The Whānau Direct programme enhances whānau access to good and services to meet their immediate needs. The Whānau Direct programme offers annual tailored investments of up to $1,000 in value per whānau. This infographic provides a brief summary of the immediate outcomes achieved by whānau who received a Whānau Direct grant from 1 July 2018 to 30 June 2019. Whānau outcomes are presented by broad outcomes domains and as well as specific outcomes achieved across Te Ika a Māui (North Island) and within each of the six regions - Te Tai Tokerau, Tāmaki Makaurau, Hauraki-Waikato, Waiariki, Te Tai Hauāuru and Ikaroa-Rāwhiti.

**TE IKA A MĀUI (NORTH ISLAND)**

<table>
<thead>
<tr>
<th>Region</th>
<th>Applications</th>
<th>Outcomes</th>
</tr>
</thead>
<tbody>
<tr>
<td>Te Tai Tokerau</td>
<td>18%</td>
<td>1,367</td>
</tr>
<tr>
<td>Tāmaki Makaurau</td>
<td>15%</td>
<td>1,224</td>
</tr>
<tr>
<td>Hauraki-Waikato</td>
<td>14%</td>
<td>1,191</td>
</tr>
<tr>
<td>Waiariki</td>
<td>16%</td>
<td>970</td>
</tr>
<tr>
<td>Te Tai Hauāuru</td>
<td>19%</td>
<td>1,362</td>
</tr>
<tr>
<td>Ikaroa-Rāwhiti</td>
<td>18%</td>
<td>1,072</td>
</tr>
</tbody>
</table>

3,053 applications
7,186 outcomes achieved

**OUTCOME DOMAINS**

- Whānau Standards of Living: 48%
- Whānau Health: 26%
- Whānau Participation in the Community: 11%
- Whānau Knowledge: 10%
- Whānau Relationships: 3%
- Whānau Engagement in Te Ao Māori: 1%

**TOP 5 WHĀNAU OUTCOMES**

- Improved management of physical or personal health (18%)
- Increased access to basic furnishings or amenities (17%)
- Increased access to better housing standards (11%)
- Improved access to safe transport options (9%)
- Improved whānau household income (5%)

**DEMOGRAPHICS OF APPLICANTS**

- 70% 25 - 64 years of age
- 74% Female
- 59% Unemployed
- 20% Employed
- 83% Māori
- 7% Pākehā
- 5% Pacific
- 92% Household income of $40,000 or less
The following illustrates outcomes achieved in each region by outcome domains and the top 5 whānau outcomes:

**TE TAI TOKERAU**
- Basic furnishings or amenities (20%)
- Housing standards including household maintenance (18%)
- Physical or personal health (15%)
- Safe transport options (9%)
- Whānau household income (7%)

**TĀMAKI MAKAURAU**
- Physical or personal health (16%)
- Safe transport options (13%)
- Basic furnishings or amenities (11%)
- Housing standards including household maintenance (9%)
- Whānau household income (8%)

**HAURAKI-WAIKATO**
- Basic furnishings or amenities (32%)
- Physical or personal health (22%)
- Housing standards including household maintenance (11%)
- Improved access to safe transport options (7%)
- Whānau household income (4%)

**WAIARIKI**
- Physical or personal health (16%)
- Financial literacy or budgeting (12%)
- Basic furnishings or amenities (10%)
- Housing standards including household maintenance (10%)
- Education or training (6%)

**TE TAI HAUĀURU**
- Physical or personal health (21%)
- Basic furnishings or amenities (13%)
- Housing standards including household maintenance (9%)
- Safe transport options (7%)
- Whānau household income (6%)

**IKAROA-RĀWHITI**
- Physical or personal health (19%)
- Basic furnishings or amenities (17%)
- Housing standards including household maintenance (11%)
- Safe transport options (8%)
- Knowledge and skills for employment (6%)