



WHY ORA?

ANNUAL REPORT

2020



MIHI

Tēnā koutou, tēnā koutou, tēnā koutou katoa. Welcome to the Why Ora (Whakatipuranga Rima Rau Trust) Annual Report for the 2020 Financial Year.

VISION

Māori are active participants in the Taranaki workforce, across government agencies, services and industry. This is reflected through their respective workforces in which Māori are equal in proportion to their total population share, working across all occupational groups.

MISSION

To provide an ongoing supply of skilled and qualified Māori for employment into the Taranaki health and disability clinical and non-clinical workforce; and
To work with relevant partners in other agencies, services and/or industry to act as a coordination point for profiling career opportunities for whānau and streaming the potential workforce into their preferred career option pathways).

Why Ora Values

Matatika: we strive to do the right thing, we are ethical; unbiased, honest, and fair in our dealings with each other and all people

Ata Matai: we are adaptable and open to new ideas. We are courageous and use our creativity to continually improve and explore better ways of doing things

Whanaungatanga: we acknowledge everyone's uniqueness, promote sharing, strengthening of connections and capacity, collaboration and working together

Manaakitanga: we genuinely nurture, encourage, respect and care for one another



BOARD REPRESENTATIVES



Chair
Te Pahunga Marty Davis
Te Whare Punanga Korero



Ngawai Henare
Taranaki District Health
Board



Gloria Campbell
Ministry of Social
Development



Te Oti Katene
Te Whare Punanga Korero



Martin Price
Taranaki District Health
Board



Lu Scanlon
Ministry of Social
Development

WHY ORA STAFF



General Manager
Tanya Anaha



Kaiārahi
Michelle Martin



Kaiārahi
Carla Jones



Administrator
Olivia Ratana



Contractor
Danae Etches

CHAIRPERSON'S STATEMENT



Tēnei te arā o Ranginui e tū iho nei
Tēnei te arā o Papatūānuku e takato ake nei
E rarau ngā tapuwae o tane ki waho
Nōu mai te pō, tēnei te wā

Tēnā koutou katoa. It is with pleasure that I present my fourth annual report to the Whakatipuranga Rima Rau Trust (**WRR**) trading as Why Ora for the reporting period 1 January to 31 December 2020. In conducting its business WRR met 4 times in 2020,

ACKNOWLEDGEMENT:

Firstly, to again acknowledge the continued support of the Taranaki District Health Board (**TDHB**) in

- Co-locating Why Ora with Te Pā Harakeke (the Māori Health Unit) at Manawa Ora, thus removing a significant overhead cost, and
- Continued financial support of the Why Ora programme *“Taranaki has a competent, skilled Māori health and disability workforce equal in proportion to its population share, predominantly engaged in clinical or frontline health worker roles”*

STRATEGY:

Why Ora works collaboratively to improve educational, employment and wellbeing outcomes so that Māori youth and whānau can flourish and drive their own change. By facilitating upskilling and participation in education and the workforce at all levels, our work contributes to addressing system wide inequalities and changing the reality of whānau. Why Ora advocates and influences change within the complex systems in which we operate. With a well-established track record in the Taranaki health and disabilities sector, Why Ora is currently expanding to increase our impact. While we are continuing to focus on the health and disability career pathways for Māori at all points of the workforce development pathway, we are also extending our work into other sectors where there is an identified need, and where opportunities and potential can be leveraged. The intention is to work flexibly, developing our capacity to facilitate opportunities across all sectors.

This expansion required a planned approach in 2020 which included a new structure with an increase of 2.5 FTE's (subject to funding), and a further position to support the GM role and contribute to strategic communications, research, development, and innovation.

Further, since the start of the Covid-19 pandemic, there is greater national and regional recognition of the need for which Why Ora exists.

GOVERNANCE:

There are no personnel changes to the WRR Board who are :

1. Taranaki District Health Board, Ngawai Henare and Martin Price.
2. Ministry of Social Development, Lu Scanlon and Gloria Campbell and
3. Te Whare Punanga Korero, Te Oti Katena and I.

That said we have been looking to add to the Board with an appointment from the education sector and more is to be done on that in 2021.

Given that Whakatipuranga Rima Rau was 10 years old in 2020, it is timely that the entity charter is reviewed, and that review will begin about 2021. At the same time, the Board will look at its capability going forward and entity structure to ensure that it remains efficient and effective.

FINANCE:

Financially WWR performed as follows:

	2020	2019
Income received	\$618,207	\$526,202
Expenses	\$454,764	\$398,416
Surplus	\$163,443	\$127,786
Nett cash flow	\$156,459	\$151,839
Accumulated funds	\$438,415	\$274,973

OPERATIONS:

Once again Tanya our General Manager has led an awesome team of kaimahi to deliver on the WRR Strategy. Tanya's report provides the statistical outcomes for 2020.

TE TUKU MIHI:

So once again, a big thank you Tanya for your leadership (both strategically and operationally) while at the same time working hard to completing your MBA studies. All cannot be achieved without a team supporting you in delivering on the WRR strategy - *E te rōpū ringa raupā, e mihi mutunga kore ki a koutou katoa, and*

Finally, to the WRR Board, e mihi anā āhau ki a koutou katoa

Recommendations:

That WRR;

1. **Receive, note, and discuss** this Annual Chairs Report 2020.
2. **Endorse** this Annual Chairs Report 2020

Tēnā kautau, tātou katoa



Te Pahunga (Marty) Davis – Chair.

GENERAL MANAGER'S STATEMENT

Tēnā koutou,

I am pleased to present my 2020 General Manager's Report.

Why Ora (Whakatipuranga Rima Rau Trust) was founded in 2010 as a collaborative partnership to support Māori workforce development and whānau ora in Taranaki.

In 2020 we celebrated Why Ora reaching a significant milestone of 10 years in service.



We were thrilled to reach this important milestone and reflect on the results of our work. Over the past decade Why Ora has engaged with hundreds of rangatahi Māori from all Taranaki secondary schools, along with adult learners, supporting them into study and onto meaningful career paths.

Of the 103 high school students registered with us and finishing Year 13 in 2020; 17 went into health careers, 7 into teaching careers, 11 into non-health tertiary pathways, 10 into trades, 4 into the armed forces and 2 into nursing. The rest are being supported to pursue a range of other career paths.

In December 2020 we had 75 registered tertiary students already on health career pathways including 11 student medical doctors, 29 nurses, 3 midwives and 30 allied health professionals. Meanwhile there were 2 medical doctors, 40+ registered nurses, 4 midwives, 12 health administrators, 46 allied health professionals, 23 health care assistants, 5 caregivers and 3 non-clinical health workers already in employment.

Over the past year we have focused on the 'Ora' (wellbeing) of our Why Ora whānau. Recognising that it is of primary importance to everyone's career and life journey, we produced and created a digital series of wellbeing videos released via our FB page.

The pandemic has also highlighted the importance of building strong connections, and relationships. During first national lockdown our team supported regional contact tracing efforts and continued to support our Why Ora whānau throughout a year of change. We adapted our planned programme and event delivery, running our usual Rapuara Hauora (health exposure programme) virtually. Our annual Pūtaiao event went ahead, with 163 secondary students gathering to be inspired by our partners promoting science.

We are currently in the process of recruiting new Kaiarahi for our frontline team. As we move into a new year, we look forward to continuing to extend our reach, so that we can support more of our whānau to pursue their aspirations and truly make a difference.

Why Ora would like to thank all those organisations and people who support the work we do, including Taranaki District Health Board, Peter McKenzie Project, TSB Community Trust, Todd Foundation and the Ministry of Social Development.

Also, we wish to thank all the health and community professionals, Taranaki secondary schools and Kura Kaupapa Māori who enable students to participate in our programmes.

Thank you to the Board for your continued support of myself and the Why Ora team, and to our staff and contractors for your passion and commitment.

Finally, to all our rangatahi and whānau for your efforts over the past year – we feel proud to support you on your study and career paths that make a real difference.

Ngā mihi

Tanya Anaha

Tanya Anaha
General Manager



STRATEGY AND OPERATIONS



In 2020 Why Ora (Whakatipuranga Rima Rau Trust) celebrated 10 years in service. Our overall aim is to empower more Māori to connect with education, careers and skills opportunities and pursue their career aspirations so that our whānau can flourish.

Why Ora works on different levels, from workforce development and programme delivery to influencing policy and working towards positive systems change.

To challenge the social and economic inequities impacting our whānau, we aim to grow leaders who will contribute and change the systems that create and maintain inequity.



With a strong track record in the Taranaki health and disabilities sector, in March 2020 we implemented a new operational plan extending our strategic focus.

While maintaining our health focus, we now also work with other sectors where Māori can attain meaningful careers, increase their whānau income, while making a positive impact.

In 2020 we began working with education to grow the Māori workforce and support more Māori to lead in that sector.

The wellbeing of whānau – whānau ora – is a strategic objective of Why Ora. The past 12 months have seen increased challenges to whānau in an uncertain environment.

Now, with the impacts of Covid-19 on education and work, there is an even greater need for the connection and support that Why Ora provides. As an organisation Why Ora has also had to adapt. We made some changes to our programme delivery and increased our digital engagement.



We have also taken the time to reflect inwardly reviewing and strengthening our pastoral care approach and looking at ways to strengthen our data collection and evaluation.

In 2020 Why Ora adopted a new set of Values; Matatika, whanaungatanga, manaakitanga and ata mai. These values reflect the way we work and are fundamental to our approach.



YEARS

along in our journey

Over the past decade WhyOra has helped many young people and adults into meaningful careers. Each person's journey has the potential to make a real difference.

Every year rangatahi Māori from all Taranaki secondary schools register with WhyOra along with adult learners

looking for support. Our staff keep in touch, help them navigate study and career paths and provide support such as connections, mentoring, cadetships and internships.

We now have at least one whānau with two generations involved in our programmes and another where all the rangatahi have joined. As this mahi grows, those supported go on to support others, with benefits rippling out to current and future generations.

What has been achieved so far? Positive outcomes in many different ways.

This year alone in the WhyOra whānau, of the 103 high school students finishing Year 13; 17 are going into health careers, 7 into teaching careers, 11 into non-health tertiary pathways, 10 into trades, 4 into the armed forces and 2 into nursing. The rest are being supported to pursue a range of other career paths.

Currently there are also 75 tertiary students already on health career pathways including 11 student medical doctors, 29 nurses, 3 midwives and 30 allied health professionals. Meanwhile there are 2 medical doctors, 40+ registered nurses, 4 midwives, 12 health administrators, 46 allied health professionals, 23 health care assistants, 5 caregivers and 3 non-clinical health workers already in employment.

We are not just about counting numbers. We are about positive change and our whānau can make a difference in whichever field they choose to work.

10 years on and growing... but how did it all start? Back in 2010 staff from two organisations, the Ministry of Social Development and the Taranaki District Health Board, began working together to contribute towards a better future for Māori whānau and health and employment outcomes in Taranaki region.

They looked for valuable information and ideas to assist in their mahi. The Raurunga Raua Report (co-written by Mihi Ratima, 2007) was an important source. It focused on Māori workforce development as part of a sustainable, long-term solution to address Māori health workforce needs and more equitable health outcomes.



Photo: Hawera High School students visiting the Dental Unit (2004)



*Photo: Dr Nigel Henderson (left),
New Plymouth Boys High students
visiting surgery*



Photo: University trip 2017



*Photo: Rangatahi in workshops
(2016) Surgery Department*

In July 2010 Whakatipuranga Rima Rau Trust was established to govern, sustain and grow their mahi, with representation from the Ministry of Social Development, Taranaki District Health Board and Te Whare Punanga Korero Trust, representing the eight Iwi of Taranaki, and with strong support from the TSB Community Trust.

Launched by Minister Turia in August 2010, their dream was to see 500 Māori employed in the Taranaki Health and disability sector, to establish a Kaupapa Māori student support programme and to help achieve Whānau Ora outcomes in Taranaki. The Trust continues today. We now operate as WhyOra and work on many different levels, from programmes to influencing policy and systems change. Our mahi is based on Māori Values of matatika, whanaungatanga, manaakitanga and ata mai.

A huge thanks to all our supporters! On our journey so far, we have had the support of so many people and organisations, it is not possible to list them all here. Whānau, secondary schools, TDHB, MSD, Te Puni Kōkiri, Iwi, employers, local and national educational, social and philanthropic organisations, including TSB Community Trust, JR McKenzie Trust, Peter McKenzie Project, and Todd Foundation. Thank you everyone for collectively helping to empower Māori career and employment aspirations so that our whānau can flourish!



Photo: Group of WhyOra tauira at WITT - 2013

PHEOBE TURNER O'CAROLL

YEAR 14

WAITARA
HIGH SCHOOL

TE ATIWA

Phoebe joined the Why Ora Whānau back in 2016 when she first attended our Pūtaiao expo as a year 10 student at Waitara High School.

Phoebe continued on to our Rapuara Hauora workshops during year 11 and 12 and through this time became focused on a career in medicine.

To support her journey and career path we recommended at year 12 she attended the Whakapiki Ake MASH (Māori achieving success in health) programme which is a four-day, academic enrichment programme held at Waipapa Marae, The University of Auckland. Māori students who are interested in a career in health gain an insight into Auckland University's faculty of health and the support that is offered by Whakapiki Ake and an introduction to the MAPAS (Māori and Pacific Administration scheme) pathway in to a health degree.

“

WhyOra has been really helpful to me deciding on a path for my future and then guiding me through all the processes I've had to go through to ensure my success so far

”



Photo L-R: Sam King (Registrar), Phoebe O'Carroll, Aiden Crawley-Tobin (Senior House Officer)

In year 13 Phoebe transitioned on to the Matakī Programme shadowing two of our House officers at Taranaki District Health Board. Both Aidan pictured (Left) and Sam (right) studied at Auckland University and were a part of Whakapiki Ake and Sam entered Via MAPAS himself, a very similar pathway to the one that Phoebe wanted to take.

Phoebe then attended COACH (Creating Opportunities for a Career in Health), a four-day, Year 13 transitioning programme held at Waipapa Marae, The University of Auckland.

At the end of year 13 Phoebe wasn't happy with her overall results and decided to stay on a further year at School and continue with her studies to ensure her entrance in to a medical degree.

Currently Phoebe is completing her exams and has an interview for a MAPAS placement at Auckland University and is feeling confident and excited to start her medical studies in 2021.

WHY ORA WHĀNAU



Te Waikapoata Tamati began her career with WhyOra 10 years ago as our 1st Dental cadet. Te Waikapoata now is a professional dentist practicing in Waitara, contributing to community oral health, welcoming many new whānau into her practice and supporting rangatahi Māori into dentistry. Her mission is to grow the numbers of Māori dentists.

Go Te Waikapoata!

Dr Dillon Manuirirangi was a rangatahi from Hawera High School in one of our very first cohorts in 2010. He entered a health career path studying medicine and graduated as a medical doctor in 2017, Dillon is continuing his learning journey and using his capabilities to make a real difference – three of Dillon's siblings are now also registered with us!



Josh Manukonga is in his first year as a registered medical doctor. He attended Rapuara Hauora in 2012 and began his career path. When he wanted to explore his whakapapa, we connected him with a local kaumatua who introduced him to his marae. It was life changing. He took a year off medicine to study Te Reo Māori. Since then, we have two other medical students doing the same. Great for them, their patients, whānau, and community!

Jacinda Shaw completed a Bachelors of Sport Science and Human Performance. WhyOra enabled Jacinda on a career pathway that sparked her interest in helping individuals to improve their quality of life through training and therapy. After a year-long placement, Jacinda worked in a rest home during Covid-19. Receiving a cadetship in 2020 helped her into a role as a physiotherapy assistant at TDHB working in the community.



PETER MCKENZIE PROJECT

A RAY OF LIGHT AND HOPE



Everyone working in an equity focused not for profit organisation knows the drill. Your work is your life, you believe in it so much, you are fully committed to it. It is not a get rich scheme. It is a purpose that drives you – and usually on the smell of an oily rag.

Because there is always so much to do – and right now - to help bring about positive change, somehow you feel like you are personally responsible for it. Not a moment can be wasted.

Sometimes it feels as if the systems you grapple with are impenetrable. Some days your energy wanes. But you think about all the people you are there for. The rangatahi. The whānau. The reason you are here is to help them flourish. So, you keep going.

The whānau wins inspire. The Māori dentist, doctors, nurses, physiotherapists, health workers, teachers, and everyone studying and working hard to transform health and education in Aotearoa. So, you keep going and try new things. Eventually you have a lot going on! You get caught up in all the doing. It is not often you get to stop to think more deeply.

Now and then an opportunity comes along that interrupts you. One that generously offers you a hand while quietly asking you questions. What are you doing? How is it going? What are you learning? How might we support you? What might we do better together?

Soon those questions become a ray of light and hope in your mahi. They invite you to stop, to reflect, to share, to tell your story. They connect you to diverse, wonderful people and organisations you feel honoured to work with – people with big hearts, sharp minds, and passion for change.

This is our real-life experience of working with the Peter McKenzie Project (PMP); a collective of initiatives tackling the root causes of child and whānau poverty in Aotearoa New Zealand. We are honoured to be amongst the project Ngā Kaikōkiri along with Tokona Te Raki, The Southern Initiative/ Uptempo, The Workshop, Action Station, Te Ohu Whakawhanaunga, Community Housing Aotearoa, Muaūpoko Tribal Authority and FinCap.

In February 2021 we gathered for 'Mahi Tahī'. Together as one roopu we shared insights and collectively dreamed how we could strengthen this mahi and our impact. It was a special two-days. Thank you to the Peter McKenzie Project and the JR McKenzie Trust Staff and Trustees. We feel very grateful to be learning together in this way. To find out more about PMP visit their website

<https://www.jrmckenzie.org.nz/peter-mckenzie-project>



SECONDARY SCHOOLS

3

KURA KAUPAPA

137



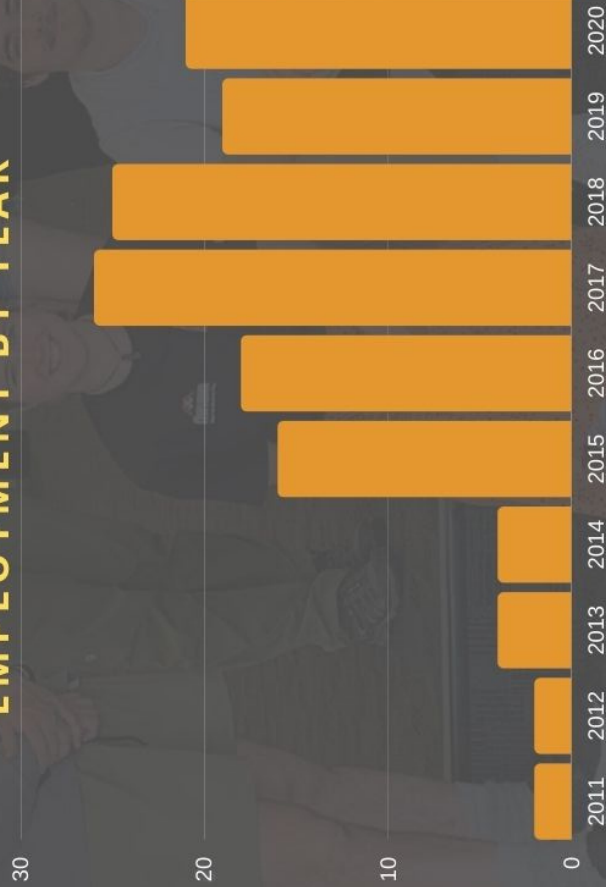
TERTIARY PIPELINE



TOTAL EMPLOYMENT HEALTH



EMPLOYMENT BY YEAR



COMPLETING STUDIES 2020



HEALTH EMPLOYER

