

# Communications & Engagement Info pack for Te Ohu Poutoko o te Tāhuhu o te Mātauranga

## Future Education

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# What will this pack provide?

1. An overview of the Communications and Stakeholder Engagement (CSE) Group
2. How to engage with this Group and request support via the Comms Account Team
3. Detail on specific aspects of reputation management support:
  - Media Management
  - Social media



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# CSE Group: why are we here?

*We understand the differing perceptions and behaviours of our audiences, engaging them with the right story, in the right way at the right time. We create relevance to protect and enhance te Tāhuhu o te Mātauranga's reputation.*



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# The CSE Group

Comprises five functions providing strategic communications leadership & advice, product and services to the business and our ministers.



## Communications Accounts = 'Central Gateway' to the Group

is a team of Business Partners dedicated to specific business groups. Your Business Partner is the central way to request support across the CSE Group. You can contact the team at: [communications@education.govt.nz](mailto:communications@education.govt.nz). This team also includes the Media Team.



## Brand & Corporate Communications

comprises Insight, Brand Management, Creative Design, Internal Communications, Events, Print & Warehouse Management.



## Māori and Pacific Communications

works across all of the organisation's business teams providing specific communications advice for Māori and Pacific audiences.



## Online and Digital Communications

manages the main websites, social media communities, online consultation tools and publication of the Education Gazette. They provide advice on digital best practice and analytics.



## Special Projects

provides specialist advice on specific projects like the NELP, Food in Schools and The [education.govt.nz](http://education.govt.nz) Education and Training Act.

# Reputation Management: Media Team



The Media Team is made up of a Chief Advisor and two specialist Media Advisors who sit within the Communications Accounts Team. The team provides support for media inquiries right across the organisation.

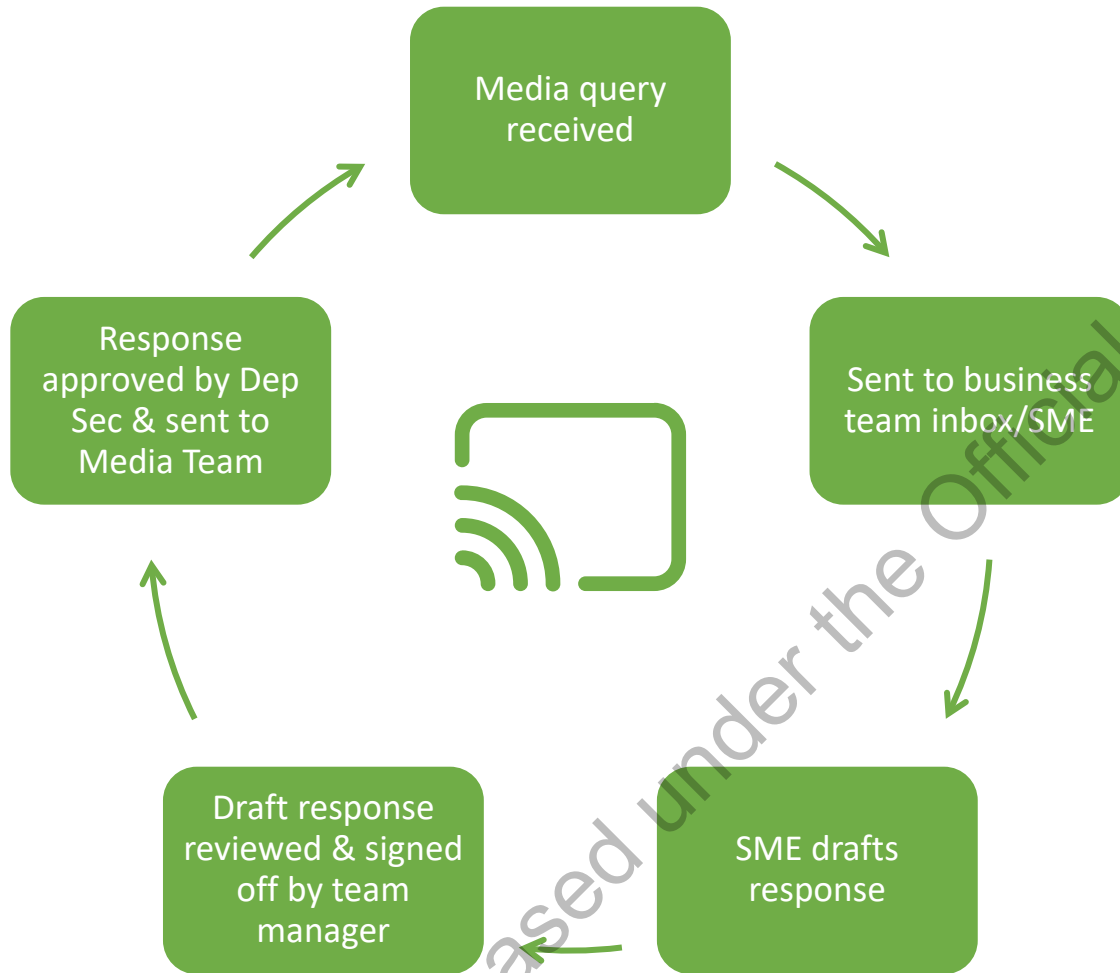
Most media queries come via the media inbox ([media@education.govt.nz](mailto:media@education.govt.nz)) and the team works to the deadline provided by the journalist. There can be some flexibility in the deadline depending on the news organisation and the variables driving a particular story. But the news cycle is now 24/7 and deadlines tend to be short.

Some of the most **frequent media queries** we get are about:

- Buses or school transport
- Capacity and overcrowding at schools
- Zoning
- Specialist services
- School property across a range of issues, but most regularly about aging infrastructure and inadequate property maintenance
- Attendance
- Standdowns, suspensions and exclusions
- The school lunch programme is also a regular query of late. Issues range from food wastage, plastic wastage and eligibility.
- The curriculum is another popular one, across a range of issues what's in there, what should be in there and regularly about sex ed and consent education.
- Also teacher supply.

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# What happens when a media query comes in?



Occasionally there are variations to this process. For example:

- If the Dep Sec doesn't agree with the response. It can be sent back to the SME for further work and resent to the Dep Sec for sign off
- The Media Advisor doesn't agree with the response or like the way it's been written.

The other variation is if a request is made to interview the Dep Sec live or to do a pre record interview. The Media Team can provide some sage advice to help Dep Secs through such requests.

# Social Media Presence

One of the other teams within Communications and Stakeholder Engagement to highlight to you is Social Media.

Our social media channels have been a key and are effective at increasing the Ministry's reach, engagement and reputation with the public over the past three years.

We have five social media platforms, and each has a unique purpose. The channels are:

**Facebook**

**Instagram**

**LinkedIn**

**Twitter**

**Youtube**

There's more info [here](#) about social media policies and guidelines. Or email [Social.Media@education.govt.nz](mailto:Social.Media@education.govt.nz)



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# Peak Bodies

Iona meets regularly with two peak bodies forums:

- **Rāngai Reo Māori** – representatives of Māori Medium peak bodies from kōhanga through to wānanga
- **Schooling Peak bodies** – representatives of English medium schooling peak bodies

Both of these forums were initially set up as weekly Zoom meetings in response to COVID lockdowns in 2020, to share information and identify and manage issues as they arose.

**Rāngai Reo Māori** hasn't chosen to continue regular forums with Iona at this point, but instead meets with her (and Daryn Bean) on an issues/events basis – eg. to discuss the decisions about Te Mahau/Te Tāhuhu; and on the current COVID response.

## Te Rāngai Reo Māori:

- Te Tauihu o Ngā Wānanga
- Te Rūnanga Nui o Ngā Kura Kaupapa Māori
- Te Kōhanga Reo National Trust
- Nga Kura ā Iwi o Aotearoa

**Schooling Peak Bodies** have continued to meet with Iona for fortnightly Zooms, which are an opportunity to provide updates on Ministry work that's of interest to them, and to discuss issues and insights in an informal setting – eg. student attendance and engagement has been a focus of ongoing discussion by the group.

## Schooling Peak Bodies:

- NZ Principals Federation
- Te Akatea – Māori Principals
- NZ Pasifika Principals Association
- NZ School Trustees Association
- NZEI Te Riu Roa
- Post Primary Teachers Association (PPTA)
- Secondary Principals Association (SPANZ)
- Association of Intermediate and Middle Schools (AIMS)
- NZ Area Schools Association
- Association of Proprietors of Integrated Schools



## Peak Bodies continued...

Iona also shares email updates with these two groups ahead of significant announcements that are of interest to them. For example, if Ministers are making an announcement that relates to the organizations' they represent. These are trusted groups to share an in-confidence heads up so that they're prepared for the potential questions they might get from their members or media etc.

Where these updates are relevant to early learning, she will also send these to the members of the Early Childhood Advisory Committee (ECAC).

Iona's office sends a weekly email to LT letting them know what external engagements Iona has over the coming fortnight, and which person in the Office will be supporting the preparation for each meeting. The lead person in her Office will let LT members know if there is any advice needed from their groups for Iona's meetings, or if they/a representative need to attend these meetings.

### Key Contacts

In terms of the two peak bodies forums specifically, the key contacts in Iona's office are:

- Sophie Wilson for Schooling Peak Bodies; and
- Suzanne Allen for Rāngai Reo Māori.

If LT members would like to know more about these forums or are interested in engaging through them, they can either discuss with Iona directly (and/or Daryn for Rāngai Reo Māori) or they're welcome to contact Sophie or Suzanne.



We **shape** an **education** system that delivers  
**equitable** and **excellent outcomes**

He mea **tārai** e mātou te **mātauranga**  
kia **rangatira** ai, kia **mana taurite** ai ōna **huanga**



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