tapasā document.

2. We provided a media statement to support the soft launch announcement and uploaded the finalised version of the Tapasā document to the Pasifika Education Community section of Te Kete Ipurangi (TKI): http://pasifika.tki.org.nz/Tapasa.

3. This current location will not be the final home site, but placing it here for the immediate future facilitates easy access to the document alongside other Pacific-related education resources.

4. The main home site for Tapasā will be the Education website (education.govt.nz). It will be a key communication interface between the Ministry and genera public and will play an integral role in promoting Pacific resources across the education sector.

5. The Tapasā document is currently in print. In keeping with the printer's four week printing deadline, hard copy documents will be ready for distribution to all early learning centres and schools by 14 September 2018. This is the date from which the hard launch can occur.

6. A number of launch activities have been explored and are offered for your consideration, including television appearances, and/or launching from a school within a community that has a high proportion of Pacific people.

7. The contract we have with the Education Council to co-design implementation with the profession is now live, and that work is progressing, along with a range of other tasks to support the release of Tapasā.

Annexes

Annex 1: Tapasā Communications Plan