



What is social investment?

Social investment is about using data, evidence and different ways of working to intervene early to achieve better outcomes for people, whānau, families and communities.

The social investment approach:

- Takes a longer-term view across multiple areas of people's lives
- Supports investment in early intervention and prevention, rather than crisis response
- Targets investment which improves the lives of people who need it most
- Provides holistic support to people and their families and whānau.

There is no one-size-fits-all approach to social investment. When we talk about social investment, we're talking about:

- **A way of allocating resources** – using data and evidence to prioritise resources where the impact and value is highest. This is particularly important for our most vulnerable people, whānau and communities with high and complex needs.
- **A way of investing in services** – establishing outcomes-based contracts that allow service providers to innovate and adapt the support they provide.
- **A way of delivering services** – a people-focused outcomes approach which actively monitors and adjusts interventions as required as opposed to a service provision (output) approach.

What does social investment mean for...

People, whānau, families and communities who need support the most have:

- greater ability to work with a provider they trust to determine how they achieve their aspirations, and have the right support to do so
- receive more flexible and tailored support that is responsive to individual and family challenges, with a focus on outcomes

Service providers have:

- greater flexibility to respond to presenting and long term need
- understanding the population groups with whom you work
- understanding the outcomes resulting from your service delivery
- continuously learning, using feedback loops, to improve outcomes achievement

All New Zealanders have:

- greater confidence that we are getting best impact in the lives of New Zealanders through the investment of public funds.
- government will provide more holistic responses to individuals and families who need help in time; communities will have greater input to the priorities and approaches to meet their needs



Why 'do' social investment?

- Social investment is essentially about getting better outcomes and improving the lives of New Zealanders. Improved outcomes for individuals flow on to families and whānau and communities, which is great for them, great for us and great for New Zealand.
- Social investment is also about getting the best value out the investments we make in social services.

'Doing' social investment means:

- Being clear about the outcomes, and having a way of measuring these
- Identifying who needs help to achieve desired outcomes and ensuring that these people actually receive support
- Knowing from the evidence what works to achieve the desired outcomes
- Having established feedback loops – to monitor and evaluate the impact of services and adjust them, as necessary, to get the desired outcomes.
- Commissioners and funders should also have an understanding of the range of services contributing to the desired outcomes, and the impact of each so they can prioritise investment where it is needed most.
- Social investment encourages contracting for outcomes (results) rather than outputs, where appropriate.

Knowing what outcomes you seek and measuring the impact of services

- Effective, reliable and safe data and information flows are needed to answer the questions that social investment asks.
- This means ensuring quality data is collected and used in a seamless, integrated, safe and ethical way across the social sector – between people, providers and investors.
- It also means ensuring the right data is collected – data that can indicate whether or not services are supporting the intended outcome, if not, what needs to change.



Elements of social investment

There are six common elements that, taken together, are the building blocks of social investment.

