



**talking** matters

# Year End Report

July 2023

# The Talking Matters Charitable Trust was established in July 2022

In July 2023 we are active in

**17** North Island locations

**2** South Island locations

Engaging with

**31** Partners

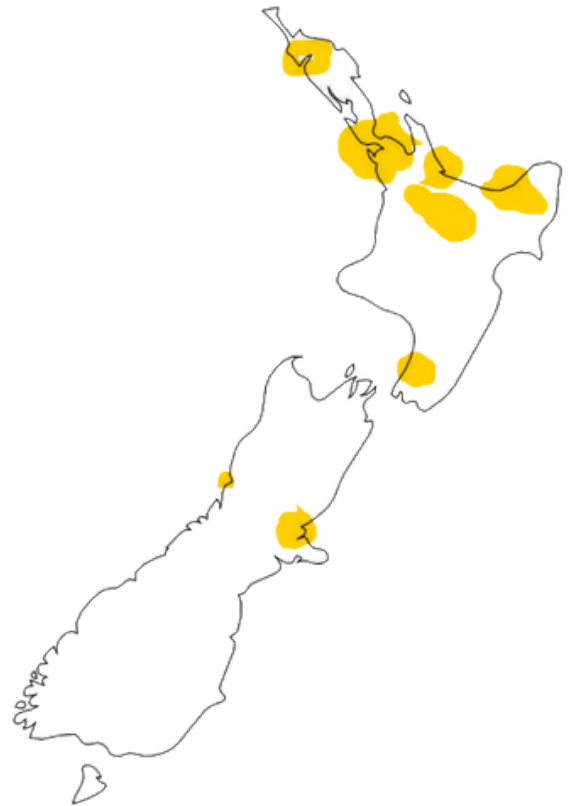
**4** Iwi

for the development and delivery of

**46** Activations (+ 6 emerging)

**36** **25**

supporting educators supporting whānau with some overlap...



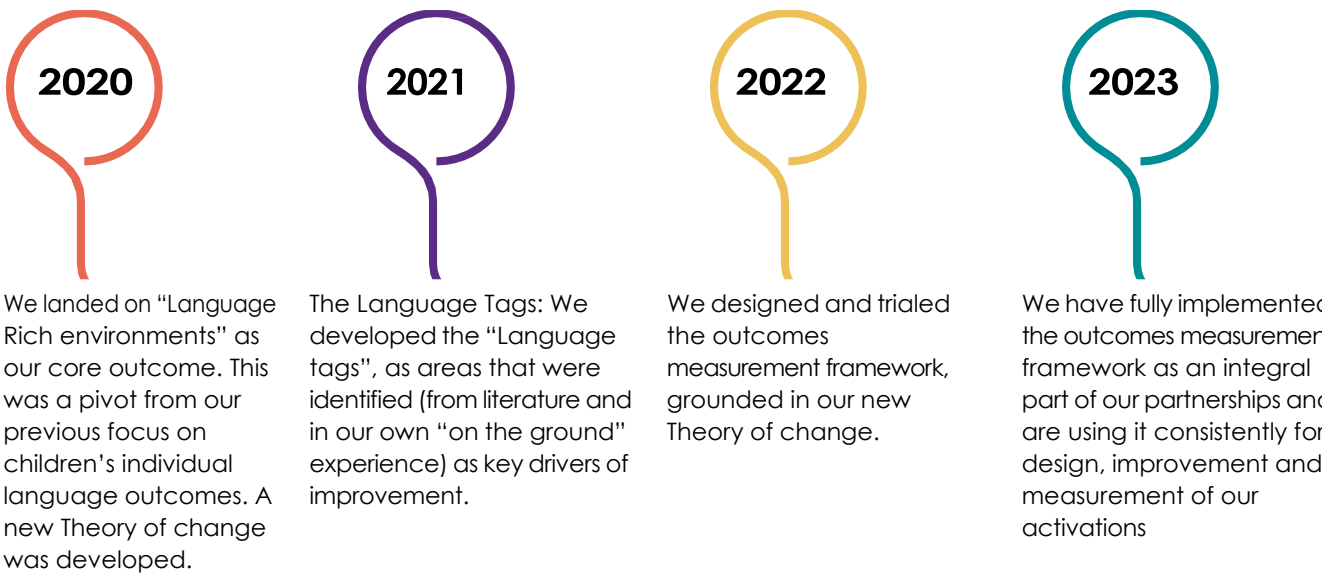
## Highlights of our first year

- We secured multi-year funding from three new philanthropic funders and a first year grant from two others.
- We established Talking Matters as a key partner in resource development for Tākai – Oranga Tamariki's parenting hub for whānau supporters (formerly SKIP).
- We secured funding from Te Mātāwai – an investment programme supporting revitalisation of Te Reo Māori – to adapt our online parenting programme, He Waka Kōrero, for localised delivery with Te Whakatōhea in Ōpōtiki.
- We built and tested an Outcomes Measurement Framework and used it to quantify the positive impacts of 19 of our partnerships.
- Partnering with a Whakatāne Kahui Ako to deliver learning cycles in 7 ECEs led to an emerging collaboration with Ngāti Awa, East Bay REAP, Whakatāne Libraries, Plunket and others with the audacious goal of establishing all of Whakatāne as a language rich environment for babies and children.
- We launched rolling programmes of intensive action with Central Kids - an association of 57 kindergartens and ECEs across the central North Island; and Hutt City Kindergarten Association.
- Talking Matters CE, Jilly Tyler, was selected to provide the early years voice on the Ministry of Education panel developing a Common Practice Model for Literacy and Communication across the education system (years 0-18).
- We have long wanted to take Talking Matters to Te Tai Tokerau but held back as the region dealt with the pressures of Covid 19 and devastating impacts of severe weather. We are now in a phase of whanaungatanga and preparing to trial activations with the Upper North Island Playcentre Association and Northland Teen Parent Unit in Term 3, 2023.

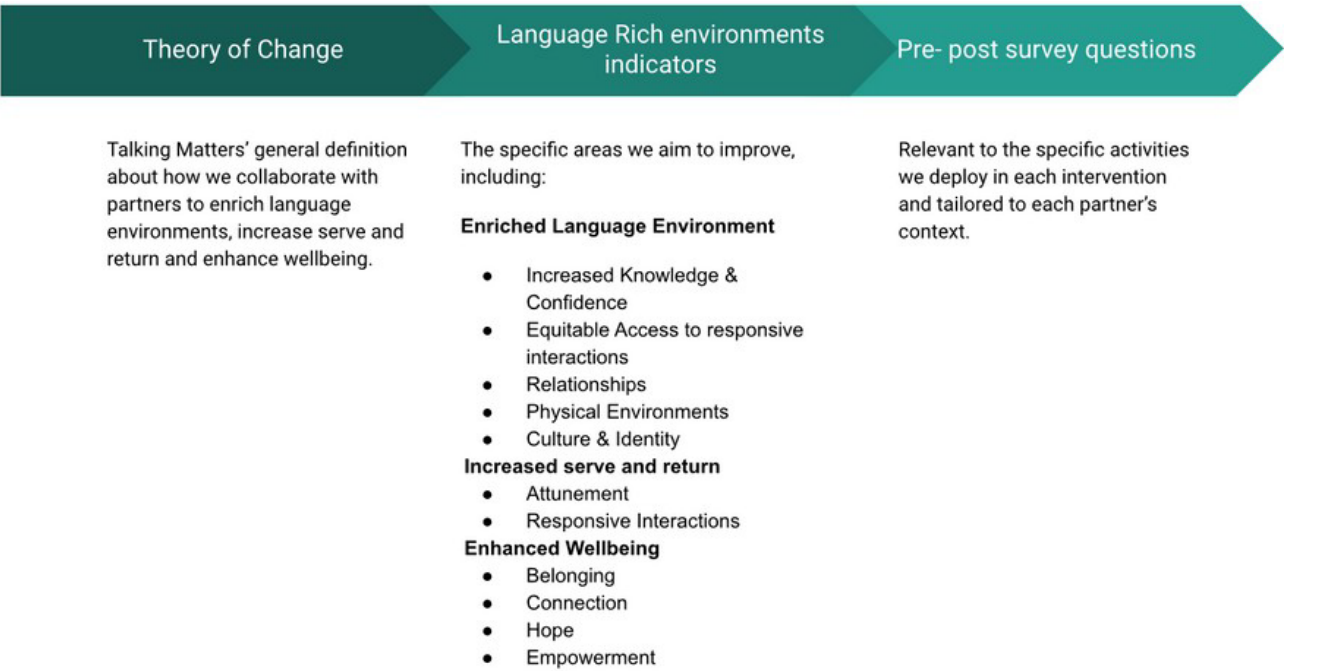
# Talking Matters' outcome measurement framework

Talking Matters' OMF is a system for gathering, analysing, and reporting on the outcomes of our partnerships. Through pre and post intervention surveys, we ask our partners a series of questions that allow us to measure where change has been achieved in the intervention and to what extent goals were attained.

From 2020, we have been on an intensive journey to develop a robust set of measures that allow us to measure the outcomes of our mahi and improve our strategies and resources based on their performance on the ground, as outlined below:



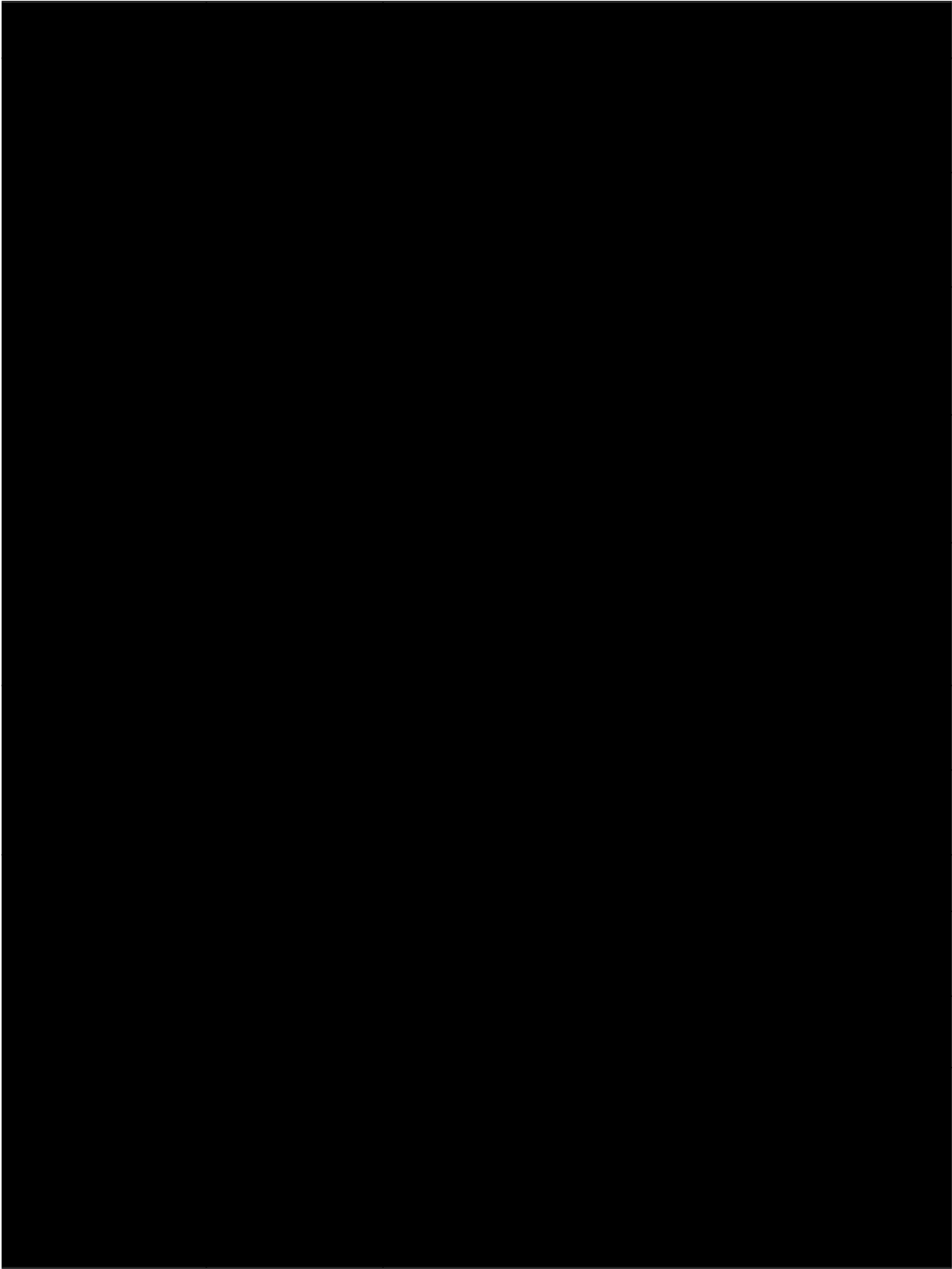
The outcomes measurement framework currently connects our strategy, resources and implementation, enabling these components of our mahi to inform each other. Each survey is designed with a specific activation in mind, often in partnership with our partner. The results are shared back with the partners to inform decision-making and goal setting during the activation.



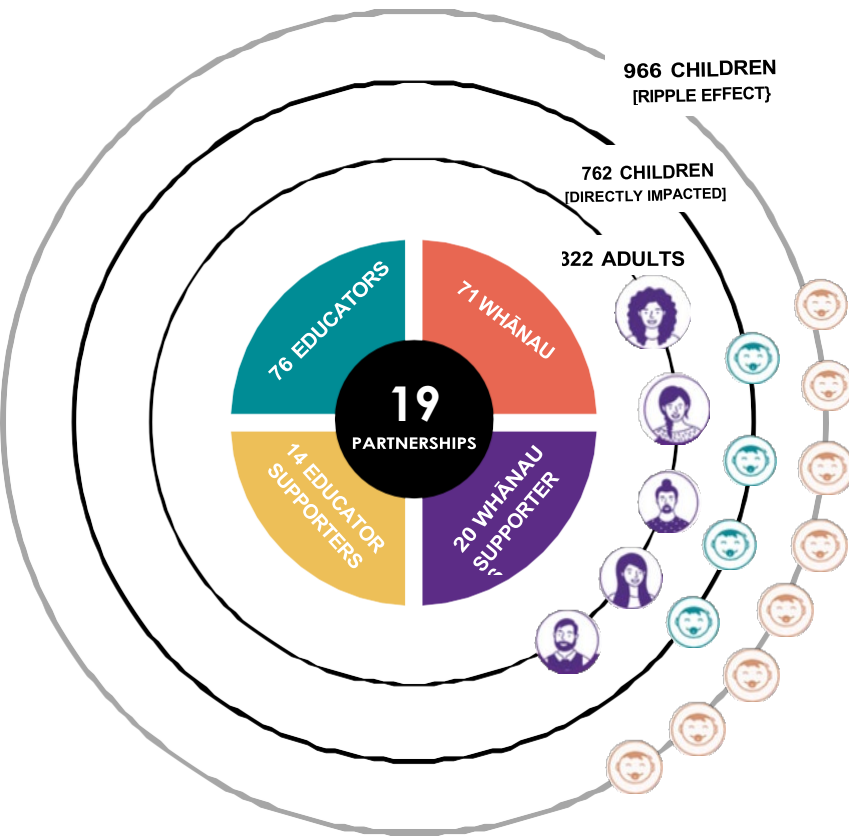
# What a sample outcomes dashboard looks like...



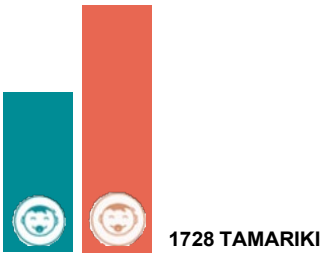
# Our outcomes Framework



# Measured outcomes



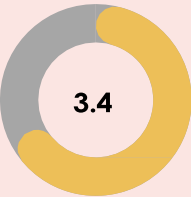
July 2022 - June 2023



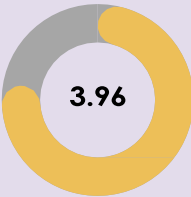
## Overall outcomes



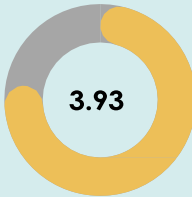
ENRICHED LANGUAGE ENVIRONMENT



INCREASED SERVE AND RETURN



ENHANCED WELLBEING

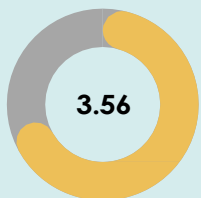




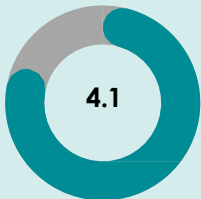
# Early Childhood Education Outcomes



## ENRICHED LANGUAGE ENVIRONMENT



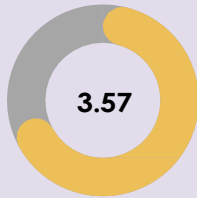
PRE



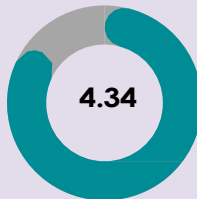
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## INCREASED SERVE AND RETURN



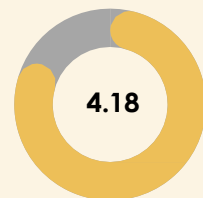
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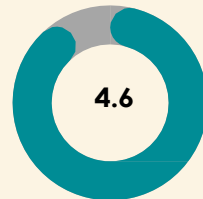
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## ENHANCED WELLBEING



PRE



POST

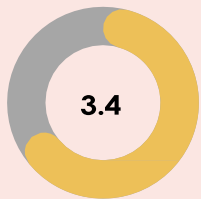


Kaiako at Glenshea kindergarten during a hui at the end of their first activation cycle, 2023

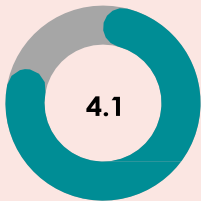
# Whānau and community outcomes



## ENRICHED LANGUAGE ENVIRONMENT



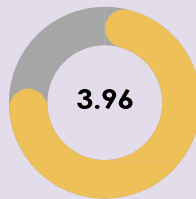
PRE



POST



## INCREASED SERVE AND RETURN



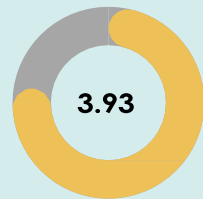
PRE



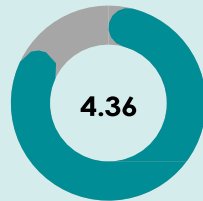
POST



## ENHANCED WELLBEING



PRE



POST





# Impact stories

Talking Matters uses videos to tell stories of the impact of our work and to motivate whānau and practitioners to enrich the language environments of their pēpi.



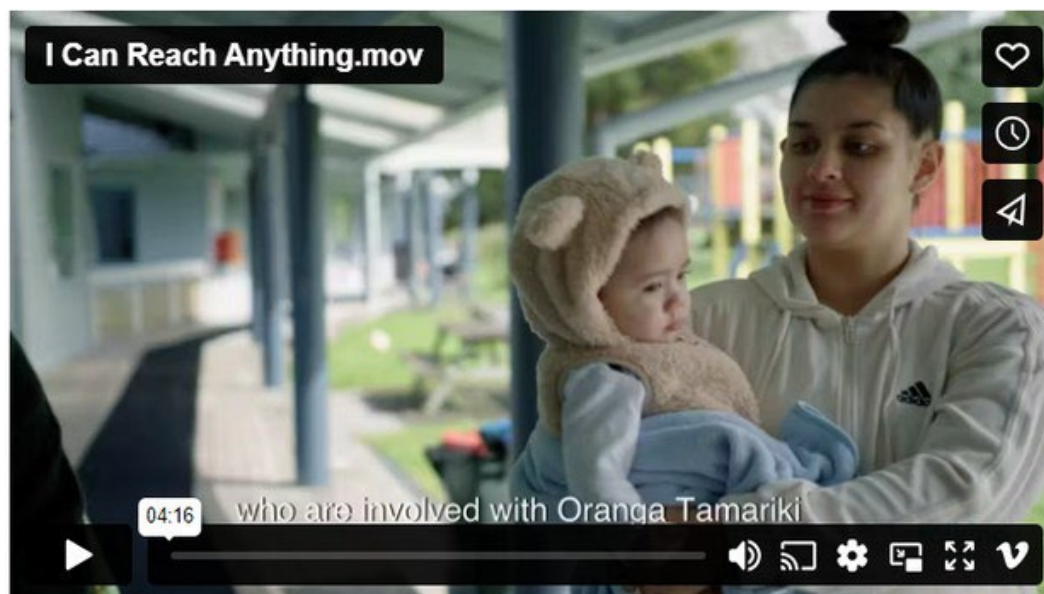
Kokako shows us how babies are born ready to communicate in all the languages of their whanau. In her home they share the taonga of te reo Maori, Quechuan (an indigenous language of Peru), Spanish and English.



**9,000 views 2.8k engagements**

[Click to view](#)

Or scan the code with your phone



For some mamas doing it tough, the Talking Matters kaupapa supports them to feel pride, to be empowered and to have fun creating language rich environments for their tamariki.



**640 views, 350 engagements**

[Click to view](#)

Or scan the code with your phone



