



## Education Report: Budget 2022 Communications Update

<b>To:</b>	Hon Chris Hipkins		
<b>Date:</b>	13 April 2022	<b>Priority:</b>	High
<b>Security Level:</b>	Budget Sensitive	<b>METIS No:</b>	1285771
<b>Drafter:</b>	Patrick Anderson	<b>DDI:</b>	04 463 7946
<b>Key Contact:</b>	John Brooker	<b>DDI:</b>	9(2)(a)
<b>Messaging seen by Communications team:</b>	No	<b>Round Robin:</b>	No

### Purpose of Report

To provide an update on the Budget package that was considered by Cabinet on 11 April and seek agreement to the communications process from here through to Budget Day on 19 May.

**Agree** the Ministry's communications process will focus on key themes across initiatives.

**Agree** to seek approval from the Minister of Finance and the Prime Minister's Office to the proposed pre-announcements.

### Summary

On 11 April Cabinet agreed the Budget 2022 package including the Education initiatives.

Given the large number of initiatives in the Education package, the Ministry's advice is that the communications approach focuses on key themes across initiatives for more targeted external messaging that draws the package together as a whole. We propose focusing on three cross-cutting themes:

- a. Supporting schools/education providers to enable learners to succeed.
- b. Supporting engagement and attendance.
- c. Cost of living/delivery.

These themes would then be supported by deeper, initiative-specific announcements to provide a greater level of detail on specific initiatives (e.g., implementing Equity Index, pay parity and the Unified Funding System announcements being made in conjunction with Budget).

We have had initial discussions with your office on potential pre-Budget Day announcements/engagement with the sector and would welcome the opportunity to discuss these with you at an upcoming agency meeting. Potential early announcements include the Apprenticeship Boost Initiative and the Equity Index. We also propose engaging with suppliers prior to Budget Day about the extension to Digital Connectivity, to aid negotiation of contracts. If you agree, we will work with your office to draft a letter seeking the appropriate permissions.

## Recommended Actions

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The Ministry of Education recommends you:

- a. **note** the Ministry discussed the overall Budget 2022 Communications' approach with your office and Associate Ministers' Offices on 5 April

**Noted**

- b. **agree** the Ministry's communications process will focus on key themes across initiatives, noting we will work with your office to refine these further

**Agree / disagree**

- c. **discuss** possible pre-Budget Day announcements/engagement with officials at an upcoming agency meeting, including early announcements of the Apprenticeship Boost Initiative and implementation of the Equity Index and early engagement with suppliers on the extension to Digital Connectivity

**Agree / Disagree**

- d. **do not proactively release** this Education Report at this time because the information contained within it is Budget sensitive.

**Release / Not release**

  
John Brooker  
**Group Manager**  
**Te Puna Kaupapahere**

13/04/2022



Chris Hipkins  
**Minister of Education**

18/4/22

## Background

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2. On Tuesday 5 April the Ministry had a preliminary discussion with your Office on the high-level communications approach to Budget 22. This discussion focused on key themes across the package and which initiatives were to be potentially pre-announced for Budget 22.
3. Cabinet agreed to the Government-wide Budget package on 11 April. This includes the Education package totalling 9(2)(f)(iv) OPEX and 9(2)(f)(iv) CAPEX across 35 initiatives (see Annex 2 attached).
4. While this Education package has been substantively scaled from earlier submissions, it still represents a significant investment into the Education system over the next four years. In particular, there is significant investment into Early Learning Pay Parity, implementing the Equity Index, funding increases for core service providers, and improving teaching and learning.
5. 9(2)(f)(iv) and Cabinet has agreed to repurpose CRRF funding to support an extension of the Apprenticeship Boost Initiative.
6. Annex 1 below details the intended Budget communications collateral.

## Approach to Communications Process

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7. Given the large number of Education initiatives and the Government's focus this Budget on climate change and health reform, we recommend the communications approach focus on key themes across initiatives for more targeted external messaging.
8. Throughout the Budget process, the Education package has been divided into clusters of initiatives to assess the highest priorities in each of these areas. Annex 2 attached breaks up the final package into these areas.
9. These clusters provide a good starting point to identify the key themes of the Education package. Early discussions with your Office and internally have identified three possible cross-cutting themes in the Education package:
  - a. *Supporting schools/education providers to enable learners to succeed.* This would focus on the significant investment in funding for education providers through initiatives such as Tomorrow's Schools, Equity Index, Pay Parity funding rates, etc. This is where we would place a strong emphasis on teaching and learning (in particular, the two literacy and numeracy initiatives). It also offers an opportunity to emphasise the role of Te Mahau to work differently with the sector to enable and drive change.
  - b. *Supporting engagement and attendance.* Attendance and engagement was a challenge before COVID-19, and the pandemic has amplified this challenge. Arising from the Government's response to the Select Committee Inquiry is the Engagement Strategy, to ensure learners are present, participating and progressing. The focus here is about school and system-wide change. Budget 2022 investment is in line with this approach, drawing together the targeted investments specifically in attendance, PB4L, the Regional Response Fund, and also the wider work to improve curriculum and make schools more inclusive and the place children want to be. Again, the role of Te Mahau (enabled through regional responsiveness and sector relationships), will be important. This will enable us to support schools at a very local level with the engagement and attendance challenges (both unique and common) they are facing.

- c. *Cost of living/delivery.* We understand that cost of living may be a theme across the Budget as a whole. In the education context, this would draw together initiatives that impact on the cost of delivery for providers. Initial discussions with your office have also raised the potential to frame the package at a high level as delivering most providers in each sector with two significant increases to their funding – the across-the-board increases to funding rates for early learning, schools and tertiary, combined with pay parity, Equity Index and the Unified Funding System (UFS).
10. These themes would then be supported by deeper, initiative-specific announcements to provide a greater level of detail on specific initiatives (eg, Equity Index, pay parity, UFS announcements being made in conjunction with Budget).
11. Some initiatives are being held in contingency (9(2)(f)(iv) [REDACTED]) and cannot be announced on Budget Day.

### Early Announcements

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12. Following initial discussions with your office and consultation with our internal Leadership Team, the Ministry has identified a small number of initiatives where an early announcement or early engagement with the sector would be beneficial.
13. Your office has indicated you may wish to seek agreement to announce the Apprenticeship Boost Initiative (ABI) ahead of Budget Day. Although the ABI is being extended, we do note that TTAF is not. Given the relationship between these programmes (and also potentially the UFS announcements) we are interested in a discussion with you about whether it is best to have the ABI as an early announcement or combine with a Budget Day announcement around the UFS.
14. We also seek your feedback on announcing the implementation of the Equity Index ahead of Budget Day, to give the sector a longer lead-in time before the changes take effect. However, there may also be benefits in announcing this alongside the across-the-board increase to schools' operational grants to align with the cost of delivery theme above.
15. While not suitable for early announcement, we also propose seeking agreement to talk to suppliers about the extension to Digital Connectivity prior to Budget Day, to aid the negotiation of contracts.
16. We propose you discuss these potential early announcements/engagements with officials at an upcoming agency meeting.

### Next Steps

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17. Once we have received confirmation of any early announcements you wish to seek, we will work with your office to draft a letter seeking the appropriate permission from the Minister of Finance and Prime Minister's offices.
18. We will also continue to engage with your office on Budget Day communications collateral.

### Proactive Release

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19. We recommend this Education Report is not released at this time because the information it contains is Budget sensitive. This is consistent with section 9(2)(f)(iv) of the Official Information Act 1982, which states that good reason for withholding official

information exists if withholding it is necessary to maintain the constitutional convention that protects the confidentiality of advice tendered by officials.

## Annexes

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Annex 1: Intended Budget Communications Collateral  
Annex 2: Final education Budget 22 package

Proactively Released

## Annex 1: intended Budget communications collateral

Collateral	Purpose	Audience	Status
Key messages	Create coherent themes across the Budget package to support clear communication of a large number of initiatives Form the framing for other communications collateral	Public, sector partners, Education media, Minister's Offices, MoE staff	Under development, likely drawn from existing clusters
Budget book/individual comms templates	Create initiative-specific information to draw from as required Identify key spokesperson for each initiative	Minister's Offices, MoE officials (when initiative-specific details are required)	Currently with Hautū for review
Summary of Initiatives (Treasury driven)	Govt-wide standard communication of individual Budget initiatives – most common public facing Budget comms	Public, Education media, Treasury	Being developed by Treasury post-Cabinet
Ministerial press communications (MO driven)	Public communications of most prominent announcements - MoE to provide input and QA but Ministers' Offices to drive in conjunction with PMO	Public	Office-driven, will need PMO/Moffice agreement
Budget Day products (including lock-up)	Provide clear and consistent messaging with the sector on Budget Day Support the Minister and Senior Officials to respond to immediate questions	Sector partners, public	To be developed
MoE publications (website, social media content, sector publications etc.)	Provide clear information on Budget decisions to the sector and public, particularly to explain initiatives and aid in implementation	Sector partners, public	To be developed