

Enhancing wellbeing data, insight and knowledge in the Waikato

Strategic Case Assessment

September 2022



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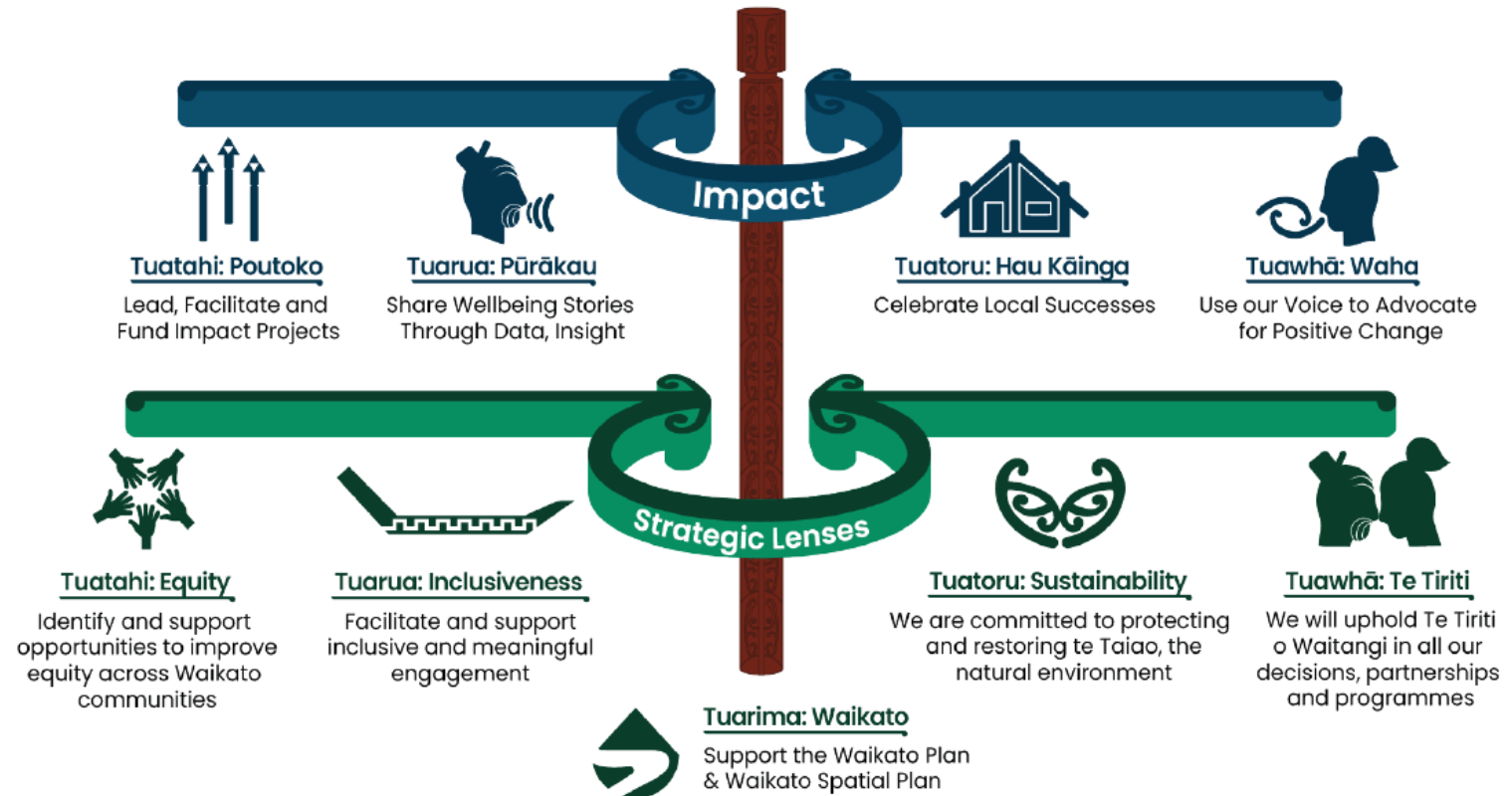
Strategic Context



The importance of using data and insight to tell wellbeing stories and improve outcomes an acknowledged priority for Waikato Wellbeing Project

Whakaarotau: Our Priorities

The way we will work to facilitate insight and breakthrough, contributing to our Vision and Mission



Waikato Wellbeing
Project Priority:

Pūrākau: Data and Insights

Increasing and sharing wellbeing
knowledge through data and insights

Developing a 1-stop shop for people to
access the knowledge they need to act

Business case for Waikato Knowledge
Centre



Waikato Wellbeing
Project Priority:

Hau Kainga: Storytelling

Uncovering the “many little fires” burning
across the Waikato

Showing innovation and breakthrough through
the eyes of people doing the mahi

Sharing peoples’ stories to inspire others to act



Existing activity:

Significant work
already underway
across the region that
can be built upon

The importance of data and knowledge is widely recognised and there are already activities that have been delivered including:

Waikato Regional Council

Waikato Data Portal

Waikato Environmental Data Hub

Waikato Regional Plan Reports

Waikato Quality of Life Survey

Waikato Progress Indicators and Scorecard

Momentum Waikato

Waikato Vital Signs 2020 Report

Waikato Wellbeing Project

Rangatahi Opportunity Resources





But there is also
a need to
enhance current
arrangements to
better
understand
wellbeing across
the region



Increasing data visibility and accessibility

Finding better ways to communicate, visualise and share data as well as making sure it is readily accessible and up to date



Addressing data gaps

Improving coverage, combining hard and soft data to improve understanding and working with iwi to develop mātauranga indicators



Generating knowledge

Adding value to data by sharing insights and building understanding to inform action



Building capabilities

Supporting organisations, communities and individuals to understand and use data to improve outcomes



Understanding relationships

Linking data sets, including economic and social data, to better understand relationships, ideally on a longitudinal basis



Effective advocacy

Building a deep understanding of key wellbeing issues across the Waikato, connecting with other organisations and influence delivery and investment



As well as a series of wider drivers relating to enhancing data, insight and knowledge that should be considered

Understanding Waikato's wellbeing important

Covid-19 has raised the stakes and put an increasing focus on the need for collective efforts to understand and improve wellbeing outcomes

From data to knowledge

Data is plentiful but not everyone has the capacity or capability to use data to create actionable insights and knowledge

What you measure matters

Need a clear basis for collective action and measurement. While traditional measures such as GDP are not enough, they still have a role to play

Opportunity to lead

Work underway nationally and in other regions but there is an opportunity for Waikato to lead and to engage communities in the process of understanding and using their own data

Inclusive from the outset

Move away from centre of excellence language, partner with iwi and adopt te ao Māori approach

Key challenges:

Interviewees
identified several key
issues relating to
current arrangements

These challenges would need to be considered in designing
any new initiative

Navigating different wellbeing
definitions, models and frameworks

Agreeing what we mean by data in
context of wellbeing

Considering the utility and useability of
available data

Moving away from reliance on national
data sets

Addressing data gaps by geography and
by community

Building trust and respecting data
sovereignty

Give people confidence to make
decisions with imperfect information

Importance of storytelling and
connecting back to Waikato context



Potential benefits:

As well as potential benefits that could be realised through an new approach

Benefits that could be realised from an initiative to enhance wellbeing data, insight and knowledge included:

Improving availability and accessibility of information and data

Collating more granular data that is valid and timely

Improving understanding of data and what matters to wellbeing

One-stop-shop and combining top down and bottom up data

Helping communities and individuals add value to their own data

Stimulating conversations and enhancing advocacy

Using insights to change behaviours and deliver better outcomes

Making it easier to make the case for support and report progress



User Group Personas



Enablers and Strategists

This user group would include funders and investors as well as officers and elected officials across local and central government.

This group is looking for access to data that links social, environmental and economic factors to give a full picture of wellbeing. They require data at a more granular level and the ability to combine data with lived experience and on the ground insight. Being able to measure outcomes and impacts will also be of importance.

Key considerations for this group include:

- Collective proof of impact by initiatives
- Data led prioritisation of resource allocation for maximum impact
- Common language to describe impact



The doers working to improve wellbeing

This group includes community groups, iwi and other Waikato organisations serving others. These users would include both not for profit and purpose-led/social enterprises.

This group are looking for additional granularity and place-based data, married with perspectives and insight from the community themselves. They wish to access a baseline of data that they can benchmark against and seek strength based data collection and reporting and to minimise the burden of collection.

Key considerations for this group include:

- Lack of time, funds and/or capacity to fully utilise available data and insights
- Common language to describe impact and report progress
- Reduction in administrative and reporting burdens associated with funding



Waikato people

This user group are acknowledged as a ultimate beneficiaries and owners of the data.

This group is made up of the individuals and communities all across the Waikato, whose wellbeing we wish to see improved.

While this group may not be users of the data in the same way as other groups, the data should be visible and accessible to them and the associated insights should match their lived experience.

Key considerations for this group include:

- Data sovereignty and ownership of their data
- A strength based approach that removes deficit language
- Trust and guaranteed anonymity



These findings
support the case for
changing current
arrangements

Increased focus on Wellbeing issues across the Waikato and data and insight are key priorities for the Waikato Wellbeing Project

Opportunity to enhance storytelling and improve accessibility and understanding of wellbeing issues

Need to address recognised knowledge gaps and for better data and insights to inform action

Opportunity to support communities to add value to their own data and the need to build trust to enable data sharing

Opportunity to use data and insight to prioritise, show progress and advocate for the region and community needs



Discussion:

Does the strategic context and case for change resonate with you and your understanding of the issues?



Investment Objectives



Interviewees
highlighted the need
for a clear value
proposition if any new
initiative is to win
support

To ensure support for any new initiative there will be a need to demonstrate:

Clarity on how wellbeing will be defined and reported

An independent and collective voice for wellbeing in Waikato

Systems thinking approach supported by clear theory of change

Ability to work at regional and local scale and to engage globally

Focus on insight and knowledge to improve wellbeing outcomes

Value for money for funders including cost savings and innovation

Collaboration across system to get better outcomes for communities

Effective advocacy that can influence key enablers and decision makers

There are also some critical success factors for any initiative to enhance wellbeing data, insight and knowledge

1. Partnership with iwi at the outset rooted in a te ao Māori approach
2. Establishing trust and building on what is already happening regional and nationally
3. Managing expectations about what can be achieved and what it will take to deliver
4. Sufficient resources and shared funding model to deliver what is promised
5. Storytelling and high quality presentation of information to support insight and action
6. Clear working definition of what is meant by wellbeing in a Waikato context



There are some key functions of any initiative to enhance wellbeing data, insight and knowledge

- A.** Providing open access to wellbeing data and insights for all organisations and communities
- B.** Platform for addressing gaps and collecting new bottom up data
- C.** Thought leadership and knowledge generation to inform action and influence behaviours
- D.** Network facilitation connecting researchers and improving access to tools and resources
- E.** Preparing community and topic specific insights and reports
- F.** Producing regular state of the region report and dashboards of key indicators

As well as some important implementation considerations



Knowledge, insights and storytelling

Any new initiative needs to be more about than just data and needs to inform and influence behaviours, including through storytelling



Improving wellbeing outcomes

Enhanced data, insight and knowledge will only be useful if it leads to improvements in wellbeing outcomes across the region



Community first

Community must sit at the heart of any initiative and data and insights must be tailored and accessible to communities



Partnership with iwi

Any initiative needs to be firmly on a partnership with iwi and reflective of a te ao Māori approach



Removing duplication

Any new initiative needs to be added value and not duplicate functions delivered elsewhere



Sustainable at the outset

Commitment and funding must be confirmed over a sufficient horizon to build trust and relevance



But there are also
delivery risks that
need to be mitigated

Political

Risk associated with change in government priorities and focus on wellbeing nationally and locally

Resourcing

Insufficient resources allocated to deliver potential benefits and address identified challenges

Implementation

Ability to stand up any initiative, attracting the required skills and capabilities to make an impact

Incentive to change

Demonstrating strong enough reasons to create momentum and willingness to change what is already happening

Trust

Ability to build trust, address cultural barriers, respect data sovereignty and risk of using data for purposes other than intended

Mandate

Crowding out private sector and reacting to keeping pace with development at national level



A sustainable funding approach will be critical

Public good

Key aspects deliver clear public good and should be funded by public sector

Collaborative

Mitigate risks by establishing a diverse set of funders including public, private and for purpose sector

Shared value

Needs to demonstrate value to all funders

Cost recovery

Identify the services that can be offered on a charged on cost recovery basis to support sustainability

Independence

Ensure funding model supports independent voice

User focused

Irrespective of funders remain focused on supporting communities and users



Discussion:

Do the critical success factors and possible functions of any initiative make sense- are we missing anything?



Option Identification



With this in mind
there are several
options that could be
considered to enhance
current arrangements

Possible options that could be explored include:

Embedding functions within Waikato Regional Council
or utilising CoLab

Establishing a new centre or initiative as part of the
Waikato Wellbeing Project

Developing a new national centre for wellbeing
research based in Waikato

Establish a network of wellbeing organisations and
researchers

Explore a joint venture with private sector provider or
national body

Discussion:

Are the suggested options credible, are we missing any obvious options?



Options Assessment



How would you rate each option against the following considerations?

| | Strategic fit | Potential achievability | Potential affordability | Value for money |
|--|---------------|-------------------------|-------------------------|-----------------|
| Embedding functions within Waikato Regional Council or utilising CoLab | | | | |
| Establishing a new centre or initiative as part of the Waikato Wellbeing Project | | | | |
| Developing a new national centre for wellbeing research | | | | |
| Establish a network of wellbeing organisations and researchers | | | | |
| Explore a joint venture with private sector provider or national body | | | | |

1 = Weak Fit

2 = Good Fit

3 = Strong Fit



How would you rate each option against the critical success factors?

| Critical success factors | Partnership with iwi at outset | Trust based and building on existing activity | Managing delivery expectations | Sufficient resources and funding model | Storytelling and quality presentation | Clear definition of wellbeing |
|--|--------------------------------|---|--------------------------------|--|---------------------------------------|-------------------------------|
| Embedding functions within Waikato Regional Council or utilising CoLab | | | | | | |
| Establishing a new centre or initiative as part of the Waikato Wellbeing Project | | | | | | |
| Developing a new national centre for wellbeing research | | | | | | |
| Establish a network of wellbeing organisations and researchers | | | | | | |
| Explore a joint venture with private sector provider or national body | | | | | | |

1 = Hard to achieve

2 = Possible to achieve

3 = Easy to achieve



Discussion:

Based on the assessment do you have a preferred option?



Next Steps



Following this workshop the key next steps are:

1. Finalise the strategic case assessment and case for change statement
2. Set out the value proposition and critical set factors
3. Consider the potential options and preferred option
4. Engage with Chief Executives group and consider linkages with other initiatives

