

17 August 2023

Ref Number: MHA26480

9(2)(a)

By email: 9(2)(a)

Tēnā koe 9(2)(a)

Official information request for data on Aroā Wellbeing Website

I refer to your official information request dated 24 July 2023 for information regarding the Aroā Wellbeing website:

1. When was the Aroā Wellbeing website developed and launched?
2. Why was the Aroā Wellbeing website created?
3. How much did Te Aka Whai Ora spend on designing and creating the Aroā Wellbeing website?
 - a. Breakdown the costs into areas such as: music, voice actors, graphic, design.
4. How much does it cost Te Aka Whai Ora to maintain the website each month?
5. Did Te Aka Whai Ora go out to tender to find a suitable contractor/consultant to design the Aroā Wellbeing website?
 - a. If yes, how many applications did Te Aka Whai Ora receive for the contract to design and host the new website?
6. Please also provide the traffic metrics (people who visit and use the website) for the Aroā Wellbeing website for each of the last three months (April, May and June).
7. How many emails has the Ministry received via the following email address: maorihealth@health.govt.nz about sharing “ideas for this space” for the Aroā Wellbeing website?

On 27 July 2023 Te Aka Whai Ora transferred part of your request (parts 3, 5, and 7 above) to Manatū Hauora | the Ministry of Health under section 14 of the Official Information Act 2023. We are providing a joint response to your request, as set out below.

When was the Aroā Wellbeing website developed and launched?

The website was launched on 18 April 2023. The contract and responsibility for the Aroā wellbeing website and national campaign transferred to Te Aka Whai Ora on 1 October 2022.

Why was the Aroā Wellbeing website created?

Manatū Hauora initially funded this wellbeing initiative as part of a Māori psychosocial response to COVID-19. Although the initiative commenced as a response to COVID-19, Aroā goes beyond COVID-19 and as such, is applicable across many facets of rangatahi resilience and wellbeing. The Aroā Wellbeing resource was developed with a collective of rangatahi Māori who contributed views, advice, and expertise.

Aroā is a digital resource designed to support rangatahi Māori to feel more confident about topics relating to their hauora and encourage them to improve their wellbeing and resilience. Aroā is a place that acknowledges that wellbeing is a continuum, and it gives rangatahi Māori access to tools and resources in a space that feels welcoming and non-judgemental. The goal of this kaupapa is to create engaged, informed and resilient rangatahi and communities.

How much did Te Aka Whai Ora spend on designing and creating the Aroā Wellbeing website? Breakdown the costs into areas such as: music, voice actors, graphic, design etc

The contract is for a total of \$1 million to develop and deliver a national multi-media psychosocial campaign to support whānau Māori and includes development of a digital platform that brings together relevant apps, campaigns, and services as well as any media advertising required. The Ministry does not hold information on breakdown of costs into areas such as music, voice actors and graphic design.

The cost to design and create the Aroā wellbeing resource is \$283,136.00. This includes the following phases and steps:

- Define: Set the approach to meet the campaign objectives, define the target audience and their needs, set the project team and roles including establishing responsibilities and key information and approach.
- Deep dive and direction: Engage sector experts, stakeholders, and rangatahi Māori. Develop a strategic and creative approach for the campaign including the IT platform. Develop the creative brief including appropriate media/channel recommendation that is best suited to reach whānau Māori.
- Develop: Ideate and develop campaign content including creative ideas through collaboration with partners to co-create user interface wireframes, build the digital platform, test, iterate and adapt where needed. Define the media schedule and agree on reporting schedule and dashboard.

The remainder of the funding is for the production phase and national campaign, which includes media costs to communicate Aroā across the appropriate channels and delivery of initiatives to reach the target audience.

How much does it cost Te Aka Whai Ora to maintain the website each month?

The hosting of the Aroā wellbeing website was estimated to cost approximately \$250 per month, with any maintenance to be quoted separately if required.

Did Te Aka Whai Ora go out to tender to find a suitable contractor/consultant to design the Aroā Wellbeing website?

Yes, Manatū Hauora ran a request for proposal process to seek a suitable provider to develop the Māori mental wellbeing resource.

If yes, how many applications did Te Aka Whai Ora receive for the contract to design and host the new website?

Manatū Hauora received three applications in response to the request for proposal.

Please also provide the traffic metrics (people who visit and use the website) for the Aroā Wellbeing website for each of the last three months (April, May and June).

In the period from April to June 2023 the Aroā website received 47,784 visitors. Below is a breakdown by month:

Month (2023)	Number of Sessions
April	17,697
May	15,615
June	14,472
Total	47,784

How many emails has the Ministry received via the following email address: maorihealth@health.govt.nz about sharing “ideas for this space” for the Aroā Wellbeing website?

Manatū Hauora has received three emails to date in the maorihealth@health.govt.nz about sharing “ideas for this space” for the Aroā Wellbeing website. One email was about promoting the website on a radio station, another was about including a mental health and wellbeing resource to the site, and the other was from a person offering their services to maintain the website.

Te Aka Whai Ora intends to make the information contained in this letter and any attached documents available to the wider public. We will do this by publishing this letter and attachments on our website. Your personal details will be deleted, and Te Aka Whai Ora will not publish any information that would identify you as the person who requested the information.

If you wish to discuss this decision with us, please feel free to contact Te Aka Whai Ora Ministerial Services (mhagovernmentservices@health.govt.nz).

You have the right to seek an investigation and review by the Ombudsman of this decision. Information about how to make a complaint is available at www.ombudsman.parliament.nz or freephone 0800 802 602

Nāku noa, nā



Jade Sewell
**Maiaka Tau Piringa | Deputy Chief Executive Service Development
Te Aka Whai Ora**



John Whaanga
**Deputy Director-General
Māori Health | Te Pou Hauora Māori
Manatū Hauora**