



## Briefing Note: Implementation approach for the Access to Period Products Initiative

<b>To:</b>	Hon Jan Tinetti, Associate Minister of Education		
<b>Cc:</b>	Rt Hon Jacinda Ardern, Prime Minister Hon Chris Hipkins, Minister of Education		
<b>Date:</b>	15 April 2021	<b>Priority:</b>	Medium
<b>Security Level:</b>	In Confidence	<b>METIS No:</b>	1256709
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<b>Messaging seen by Communications team:</b>	No	<b>Round Robin:</b>	No

### Purpose of Report

The purpose of this paper is for you to:

**Note** the implementation approach for the Access to Period Products Initiative and progress to date.

**Agree** that this Briefing will not be proactively released at this time because it contains commercially sensitive information.

Agree / Disagree

  
Katrina Casey  
Deputy Secretary  
Sector Enablement and Support

15/4/2021

  
Hon Jan Tinetti  
Associate Minister of  
Education

17/4/2021

## Summary

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1. The Access to Period Products pilot began in Term 3, 2020. This involved 15 schools and kura in the Waikato, five suppliers, and one consultancy firm.
2. On 18 February 2021, the Government announced that the pilot would be extended to include all state and state-integrated schools and kura who choose to opt-in.<sup>1</sup> By 31 March 2021, 1,394 schools and kura had opted in.
3. All schools and kura who have opted in will be able to order product from 1 June 2021. Schools and kura who order product prior to the last week of June will receive it before the end of Term 2 (9 July 2021).

## National implementation: solution and next steps

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4. We are taking a phased approach to implementation.
  - i. Phase one: Product delivery to schools and kura by the end of Term 2
  - ii. Phase two: Refining product distribution model

### *National implementation phase one: Product delivery to schools and kura by end of Term 2*

5. Schools and kura can place orders for product from 1 June 2021. Schools and kura that place orders by the end of June can expect delivery of products before the end of Term 2 (9 July 2021).
6. To ensure products are delivered by the end of Term 2, a tender process will be run from 16 April for 18 working days, closing on 12 May, to select a group of product suppliers. Product for this phase will be provided with branding to ensure deadlines are met. It will also include all the relevant information required by New Zealand law about the safe use of products.
7. An existing contract with Blue Star, will enable product to be distributed without going through a procurement process. Blue Star provides schools and kura with curriculum and other education resources through an online ordering system and distributes product from their warehouses. Schools and kura will be able to manage their own ordering through Blue Star, similar to an online shop. The system includes built-in reporting functionality so product volumes can be ordered and tracked.
8. As part of the RFP for this tender, suppliers will also be asked to show they have a track record of providing safe and quality products in a consumer market, have sufficient products available in New Zealand and that delivery to Blue Star warehouses is feasible.
9. Blue Star will receive product from the supplier(s), and box up supplies into delivery packs for schools and kura. Deliveries will be based on each school or kura's individual orders.
10. Product will be a mix of pads and tampons, at a ratio of 80/20. A variety of packs, much like those available at the supermarket will be provided. Schools and kura will be able to order based on their roll number. The intent is that this will be similar to ordering any other essential supply. Enough product will be provided so that students can effectively

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<sup>1</sup> Excluded are private schools, teachers and other school staff, parents and the wider family of eligible students, early learning centres, home school students and tertiary institutions.

manage their whole cycle and be able to take product home eg two packs of pads or tampons in different sizes depending on their needs.

11. Schools and kura will be provided with guidance about the quantity of product to order, based on their menstruating population. Orders will be placed when additional product is required, to minimise storage issues and over ordering.
12. This solution will provide an opportunity for a range of suppliers to have their product available in schools.
13. As schools and kura continue to opt-in and place orders, product will be progressively distributed to them.
14. This approach will continue until phase two is implemented, to ensure there is no interruption to product provision for students and schools.
15. We will continue to communicate with schools and kura throughout this process.
16. The key dates for implementation of Phase one: Product delivery to schools and kura by the end of Term 2 are:

Key milestone/deliverable	Date
Schools and kura that have opted in receive first communications	Week of 14 April 2021
RFP for phase one (interim solution), goes live on GETs	16 April 2021
Final date for clarification requests from suppliers	30 April 2021
Final date to respond to clarification requests	7 May 2021
RFP closes	12 May 2021
Final evaluation meeting	19 May 2021
Contract negotiations conclude and successful suppliers advised	24 May 2021
Contracts awarded to product suppliers and signed	1 June 2021
Blue Star packs boxes of product	From 1 June 2021
Schools and kura place their orders	From 1 June 2021
Orders of product arrive at schools and kura	From 14 June 2021
Phase one continues until phase two can be implemented in stages	Ongoing from June 2021 until fully implemented

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# 9(2)(g)(i)

## Engagement with key stakeholders to inform planning

### *Engagement with schools and kura*

24. On 18 February, we provided information to all schools and kura via the School Bulletin and Education Gazette to support their decision whether to opt-in to the initiative. Schools and kura were required to opt-in by 31 March 2021 to inform the tender approach for phase one.
25. A marketing campaign was run to promote the initiative and encourage schools and kura to opt-in. This involved utilising a number of channels including social media, the School Bulletin and the Education Gazette.
26. In addition, contact was made with key stakeholders and non-government organisations (NGOs) who championed the initiative through their channels. The campaign generated significant media interest and international reach following the announcement.
27. At the closing date, 1,394 schools and kura had opted in (over 50 percent of all eligible schools and kura). More information on the number of menstruating students in these schools and kura is included in Appendix One.

28. Schools and kura can continue to opt-in and place orders and will become part of the regular distribution process. We will continue to communicate this opportunity to schools and kura.

*Engagement with suppliers*

29. On 19 February an advance notice asking suppliers to express interest was released on the Government Electronic Tender Service (GETs). Interested suppliers were invited to attend individual engagement sessions to further understand the requirements and scope of the initiative. This enabled us to understand the impacts on the market and assess the timeframes for delivery of product.
30. In total, 22 engagement sessions were held with suppliers, manufacturers and distribution companies.

*Consultation with schools and kura on implementation*

31. We met with several staff from larger secondary schools to understand the challenges around implementation.
32. Although positive about the initiative, schools expressed concerns about the lack of storage space for keeping product on site, delivery timeframes and logistics around dispersing product to students. We do not want to over burden schools with additional administration and work.
33. Schools told us that any distribution method that involved individual student orders would need to be a tightly controlled process with the distributor, to ensure large amounts of product did not need to be stored in schools.
34. Issues were raised about dispensers, and the potential for vandalism. This was raised by a co-educational school, where it was perceived male students would be more likely to vandalise either the dispenser or misuse the product from it.

*Key stakeholders*

35. We continued to engage with key stakeholders including NGOs, other government agencies including the Ministry for Women, and the Victorian Government in Australia, to understand possible implementation approaches and timelines.

*Market impacts*

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## Risks

41. Key risks associated with national implementation phase one: product delivery, are outlined below.

Area	Risk	Mitigation
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Area	Risk	Mitigation
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## Additional considerations and workstreams

### Education

42. Education resources will be developed in line with the existing curriculum as part of phase two to boost menstrual education and help to normalise periods for all young people at school. We continue to work in collaboration with the Ministry's Early Learning and Student Achievement group to scope the requirements for this.

43. 9(2)(g)(i)

### Evaluation

44. Initial work scoping the Evaluation workstream is underway. The approach for this work will be developed over the next four to six weeks. The confirmed framework will then be tested with the first group of schools in phase two. This may include initial baseline data collection.

### Proactive Release

45. We recommend that this Briefing is not released at this time because it contains commercially sensitive information.

## Appendix One

The below table sets out the breakdown of schools and kura who have opted in as at 31 March 2021 by year group and number of students:

	Year 1-6	Year 7-8	Year 9-15
	(5-10 year olds)	(11-12 year olds)	(13-19 year olds)
Total female students	89,512	43,964	140,009
% menstruators	6.3%	48.7%	100%
Estimated number of menstruators per age group	5,639	21,410	140,009
Total number of menstruators	167,059		
Estimated 50% uptake	83,529		
Estimated 80% uptake	133,647		

We estimate uptake will be between 50 percent and 80 percent for phase one.