



MINISTRY OF SOCIAL
DEVELOPMENT
TE MANATO WHAKAHIAO ORA

KickStart Breakfast programme

Impact Report

Summary Statement

July 2024

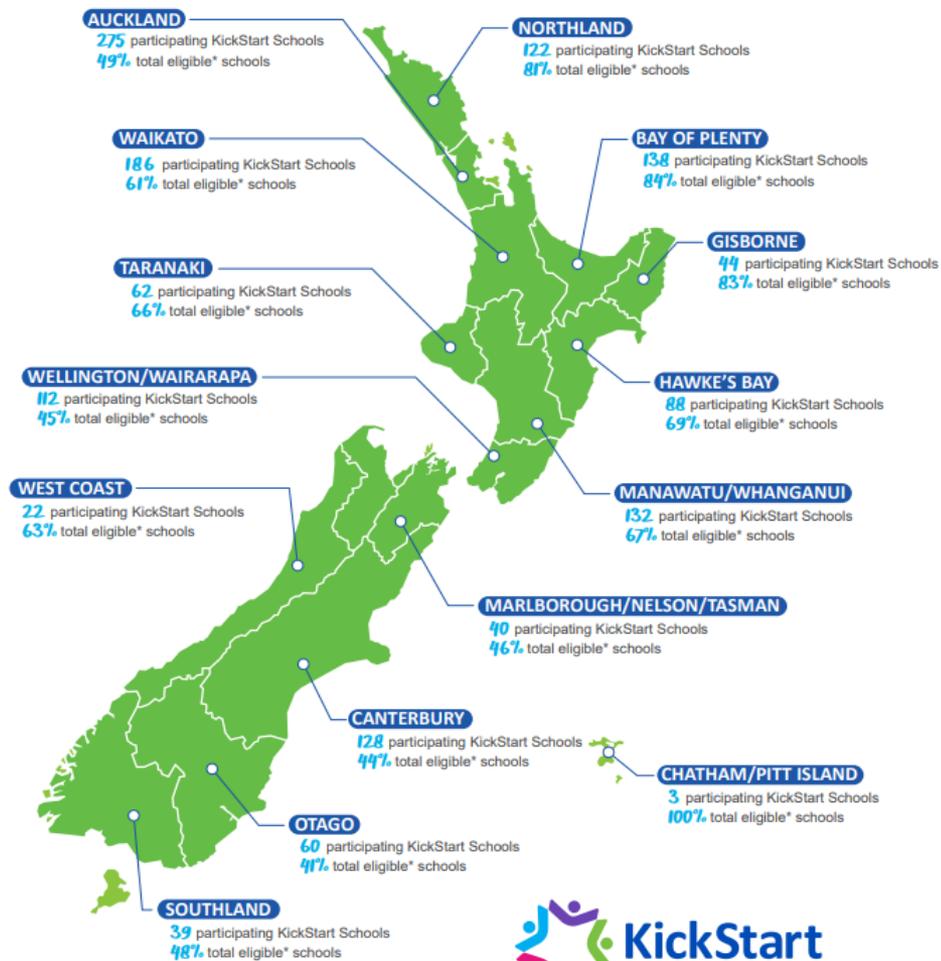
ākina

A unique programme that brings together business, government and community

KickStart Breakfast (KSB) is a community partnership enabled by Fonterra, Sanitarium, and the Ministry of Social Development (MSD). The programme is designed to positively impact student wellbeing by providing access to nutritious food at school, helping tamariki (children) and rangatahi (young people) start the day right.

KSB currently offers a free breakfast of Sanitarium Weet-Bix™ and Anchor™ milk to more than 42,000 tamariki and rangatahi every school day in over 1,400 schools across Aotearoa New Zealand. Since the programme launched in 2009, KSB has served over 68 million breakfasts.

KSB is available nationwide to public schools and some alternative education providers. KSB is unique in that it is currently the only food programme in Aotearoa that schools can join, regardless of Equity Index (EQI).



KickStart Breakfast Reach



More than
42,000
tamariki &
rangatahi
have breakfast
every school day



Over **1,400**
schools
across
Aotearoa



Over **68**
million
breakfasts
have been
served and
counting



Over **4,000**
volunteers
support our
breakfast
clubs



Please refer to our terms & conditions for more information.
*Total eligible schools as per the Ministry of Education schools directory.

About the impact report

The impact report was commissioned by the KickStart Breakfast (KSB) programme for Ākina to provide an independent evaluation and provide insights into the KSB programme's impact on key stakeholders – tamariki and rangatahi, their whānau (families) and wider communities.

Insights in the report are based on a range of research Ākina has conducted to understand and measure the impact of the KSB programme. These include workshops, literature reviews, interviews, school surveys, and a social cost-benefit analysis.

The resulting report quantifies and celebrates the positive impact occurring across Aotearoa New Zealand in over 1,400 participating schools, each day.

Our methodology

Ākina has used globally accepted best practice impact measurement methodologies to guide the development of this report, including Social Value International's principles.

Through impact modelling, we have developed indicators that align with priority outcomes to identify key areas of impact. Ākina has used both qualitative and quantitative data to validate the changes described within.

A Value for Money (VfM) analysis has been completed to establish a baseline of the programme's economy, efficiency, effectiveness, equity and cost-effectiveness. A societal cost benefit analysis has also been completed using the New Zealand Treasury CBAX tool for the programme to date (look back) and for the programme on an ongoing basis (look forward).



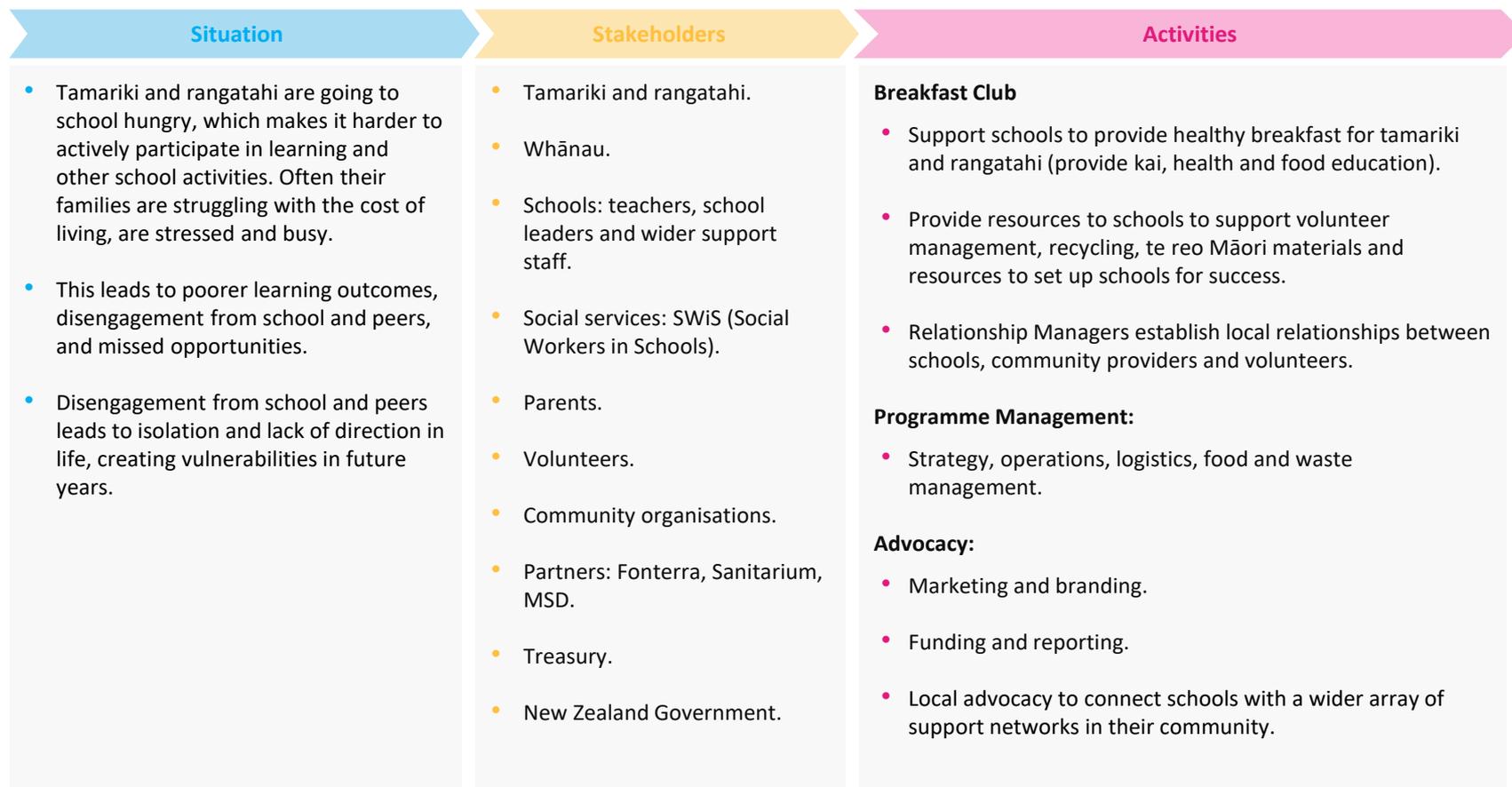
This evidence collectively builds the understanding of:

- What key changes have occurred as a result of KickStart Breakfast, and for whom?
- How do these changes happen?
- To what extent have the programme's target outcomes occurred?
- How effective is the programme in contributing to these outcomes, in relation to its costs?

Setting the context for KickStart Breakfast impact model

This page sets the context for the KickStart Breakfast programme; the 'why, who, and what':

- **Situation:** This identifies the particular situation that KSB was established to address, some of the underlying challenges that stakeholders are experiencing.
- **Stakeholders:** Your stakeholders are anyone who is invested in the outcomes of the programme.
- **Activities:** The key activity of KSB is to deliver a breakfast, but the 'special sauce' is all the other activities that are delivered to support this.



The impacts of KickStart Breakfast

The KickStart Breakfast programme starts with a meal, but the impacts go far beyond.

KickStart Breakfast enhances physical wellbeing for tamariki and rangatahi

The programme ensures tamariki and rangatahi have reliable access to a nutritious breakfast, creates long-term healthy eating habits, and improves their physical wellbeing.

KickStart Breakfast fuels opportunities to achieve greater educational outcomes

By fueling bodies and minds, KSB fosters a learning-ready environment. More than 42,000 tamariki and rangatahi participating in KSB start their day happier, more settled, and more able to focus on learning. This leads to increased attendance, improved behaviour, and greater educational outcomes.

KickStart Breakfast strengthens connections, and builds belonging

The KSB programme and how it is delivered plays a key role in improving social wellbeing for tamariki and rangatahi by creating a safe space that nurtures organic connection building, social support, and skills development. This contributes to their overall wellbeing and strengthens the social fabric around them.

Although KSB is focused on tamariki and rangatahi, the programme understands the deep connection between the wellbeing of young people and of their whānau, school, and community. The impact of KSB ripples out to positively benefit these wider circles, and in turn creates an environment that fosters growth for young people.

KickStart Breakfast has a high societal benefit and has delivered Value for Money for the outcomes achieved.

A high Societal Return on Investment means the KSB programme has made a positive difference to the lives of whānau and produced a quantifiable benefit for the investment made. Whānau experienced health benefits, and less time and financial stress, with more spending available for other necessities. There is an increased sense of unity and care within the school, as well as stronger connections across schools, whānau, and communities.

A Value for Money assessment* was carried out for KSB, showing the programme has offered the expected Value for Money (across economy, efficiency, effectiveness, equity, cost effectiveness) for the outcomes achieved.

Our Value for Money assessment shows KSB has offered expected Value for Money for the outcomes achieved, and has a high Societal Return on Investment:

4.4x

Societal return on total investment

To date, KSB has returned 4.4 dollars of societal benefit for each dollar invested in the programme (high quality evidence).

3.6x

Government return on MSD investment

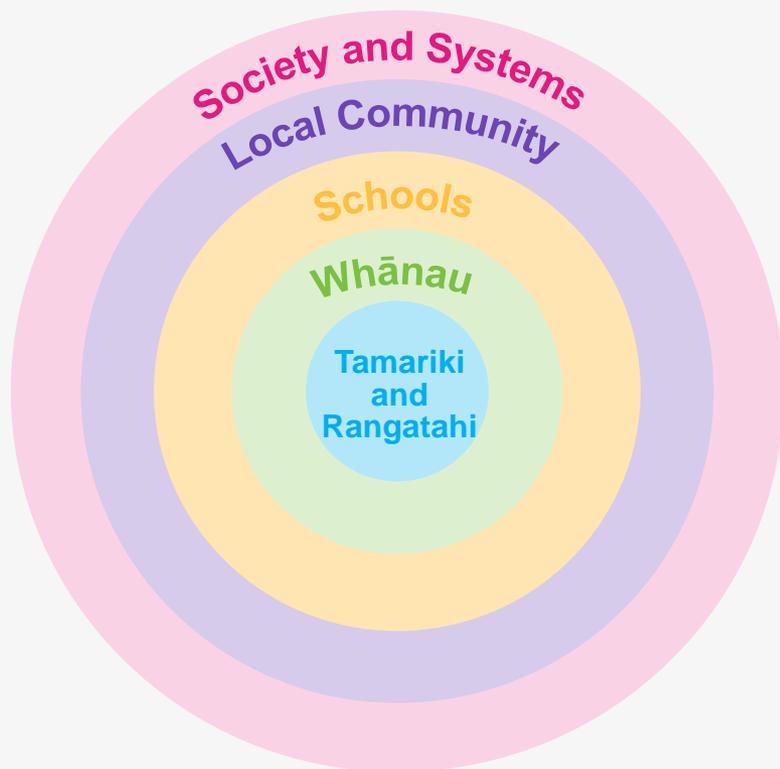
For each dollar MSD invested in KSB, 3.6 dollars of benefit to the Government have been realised (high quality evidence).

*Refer to the full report for more detail. Including the traditional Value for Money analysis, utilising the NZ Treasury CBAx model and Impacts database.

KSB's impact ripples out to whānau, schools, and connected communities

The wellbeing of tamariki and rangatahi is interconnected with their whānau, school, and community. Investing in their wellbeing positively impacts these wider groups and social systems, creating a virtuous cycle where improved environments foster further growth for young people.

KSB's holistic approach, while prioritising tamariki and rangatahi, also creates a ripple effect. Beyond the direct benefits for young people in health, education and wellbeing, our engagement has revealed positive changes experienced by whānau, school, community, and wider society.



High level impact areas for each group

Tamariki and Rangatahi

- Better physical health.
- Reduced barriers for tamariki and rangatahi to achieving greater educational outcomes.
- Strengthened connections, wellbeing, and skills.

Whānau

- Improved quality of life.

Schools

- Improved connectedness and inclusion.

Local community

- Improved connectedness and inclusion.

Society and systems

- Greater equity.
- Reduced food insecurity and child poverty.
- Increased value and recognition for KSB corporate partners.

Future opportunities to grow the impact of KickStart Breakfast

Due to rising inflation and a cost-of-living crisis, many households across Aotearoa are struggling to provide food for their families. There is an even greater need for food programmes to improve food security for families and social outcomes for schools and communities.

This research has quantified the value that KSB delivers in this space, and provides recommendations for future opportunities to sustain and grow its positive impact:

- Improve and embed how KSB measures impact.
- Refine and expand the KSB programme to better target and increase impact.
- Expand the reach of KSB.
- Deliver improved coordination across the school meal ecosystem.
- Contribute to additional research.
- Promote the KSB programme more widely.



KickStart Breakfast is a strategic investment in the future of Aotearoa. This report shows the impact of KickStart Breakfast, as a key catalyst in shaping a healthier, more equitable, and socially cohesive Aotearoa.

“[KSB provides] a sense of belonging and connection when they come in to eat and clean up, lots of laughter and no one is left sitting on their own.”

- Secondary school