Briefing Note: Duffy Books in Homes

To: Hon Kelvin Davis, Associate Minister of Education
Cc: Hon Chris Hipkins, Minister of Education

Date: 5 June 2019
Priority: Low

Security Level: In Confidence
METIS No: 1191687

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Messaging seen by Communications team: No
Round robin: No

Purpose of Report

The purpose of this paper is to supply you with a briefing about Duffy Books in Homes.

We understand that officials from the Board of the Alan Duff Charitable Foundation, Linda Vagana, General Manager and Bernice Mene, Board member, have discussed the matter with Linda Vagana and Bernice Mene in the first instance.

Note that we suggest that Ministry officials should meet with Linda Vagana and Bernice Mene in the first instance.

Agree that this Briefing will be proactively released.

Agree

Pauline Cleaver
Associate Deputy Secretary
Early Learning Student Achievement

Hon Kelvin Davis
Associate Minister of Education

05/06/2019
09/06/2019
Background

1. The Alan Duff Charitable Foundation delivers the Duffy Books in Homes programme. The vision is to inspire a love of books in children so they become adults who have a love of reading.

2. The programme provides books to children in low decile schools. It also provides books to children in early learning services, through Duffy Ready for Reading (R4R). The aim is to have five-year-olds starting school familiar with books and ready to learn to read.

3. In 2018, 93,500 primary students in 526 low decile schools, including 39 Kura Kaupapa Māori, received five new books of their choice to take home and keep.

4. Of the 93,500 students, 56% were Māori, 21% were Pacific, 17% were European and 6% were from other cultural backgrounds.

5. In 2018, 11,944 children in 284 early learning services received four books to take home and keep. Each five year old also received a ‘starter pack’.

6. Duffy coordinators, principals and children select the 80 titles that children can select their books from.

The Alan Duff Charitable Foundation

7. The Foundation officially launched the Duffy Books in Homes programme in 1995 with 80 schools, 16,000 students and 14 sponsors.

8. On 3 July 2014, Duffy Books in Homes celebrated its 20th Anniversary. At that time, over ten million books had been distributed (Metis #871633 refers).

9. The Foundation is registered with the Charities Commission (registration number CC30965).

10. The Foundation has ten trustees who include Kevin Drinkwater (Chairman), Alan Duff, Bruce Piested, Carl George, Libby Limbrick, Bemice Mene, Tone Kolose and Robin Brooke. (Refer appendix 1)

Government funding

11. The Ministry of Education partially funds the Duffy Books in Homes programme from an ongoing Cabinet appropriation of $1.396m per financial year (Cab (98) M44/1a (1) refers).

12. The funding provided by the Crown for the Duffy Books in Homes programme has not increased since Budget 2006. At that time it increased by $0.252m to $1.396m per annum.

13. The $1.396m equates to approximately 30% of the programme’s total costs, with the remainder being met from participating schools, businesses or individual sponsors.

Research in 2011

15. The Ministry funded an evaluation by Auckland Uniservices Limited which reported a number of encouraging results from the Duffy Books in Homes programme.
16. At that time, it was reported that the programme helped children take ownership of and care for their own books and it helped bring about changes in their reading attitudes, reading habits and vocabulary learning. Parents’ understanding of their role in assisting their children with reading also increased, and their attitudes became more positive.

Other Initiatives

Government Book Week
17. The Alan Duff Charitable Foundation also administers a range of awards and other initiatives including the annual Government Book Week event which is directly sponsored by the Ministry of Education. This takes place at the end of term 2 and, in 2018, over 87,000 books were distributed to schools. Schools often invite their local Member of Parliament or a local celebrity to read to students and present them with books.

Duffy Theatre Show
18. The Duffy Theatre show consists of two groups of travelling actors, performing in schools across New Zealand. The live 45-minute show takes the message It’s Cool to Read and Cool to Achieve to over 500 schools every year.

Next steps

19. We understand that members of the Foundation have requested to meet the Minister. The purpose of the meeting is to seek extra funding to support their Duffy Theatre shows and the general programme.

20. We suggest that Foundation Board members meet with Ministry officials in the first instance.

Proactive Release

21. We recommend that this Briefing is proactively released as per your expectation that information be released as soon as possible. Any information which may need to be withheld will be done so in line with the provisions of the Official Information Act 1982.

Annexes

Annex 1: Duffy Books In Homes Board of Trustees
Appendix 1

Duffy Books in Homes Board of Trustees

Kevin Drinkwater (Chairman)  Mainfreight Limited
                              Chief Information Officer

Bruce Plested  Mainfreight Limited
                 Executive Chairman and Founder

Alan Duff  Duffy Books in Homes
           Author, Founder of Duffy Books in Homes

Robin Brooke  New World
              Managing Director

Carl George  Mainfreight Limited
             National Manager, Transport New Zealand

Tone Kolose  Manurewa South School
            Principal

Bernice Mene  Pinnacle
              Programme Manager

Libby Limbrick  The University of Auckland
                Principal Lecturer