

# The Treasury

## Budget 2011 Information Release

### Release Document

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- [1] 9(2)(a) - to protect the privacy of natural persons, including deceased people
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In preparing this Information Release, the Treasury has considered the public interest considerations in section 9(1) of the Official Information Act.



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Minister of Finance  
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Dear Bill

## FOUR YEAR BUDGET PLAN

Further to our meeting on 10 November, I am writing to set out my four year budget plan and particularly my proposed package of initiatives for Budget 2011.

My strategy for Budget 2011 advances the Government's key priorities by:

- protecting our most vulnerable families and whanau (elimination of family violence; addressing rheumatic fever in the most affected areas)
- strengthening the momentum on Whanau Ora
- delivering better services to people with disabilities by promoting improved mobility and access (Be accessible; [2])
- supporting communities to get on with delivering services we know work and are priorities (family violence, people with disabilities, [2])

This paper summarises these new or expanded initiatives and funding proposals for Budget 2011. Specific details of each initiative are provided in individual Annexes.

### ***Reducing Family Violence***

Late last year, the Family Violence Ministerial Group agreed to a set of Government goals and priorities for family violence. It also commissioned the Taskforce for Action on Violence within Families to review all government family violence programmes, services and initiatives, to help identify how resources can be shifted over time to those areas that are shown to be the most effective, cost effective and most aligned with Government priorities.

My priorities for 2011 include developing and enhancing the Government's initiatives on Family Violence, the continuation of the

successful "It's Not OK" advertising campaign [2]

f \_\_\_\_\_, as funding for this campaign ends in 2010/11. I am proposing that this general campaign be supported by positive family violence messages targeting Maori and Pasifika families specifically. I am also looking to increase the Whanau Ora Family Violence Fund through the reprioritisation of current Family Violence Educational funding.

The measures I am proposing to reduce family violence, particularly within Maori and Pasifika communities, are interrelated (meaning that any scaling back of one bid would also have negative impacts on the others). The mass media campaign is needed to keep family violence high on the public agenda, to reduce nationwide social tolerance for family violence and to motivate widespread discussion and change. The targeted approaches with Maori and Pacific communities build on the mass media messaging and extend its reach by using tikanga and Pacific cultural frameworks. [2]

The package of measures include:

- Campaign for Action on Family Violence – this multi-media programme aims to reduce social tolerance of family violence and to change damaging behaviour within families [2]

- Pacific Training Programme – based on Project Mauri Ora, this programme will develop a training programme for Pacific family violence service providers working to eliminate violence in Pacific families and communities [2]

- Pasifika Campaign: eliminating family violence in Pacific communities – building on the Campaign for Action on Family Violence, this targeted programme will support Pacific communities to take leadership and develop and deliver clear and consistent messages about eliminating family violence (**\$0.5 Million per annum; \$2.0 Million over four years**)

[2]

- *E Tu Whanau!* Eliminating family violence in whanau, hapu and iwi – this social change programme aims to eliminate family violence by encouraging ownership and leadership of the issue within whanau, hapu and iwi (

The return on quality investment on family violence is likely to be significant. A 1994 report by Suzanne Snively estimated the economic cost alone of family violence in New Zealand to be between \$1.2 billion and \$5.8 billion a year. Each year police deal with around 45,000 family violence-related calls involving more than 200,000 people. A significant

proportion of young offenders that have come to the notice of Child, Youth and Family have also experienced or witnessed family violence.

### ***Disability Issues***

My proposed initiatives within my Disabilities portfolio are in line with the priorities I have set out with the Prime Minister, particularly my intention to take a strategic approach by developing a Disability Action Plan under the auspices of the Ministerial Committee on Disability Issues.

The two main areas of focus from within the Disability Action Plan I wish to focus on in Budget 2011 are:

- mobility and access

[2]

### ***Mobility and Access***

The Ministerial Committee on Disability Issues has made "mobility and access" one of three priorities in its Disability Action Plan. This reflects ongoing concern about various accessibility barriers experienced everyday by disabled people (such as difficulties in finding information, communicating with others, using transport, moving around a town centre or accessing buildings), which limits their independence and ability to live everyday lives.

There will be a growing demand for accessibility so that disabled and older people can maintain their independence in choosing to move around and be active. A critical success factor to achieve accessible tourism is having consistent, reliable and high quality information on the accessibility of services and the built environment

I have prioritised the opportunities we have to capitalise on events such as the Rugby World Cup (RWC) to showcase New Zealand as accessible to all people, irrespective of abilities. I look forward to the progress we can make together to make this an occasion that everyone can enjoy and to the benefits both socially and economically this event brings to our country. I am therefore proposing the following initiatives:

- Be.Accessible (delivering accessible tourism) – this initiative will take nationwide the Be.Accessible project, which has been working to make the Rugby World Cup 2011 in Auckland, accessible for everyone. This has involved auditing services and facilities on their level of accessibility and communicating this information via a website, as well as developing tools to help businesses make themselves accessible. Supporting an accessible tourism industry will enable New Zealand to take advantage of the increasing number of older tourists. It also means that local disabled people will find it easier to participate in the economy and their community. [2]

[2]

These initiatives deliver on the Disability Action Plan's priority of 'mobility and access', which aims to rethink what government can do so that disabled people are better supported to move around and make choices in living their life.

For the remainder of 2010/2011, the Ministry of Social Development is looking to provide a grant to the Be.Accessible project, from the Budget 2010 funding for a social change programme to promote positive attitudes and behaviours towards disabled people. This grant will assist with developing their new approach for communicating the value of increasing accessibility.

[2]

[2]

[2]

### **Strengthening the Whānau Ora Momentum**

The Whānau Ora Approach is intended to uplift whānau, to increase their capacity and capability to determine their own futures and to reduce over time their reliance on government funded services. In the establishment phase, Whānau Ora is being pursued through collaborative, strengthened and integrated holistic service delivery across a range of health and social service providers.

This proposal seeks resources to expand the coverage of Whānau-Centred Services to new localities

This will [2]  
[2]  
address the higher than anticipated demand for whānau-centred services. [2]

### **Rheumatic Fever**

In 2010, the Ministry of Health increased its focus on Rheumatic Fever and has begun developing a coordinated work programme alongside the health sector. This has included meeting with key stakeholders and clinical leaders in the health sector (eg from DHBs and NGOs) to determine what areas should be progressed in the near future, and contracting someone from the sector (Counties Manukau DHB) for 12 months to help coordinate work by DHBs and other sector providers. This is in line with the priority for greater clinical leadership by the sector.

The development of this programme is continuing, but essentially will require working closely with the sector and determining what work is best to be led by the Ministry (such as work with other Government departments), what work is best led by the sector (such as improvements to clinical services), and ensuring good links between the two to avoid gaps and duplication. My proposal outlines current work on Acute Rheumatic Fever (ARF) and Rheumatic Heart Disease (RHD) in New Zealand as an area for possible new spending as part of Vote Health for Budget 2011 and identifies areas that are likely to benefit from additional funding. [2]

### Concluding Comments

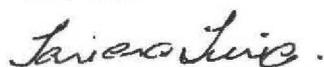
There are three further issues that I seek discussion in confidence with you.

The first is related the programmes hosted by **Breastscreening Aotearoa and the National Cervical Screening Programme**. One of the issues that we have seen associated with large-scale campaigns (such as the 'it's not okay' campaign in the family violence sector) is that if successful, they create significant demand pressures upon the sector. Prompt and effective follow-up is an essential component of any screening strategy.

[2]

I look forward to meeting with you in the coming weeks to discuss my Budget 2011 priorities further, and in particular to share further detail around these last three areas of concern.

Heoi ano



Hon Tariana Turia