![SIA - Social Investment Agency Oranga Tangata. Investing in what works for better lives]

Measurement and Insight

Improving government's knowledge of its service delivery, particularly performance and impact.

We're crafting analytical and data tools for a broad range of audiences to better understand people and their needs.

This will enable the social sector to use data to create better outcomes for New Zealanders in need.

Supported by tools, guidance and advice, agencies will be able to develop their social investment approaches, and analyse and measure the impact and effectiveness of the services they're delivering.

What is analytics?

In a nutshell, analytics is crunching the numbers to gain insights and understand the needs of target populations. When interpreted, agencies have the information they need to inform their investment and service delivery policymaking decisions.

Analytics gives agencies the information they need to:

- Inform data-driven (evidence-based) decision making
- Measure how well their services are being delivered
- Measure whether they are delivering good quality outcomes for their service users.

Why is analysis important?

As well as detecting gaps and overlaps in service delivery, analytics will also help agencies to identify:

- Whether services are being delivered in the best way possible
- Whether the benefit to service usersis in proportion to the cost
- Who's doing well
- Who needs help
- Return on investment.

Quality analysis improves the understanding of the people and businesses who use public services and helps to determine whether services and policies are delivering the intended results to service users.

Steps at the core of an analytics approach

1. Identifying segments of the population, using administrative data about individuals
2. Estimating the effectiveness of social services
3. Learning about the impact of services, interventions and programmes
4. Determining whether services are being delivered to the people who need them most
5. Quantifying the fiscal, economic, cultural and social value of the services New Zealanders receive.