



Te Kōmihana Whai Hua o Aotearoa  
New Zealand Productivity Commission  
PO Box 8036, Wellington 6143

27 August 2021

**PwC Aotearoa's Submission to the Productivity Commission's Inquiry *A Fair Chance For All* Terms of Reference**

Tēnā koutou,

Nei rā te reo manahau o PwC e mihi ana ki a koutou, ngā mana o Te Kōmihana Whai Hua o Aotearoa (New Zealand Productivity Commission).

Thank you for the opportunity to contribute to the Commission's Terms of Reference for the inquiry into the drivers of persistent disadvantage within people's lifetimes and across generations. Throughout our submission we've referred to 'wellbeing' as opposed to 'advantage' or 'disadvantage'. We've consistently heard a preference for this language from communities across Aotearoa — and we know how powerful language is in supporting positive change.

Our society and economy both benefit from greater wellbeing. As noted by the OECD, 'investing in people's well-being sets the foundations for stronger and more sustainable long-term economic growth. In particular, expanding opportunities for access to high quality education and health care, and promoting inclusive social protection systems that foster resilience and social mobility, are shown to be powerful levers for activating the virtuous circle that characterises the economy of well-being'.<sup>1</sup> Good investment in our social services system leads to sustained outcomes for people, whānau, families, communities, and our economy.

PwC's purpose is to build trust in society and help solve important problems. We work alongside communities and Crown Ministries to contribute to mahi that builds wellbeing. Over the last few years that work has included significant support roles in the mahi underway to transform New Zealand's criminal justice, education, health, and welfare systems; and amongst other things has involved research and participatory design together with communities and agencies.

The following themes have emerged from this work.

- Agencies need a **shared vision** for people, whānau, families, and communities that is grounded in wellbeing.
- Services need to be reoriented away from the center and towards **whānau and family choice**.
- **Services need to be grounded in Te Tiriti o Waitangi**, for the benefit of all of the communities of Aotearoa.

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<sup>1</sup> Llana-Nozal, A., N. Martin and F. Murtin (2019), "The economy of well-being: Creating opportunities for people's well-being and economic growth", OECD Statistics Working Papers, No. 2019/02, OECD Publishing, Paris, <https://doi.org/10.1787/498e9bc7-en>.



- The determinants of wellbeing are **interconnected** — meaning that **agencies must collaborate** in order to contribute to wellbeing.
- Systemic factors can play a role in **constraining** change.
- The complexity of the system requires a **different approach** to creating positive change.

These themes are not new. The Commission's consultation paper speaks to what we know already from many research activities conducted over many decades. These themes are also consistent with the Commission's findings and recommendations from the 2015 More Effective Social Services inquiry. We believe strongly that the terms of this inquiry ought to focus on building on what has already been recommended. What must change in order for New Zealand to implement what we already know?

As such, we think the following four areas are important for the Commission to consider as part of the inquiry's Terms of Reference.

1. Focus on implementing the recommendations from the 2015 More Effective Social Services inquiry.
2. Study what whānau and families say support their aspirations.
3. Study intersectionality and the interconnected determinants of wellbeing.
4. Explore how systemic factors influence determinants.

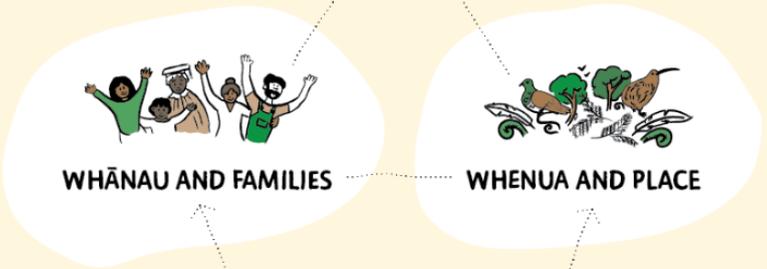
We've drafted a wellbeing system diagram over the page, drawn from our work together over the last few years with communities and agencies. The diagram shows the intersectional and interconnected relationships between the social determinants of wellbeing, the systemic factors that influence those determinants, and overlays the four areas noted above.

Thank you again for this opportunity. We hope this submission is useful. We're excited to see how the Commission frames the inquiry's Terms of Reference. And we're excited about the positive change to Aotearoa New Zealand's social systems and economy that will result from confidently implementing recommendations.

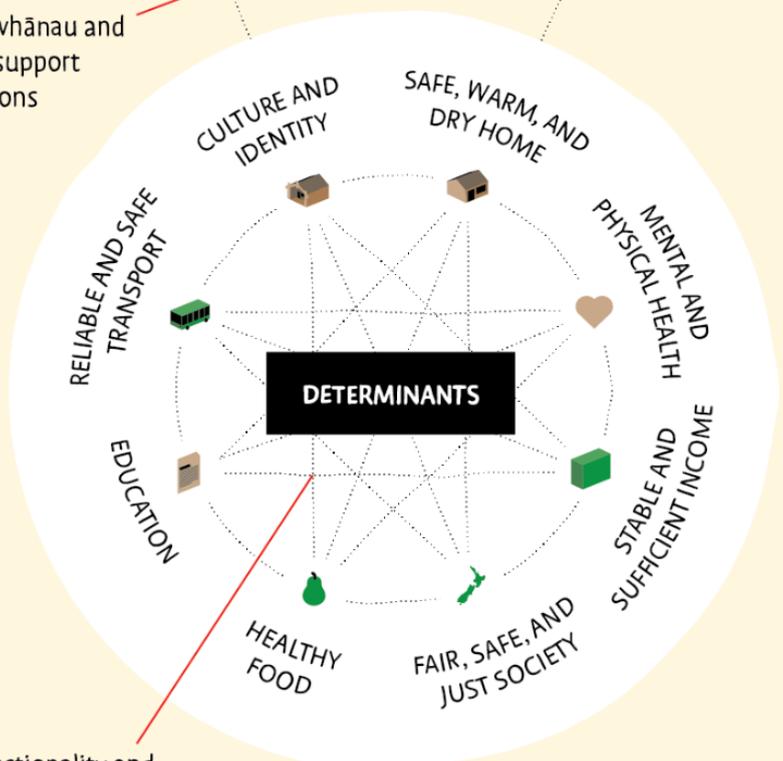
Ngā manaakitanga,

Dr. Monique Faleafa, Tamati Shepherd-Wipiiti, Ana Bidois, Colin Lynch, and Gareth Parry

- 1 Focus on implementing the recommendations from the 2015 More Effective Social Services inquiry



- 2 Study what whānau and families say support their aspirations



- 3 Study intersectionality and the interconnected determinants of wellbeing

- 4 Explore how systemic factors influence determinants

