

12 November 2007

Hon Luamanuvao Winnie Laban  
**Minister of Pacific Island Affairs**

## **BRIEFING FOR THE INCOMING MINISTER**

### **PURPOSE**

1. This briefing highlights key issues and work activities of the Ministry of Pacific Island Affairs (the Ministry) in support of your appointment as the Minister of Pacific Island Affairs.

### **INTRODUCTION**

2. Of significant focus in this period has been the strategic review of the Ministry, in response to a cabinet directive regarding the revised role of the Ministry. As part of the review process, engagements with key stakeholders and staff will focus on strategic direction and seek clarity around the roles of, and agreed priorities for, the Ministry in the medium to long term. Review findings will help inform the Ministry's direction, priorities and capability requirements for delivering on agreed outcomes in the most effective and efficient way. A shift in focus and priorities is likely, which will inform the development of the Ministry's Strategic Plan 2008-2013, a revision of the Statement of Intent and re-organisation of the Ministry.
3. The Pacific Economic Action Plan and Pacific Women's Economic Development Plan continue to be a priority focus for the Ministry and responds to the needs identified for Pacific communities through six key goal areas; Education, Workforce Development, Business Development, Creative and Emerging Industries, Entrepreneurial Culture and Leadership. The plans were officially launched in August and the Ministry is currently in the process of preparing the first progress report for December.
4. The Mind Your Language initiative remains a significant flagship project for the Ministry as it responds to the need for collective efforts with families and the wider community to address the declining numbers of speakers of the Niue, Cook Islands and Tokelau languages. The collaborative approach to work with these communities to support the development of their language resources was celebrated during their official launches in September of this year. The Ministry continues to encourage Pacific families and communities to support and nurture young language learners and will explore a Pacific language strategy or further broadcasting opportunities to ensure the sustainability of Pacific languages in New Zealand.

## **KEY AREAS IN POLICY AND COMMUNICATIONS**

### **Pacific Education**

5. The Ministry is currently reviewing its education focus to ensure effective policy advice is given to ministers, government officials and Pacific communities. Overall, whilst Pacific outcomes across the education sector are improving slightly, they continue to lag behind that of the mainstream population.

#### ***Education Goal: Pacific Economic Action Plan and Pacific Women's Economic Development Plan***

The Ministry and the Ministry of Education (MoE) has worked together to deliver an effective teaching/personalising learning fono on 27 October 2007. The fono provided teachers/principals, Pacific parents and students the opportunity to input into the personalising learning policy work of the MoE including a Pacific perspective on learning in the 21<sup>st</sup> Century. The fono contributed to the effective teaching milestone of the PEAP as evidence shows that effective teaching is the most influential factor on student outcomes. A fono evaluation is currently in development.

The Ministry held a presentation fono on 7 November 2007 with Professor Russell Bishop. Professor Bishop leads the Te Kohitahitanga teacher professional development programme producing significant positive outcomes for Maori learners (and indirectly Pacific learners). The Ministry is looking to possibly negotiate a formal relationship with the project to further analyse the benefits on Pacific student outcomes.

Currently PBRF evidence indicates a lack of Pacific research and researchers in the tertiary sector. The Ministry assisted in the organisation of the Pacific education research symposium held on 1-2 November 2007. An outcome from the symposium is a set of draft guidelines on how Pacific research can better link with policy. The Ministry believes that this symposium will provide a spring board for discussions on the future of Pacific research including the support for a Pacific Centre of Research Excellence (CORE), a Pacific research strategy and a Pacific education summit.

The Ministry has made significant progress in implementing the Pacific mentor milestones in the PWEDP. Several meetings with the Ministry of Women's Affairs and Pasifika have occurred and a database is currently under construction. The Ministry continues to work with the Tertiary Education Commission to ensure progress on the Pacific women's milestones in the PWEDP. A full progress report on the Pacific Economic Plans is due in December 2007.

#### ***Pasifika Education Plan (PEP)***

The Ministry will work closely with MoE officials to ensure the re-production of an effective Pacific education strategy for Pacific peoples.

### ***Realising Youth Potential (RYP)***

The Ministry is currently providing advice on the RYP work stream led by the MoE. Papers have included input into youth apprenticeships and a number of significant changes in the 21<sup>st</sup> Century Education papers designed to make the school system more flexible.

### ***Tertiary Sector***

Whilst the Ministry successfully input in to the Tertiary Education Strategy, the Ministry continues to input into the Tertiary Reform policy work programme 2007/2008. Recent Ministry advice has resulted in continued targeting through the Pacific Special Supplementary Grant (SSGs now known as equity funding).

### ***New Teach NZ Scholarships***

The Ministry has highlighted that this paper failed to address the lack of Pacific teacher numbers identified in the PEP. A briefing was prepared for Ministers and a letter was sent to the Secretary of Education outlining our concerns. As a result the MoE have put in place the possibility of a bi-monthly meeting to access their policy work programme.

### ***Early Childhood Education Teacher Qualification Requirement***

The Ministry has requested for more information on the number of Pacific ECE centres not likely to meet the 50% registration target at the end of 2007 and work the MoE is doing to support 'at risk' Pacific centres. The MoE are currently reviewing the latest provisional data. We are awaiting the MoE's response to our requests.

## **Pacific Labour Market and Immigration**

6. The Ministry has provided policy advice and worked collaboratively with the Department of Labour (DoL) to achieve the following key outcomes for Pacific peoples within the labour market and immigration sectors. Key Pacific outcomes for these sectors include:
- Supporting and enabling full participation by Pacific people in a productive, skilled and well paid workforce;
  - Providing high quality opportunities to Pacific people to work, study, and take up residence in New Zealand;
  - Supporting and facilitating high quality settlement outcomes for new Pacific migrants.

This section provides an overview of current work items within the labour market and immigration sectors:

### ***Low Pay***

Advice was provided to the DoL on the draft Low Pay cabinet paper. Key issues highlighted included:

- Pacific workers are more likely to be in low paid jobs compared to all workers (31.0 percent of Pacific workers fall within the low paid category).

- Inclusion of the Workforce development Goal of the Pacific Economic Action Plan (PEAP) as part of strategies and initiatives that contribute to addressing low pay for Pacific workers.

The Ministry recognises that this work will contribute to improving working conditions for Pacific peoples in the low paid workforce.

### ***Carers Strategy***

The Ministry assisted in the facilitation and dissemination of information for the recent Pacific fono held in Whaiora Marae, Otara. Approximately 50 Pacific community members were present to share their views on the Carers Strategy consultation document. Key issues highlighted at the fono included:

- Access to training and information in caring, particularly for a family member in the home with a disability or mental illness
- Awareness of support services and assistance for caring at home
- Access and awareness of financial support for caring responsibilities at home

The Ministry will continue to work with the Ministry of Social Development to ensure Pacific issues are incorporated and considered as part of the development of the Carers Strategy.

### ***Minimum Wage Review***

Assisted the DoL by providing names of Pacific individuals and organisations that could be invited to provide submission's on this year's annual minimum wage review. The Ministry has been working closely with the DoL to ensure that a Pacific perspective will be considered as part of the 2007 minimum wage review. As a result, submissions were provided by the *Pacific Allied (Womens) Council Inspires Faith in Ideals Concerning All* (PACIFICA) and the Pacific representative for the Service and Food Workers Union Pacific Representative.

### ***Recognised Seasonal Employer (RSE) scheme***

The Ministry provided comments on the Recognised Seasonal Employer Policy: Transitional Arrangements, Change to Permit Type and Fee Adjustments paper. Key issues raised included the need to clarify and communicate effectively to Pacific workers, stakeholders and employers the proposals to address the transitional arrangements between Seasonal Work Permits (SWP) which will expire by 30 September 2007 and the Recognised Seasonal Employer (RSE policy). Anecdotal information received by the Ministry through its regional networks suggests that there is lack of understanding regarding transitional arrangements between SWP and RSE.

The RSE cabinet paper was approved by POL Cabinet committee on the 5 September 2007. To address concerns raised regarding the communication aspects of RSE, the Ministry met with DoL officials on the 11 September 2007. Key outcomes of the meeting included agreement that the Ministry would provide communications support to DoL where applicable, through its already established media networks. DoL also reported that for the financial year 2007-2008, the Pacific Division will be translating communications information into key Pacific languages.

### ***Settlement Support Services for Temporary Permit Holders***

The Ministry provided comments on the Settlement Support Services for Temporary Permit Holders. Our advice included the following points:

- We supported proposals for the extension of some settlement support services to certain temporary permit holders. We acknowledged that it was essential that current settlement supports services are accessible and effective for Pacific migrants.
- Clarification on whether temporary Pacific workers involved in the RSE scheme would be eligible under the proposed criteria for Settlement Support Services.
- Request for information on the dollar value in terms of migrant levies paid by Pacific migrants. Current data provide by DoL indicates that Pacific migrants paid 7 percent of total migrants levy revenue in 2005/06. To date, in 2006/07, Pacific migrants have paid 8 percent of total levy revenue collected.

Department of Labour have stated that RSE workers are able and eligible to access Settlement Support Services.

### ***Children Unlawfully in New Zealand – Access to Education***

We provided advice on “Children Unlawfully in New Zealand – Access to Education” cabinet paper. Key issues raised included:

- Insufficient clarity around proposed option 2 (Interim Limited Purposes Permit (LLP) policy can be extended so that children in New Zealand can access education regardless of their parents’ attempts to regularise their status). The Ministry noted the lack of clarity around the fiscal implications and compliance burdens for schools.
- The lack of analysis on the potential implications for schools in Auckland particularly in terms of increased ESOL provision of which there is a high Pacific population.

### ***Facilitating Family Member Visits to New Zealand***

The Ministry provided comments on the draft paper Facilitating Family Member Visits to New Zealanders. Ministry comments included the:

- *Importance of family visits:* Recognition of the economic contribution of unpaid work of Pacific parents and grandparents whom come under the family sponsorship category. The support of a parent or grandparent through unpaid work enables migrants to participate fully in the labour force. The paper should recognise the importance to the Pacific community and to New Zealand of Pacific people fostering links across generations; the passing on of cultural traditions and family history; and participation in family occasions. The paper to highlight the economic contribution through unpaid work of parents and grandparents of migrants.
- *Proposal and other measures:* Reaffirmed the impact and implication of the policy on Pacific people, their families and communities in New Zealand, particularly when a policy change incurs more costs to applicants.
- *Assurance* that the multi-visitors visa option will not replace the current Parent policy of the Family sponsored stream but provides

another avenue whereby parents and grandparents who wish to visit, but do not wish to gain residency, will be facilitated more efficiently.

- The need for a *monitoring or evaluation framework* to be developed to assess the uptake of proposed visa option.
- *Consultation:* With the inclusion of non government organisations involved in consultation of the paper such as the New Zealand Federation of Ethnic Councils and Shakti Community Council, the Ministry asked whether Pacific community groups were approached for consultation on this paper. If so, it would be imperative that Pacific communities be consulted on their views.

The Ministry was also able to provide advice through linking into DoL's communication strategy on how best to target and inform Pacific migrants on opportunities available to them beyond website provisions.

## **Pacific Health**

7. The Ministry has provided policy advice and worked collaboratively with the Ministry of Health (MoH) to achieve the following key outcome for Pacific peoples within the health portfolio which states, "*To achieve better health for Pacific peoples and to reduce health inequalities between Pacific peoples and other New Zealanders*". The Ministry has also reprioritised its current work within the health sector portfolio to focus on the following key areas, obesity, diabetes, chronic disease management and Pacific workforce development. This section provides an overview of current work items within the health sector.

### ***Healthy Eating Healthy Action (HEHA)***

The Ministry has continued to maintain a presence at the inter-agency HEHA steering group. Key agenda items relevant for the Ministry focused on discussion around the whole of government approach for HEHA and the draft reducing inequalities statement. The Ministry was supportive of the statement "*Collectively, we are working to reduce inequalities across the spectrum of HEHA activities through our individual organizational approaches*" however stated the importance of ensuring that government agencies and organization's related activities towards HEHA incorporated a reducing inequalities focus. The Chief Executive is also a member of the HEHA Evaluation Reference Group.

On 30 August 2007 the Health Select Committee released its Inquiry into Obesity and Type 2 Diabetes in New Zealand. The Ministry has provided advice on the Ministry of Health's response to the Health Select Committee report. Significant changes for Pacific peoples include scholarships for Pacific dietitians, enhancements surveys and data capacity, including the expansion of the Get Checked programme of free annual checks with people with diabetes.

### ***Ongoing Delivery of the Meningococcal B Immunisation Programme***

The Ministry provided comment on the Ongoing Delivery of the Meningococcal B Immunisation Programme draft cabinet paper. The paper noted that the Meningococcal B Immunisation Programme has not achieved the target of 90 percent coverage for newborns. The adjusted ethnicity data

shows that the only group which achieved target coverage of 90 percent were Pacific children aged 5-17 years of age (Final Evaluation Report). While the achieved targeted coverage for Pacific children is positive the Ministry noted that there was no commentary within the paper regarding the interventions and approaches undertaken to achieve this target. The paper is expected to be tabled to Social Development Cabinet Committee by the end of September 2007.

### **Pacific Economic Action Plan and Pacific Women's Economic Action Plan**

8. Priorities in the Economic Development sector as outlined in the two action plans centre around six key goal areas of Education, Business, Workforce Development, Creative Emerging and Growth Industries, Entrepreneurial Culture and Leadership. The first year of implementation should see the establishment and strengthening of key relationships between the Ministry and economic development agencies, business sector and community stakeholder groups.

#### ***The Business Capability Partnership (BCP) Project***

The Business Capability Partnership (BCP) project to develop business tools and database began in August 2007. The key contribution of the Ministry to date has been to request the inclusion of gender and ethnicity data in the business statistical information that will be collected and stored for the project. A request has also been made for project management to obtain Pacific input and engagement through the private sector consultation phase towards the end of the year. These are still under consideration.

#### ***New Zealand Trade and Enterprise***

A follow up bilateral meeting with New Zealand Trade and Enterprise (NZTE) to discuss implementation of relevant business development milestones of the Pacific Economic Action Plan and the Pacific Women's Economic Development Plan. NZTE was supportive and will work on extracting Pacific participation data from their database. This will assist in informing how NZTE can contribute towards implementation. The New Zealand Pacific Business Council proposed a Pacific woman intern to the organization. Work to develop this idea will continue.

#### ***Auckland Regional Growth Forum***

The Ministry contributed to the central government response to this forum by supporting the Auckland Sustainability Framework (ASF) as the key framework for developing the 'One Plan' for the Auckland region. The ASF gives due consideration to social and economic issues that are critical to the development of Pacific peoples. The Ministry pointed out however that it is a high level document that has a very broad and long-term focus. Speeding up of Pacific peoples development would require a short to medium term focus with emphasis placed on social and economic outcomes.

#### ***Thought Leaders Dialogue***

The Ministry participated in this conference sponsored by the Department of Labour, Victoria University and the Institute of Policy studies. The

conference provided a forum for Pacific communities to discuss a series of research papers commissioned by public service chief executives that consider New Zealand's interaction with the Pacific. Key economic development issues for Pacific that were discussed indirectly reinforced the Ministry's work under PEAP and PWEDP. The findings also pointed towards growing stronger integration between New Zealand and Pacific Island countries through trade, investment, migration, labour mobility and remittances. It was concluded that this needs to be increasingly factored into New Zealand's policy making processes.

#### ***Small Business Advisory Group***

The Chief Executive spoke to the Small Business Advisory Group (SBAG) under the SME Directorate of MED discussing the PEAP and PWEDP. SBAG supported the work of the Ministry and will assist in reinforcing implementation to relevant government agencies through its reporting processes. The small business sector have indicated a willingness to work with the Ministry to explore options for providing employment opportunities in small businesses for skilled Pacific peoples, with a particular focus on new migrants. It is hoped that more formal partnerships will be established in the next year between the Ministry, small business sector and the Department of Labour with a view to the development of an innovative initiative for Pacific employment.

#### ***Financial Literacy Initiative***

The Ministry worked with the Retirement Commission to translate material for the 0800 SORT MONEY which was launched in May 2007 alongside a media campaign aimed at Pacific parents and youth on financial planning. Initial feedback indicates that in the first week following the launch approximately 80 calls were made with 25% of them being Pacific callers. This is an ongoing service.

The Ministry is working with the Reserve Bank, Retirement Commission, Ministry of Consumer Affairs, World Bank and other agencies on a project to improve the financial capability of Pacific communities in New Zealand by coordinating and liaising with agencies and institutions developing and delivering financial literacy programmes and products in order to expedite implementation. The immediate outcome will be reducing transactional cost of remittances.

A fulltime financial capability coordinator has been employed and based at the Ministry to coordinate and pursue initiatives to improve financial capability of Pacific peoples in New Zealand and Pacific countries. This role is jointly funded by key participating agencies.

The Ministry is working towards incorporating the range of new initiatives and current services under the banner of financial literacy into an awareness campaign for Pacific communities. This campaign will compliment work that the Ministry is doing to promote entrepreneurial activities and initiatives to Pacific community leaders and churches.

## **Pacific Justice**

9. Pacific peoples make up 10.5% of the total prison population. Of this total, 47.5% are serving sentences for violence and 28.5% for sexual offences. These offences are often linked to drugs and alcohol which is seen as one of the main causes to Pacific offending. A particular focus for the Ministry is regarding the high and incidences of Pacific youth violence leading to serious injury and death in areas like Counties Manukau where the majority of Pacific peoples reside. Based on these statistics the focus areas for the Ministry is family violence, sexual violence, youth gangs and drugs and alcohol.

### **Effective Interventions**

A major project that the Ministry contributes to is the Effective Interventions interagency work to reduce offending and re-offending. Maori and Pacific have been identified as key focus areas.

### ***Programme of Action for Pacific Peoples***

The Ministry in partnership with the Ministry of Justice has developed a Pacific Action Plan. The Action Plan is an interagency programme involving the lead agencies together with the Ministry of Social Development (CYF), Department of Corrections and New Zealand Police to coordinate a high level response to Pacific within the justice sector. The Action Plan will focus on practical initiatives, research and strengthening Pacific communities and organisations. Priorities that the Ministry would like to see further progressed by such a fund are in the area of strengths based programmes for youth offenders and development of a Pacific restorative justice programme. The Cabinet paper is due to Ministers office in November 2007.

### ***Alcohol and Drug Internship***

The lack of Pacific workforce working within the drug and alcohol area to support Pacific peoples within the justice sector has been identified as a concern. The Ministry is working on a project with the Ministry of Health that will develop clinical competency and cultural awareness of the specific needs of Pacific peoples through internships with a recognised Pacific service provider. It is noted that promotion and advertising of this internship programme is scheduled for January 2008.

### ***Pilot of Mental Health Clinician with AOD experience in a Youth Court***

The lack of support for Pacific youth with mental and drug and alcohol problems has been identified as a concern. The Ministry met with the Ministries of Health, Justice and Social Development to ascertain the need for and the most effective and efficient use of a mental health clinician and AOD clinician in a Youth Court setting. Based on this advice a programme will be piloted in the Youth Court. The pilot is set to commence by 1 February 2008.

### ***Review of Existing Services to Youth Courts by District Health Boards***

The lack of support for Pacific youth with mental and drug and alcohol problems has been identified as a concern. The Ministry met with the Ministry of Health, Justice and Social Development to discuss a recent review of existing health services support in Youth Courts in Auckland, Wellington and Waikato District

Health Boards. Based on this review a pilot will be implemented and partner agencies will consider other improvements to be made to existing mental health/AOD screening and assessment processes for youth offenders.

### ***Priority Offenders Steering Group***

This is an emerging issue for the Ministry. Anecdotal evidence suggests increase in Pacific peoples being repeat offenders. The Ministry is part of a steering group which is part of the wider Effective Interventions work. Initial planning has occurred towards targeting a coordinated case management approach to a small group of identified priority offenders with a primary focus on reducing crime. This initiative is seeking to work with existing initiatives and inter-agency groups in the five designated locations of Kaikohe, Papakura, Flaxmere (Hastings), Porirua, and Christchurch, with the possibility of extending to a sixth site at Rotorua. Cabinet Policy Committee has directed that Ministry of Justice and Police provide progress reports in October 2008 and 2009.

### ***Pacific Youth Violence***

Increase in Pacific youth gangs and violence is a concern for the Ministry. The Ministry has assisted New Zealand Police in the establishment of the Pacific Community Safety Patrol in the Onehunga/Mt. Roskill areas to act as a deterrent to youth offending.

## **Pacific Social Services**

10. A key feature of the Ministry's involvement in this area has been in supporting the strengthening of Pacific advisory capacity within the Ministry of Social Development. This has included the establishment of what is now known as the Family and Communities Services Pacific advisory group. The Ministry continues to provide advice and input on strategies that are jointly developed with the Ministry Social Development which includes Strong Pacific Families, Strategies for Kids and Information for Parents (SKIP), and the Positive Ageing Strategy.

### ***Taskforce for Action on Sexual Violence***

The Ministry forms part of the Taskforce to lead and coordinate interagency action to prevent and respond to sexual violence. The Ministry along with other agencies has agreed to work towards raising the awareness of sexual violence in Pacific communities. A draft outline of proposed actions has been submitted to the interagency working group and the Ministry is currently working with the Ministry of Women's Affairs to plan future actions. An initial fono was held in Auckland in November with Pacific communities on sexual violence to inform research in this area and further explore options for raising discussion of the issues with Pacific communities.

### ***Taskforce on Family Violence***

The Ministry forms part of the Taskforce to lead and coordinate interagency action to prevent, respond and communicate the impact and effect of family

violence in families and in communities. The Ministry along with other agencies has agreed to a year 1 and year 2 work plan that will be reported to a Ministers aimed at raising the awareness of family violence in Pacific communities. A draft outline of proposed actions has been submitted to the interagency working group and the Ministry is currently working with the Ministry of Social Development to extend the campaign to communities throughout New Zealand.

#### ***Ministry of Youth Development***

A meeting was held with the Ministry of Youth Development (MYD) to discuss a collaborative project looking at developing Pacific resiliency within young people as an option for good practice models in social interventions. The Ministry officials also provided advice on a programme for increasing youth entrepreneurship.

#### ***Review of the War Pensions Act 1954***

This paper is the first of a number of papers outlining the strategic and organisational approach to the re-writing of the War Pensions Act 1954. In view of significant environmental changes since enactment such as; higher number of women participates in the armed forces and in deployments; changing nature of disabilities resulting from service; and the changing role of government, the Ministry of Pacific Island Affairs supports the rewrite of the Act.

#### ***Positive Ageing Indicators 2007***

This paper outlines the key features and findings of the Positive Ageing Indicators 2007 report and seeks approval for its publication. The paper also seeks approval for further work on identifying the needs of older people and agreement on the development of options for improving the scope and quality of the statistical data for the 2012 positive ageing indicators report. This report helps to identify key issues and benchmarks against which to measure New Zealand's progress in improving the wellbeing of older New Zealanders.

There are positive implications for Pacific. The report will be able to show whether the services provided to Pacific Older peoples and the general older New Zealand population are improving their wellbeing.

#### ***New Zealand Positive Ageing Strategy Annual Report 2006/2007 and Action Plan 2007/2008***

This paper highlights key achievements of central, regional and local government agencies in 2006/2007, and their planned actions for 2007/2008, to promote the health and wellbeing of older people. Like the general older New Zealand population, older Pacific people do not always get the support they need. Many of the older people are neglected for various reasons however; Pacific older people generally have a wider network of family and extended families they can call on for support and care.

The Ministry contributed to the Annual report through it's Mind Your Language project (MYL) project. The MYL Tokelau, Niue and Cook Islands

projects was a result of contribution from older Pacific language experts from these respective communities. The older participants were valued for their knowledge and wisdom in language and cultural expertise.

In the 2007/2008 action plan, the Ministry will work with central government agencies and community groups to share and collate information on initiatives that encourage intergenerational engagement between Pacific elders and Pacific young people.

## **Communications**

11. The communications unit is a central part of almost all policy projects and of all special projects. The objectives of Communications are to:

- advise government agencies on how to communicate and consult effectively with Pacific peoples;
- disseminate information to Pacific communities on almost all Ministry initiatives particularly other government agencies initiatives, events and special projects that are targeting Pacific peoples;
- maintaining a Pacific nominations database and put forward suitable nominations for consideration for statutory appointments;
- disseminates information via radio in particular the Pacific network NiuFM, print, television, audio visual, media and the Ministry website;
- undertake projects and campaigns to achieve better outcomes for Pacific peoples.

### ***Ministerial Servicing***

The Minister of Pacific Island Affairs is the Ministry's primary stakeholder. The communications unit continues to work closely with the Ministry's policy and monitoring teams and regional offices to ensure the timely provision of high quality briefing and background notes, draft media releases and Ministerial speeches reflecting issues that impact on Pacific communities.

### ***The Ministry of Pacific Island Affairs Newsletter***

The newsletter is one of the main communications tools used by the Ministry. It is aimed primarily at key influencers, community groups and Pacific organisations in the Pacific community. The newsletter also serves to inform the public service of Pacific initiatives across the state sector. A theme for each quarterly newsletter has been introduced to provide a more focussed approach to gathering information and clarity in dissemination. Previous newsletters presented the themes of Youth, Pacific Women, Celebration of Pasifika in Aotearoa, Social and Economic Prosperity for Pacific Peoples and Economic Development.

The next newsletter will be published in January 2008, with the aim of informing Pacific communities about the new direction of the Ministry with its role and responsibilities.

### ***Face to Face meetings, consultations and fono***

The Ministry uses face to face communications as a key and highly effective communications tool with all its key stakeholders. This includes a

communications update for the Chief Executive's Forum, the Pacific Senior Policy Senior Official Group (PSPSOG) and other steering groups. The communication also uses a mechanism to reinforce the establishment and training of community reference groups (CRG) in each of the five major regions. (Face to face communications also includes seminars, inter-agency meetings, focus groups, reference groups and road-shows, all of which occur on a regular basis.)

The communications unit also provides ongoing communications advice and support to interest groups to ensure that key messages will reach Pacific peoples as a target audience for specific initiatives. Advice presented is focused around Pacific initiatives, reaching Pacific media, how to consult with Pacific communities and who the key representatives from each Pacific community.

### ***Print publications***

The communications unit produces and publishes a variety of support print material including pamphlets, special reports and information brochures on a project by project basis, as an information dissemination tool. These are produced primarily in English. The unit was responsible for the print production of the annual report.

### ***Video production***

The communications unit also works collaboratively with others and at times in its own right, to produce or screen video programmes as an information dissemination tool. The most popular footage is on Pacific migration that was produced by the Ministry of Pacific Island Affairs.

### ***Ministry Website***

The Ministry website is a key international tool which is designed to reach a largely non-Pacific national and international audience. Its primary function is to inform users of the work of the Ministry, and provide general information on Pacific peoples in New Zealand. The Ministry website is currently being reviewed and will be re-established shortly.

### ***Pacific Media***

At present as a continuation of the broadcasting initiative, the Ministry broadcasts four weekly radio programmes on Pacific radio stations. Subject to resourcing the communications unit aims to strengthen its presence in Pacific media particularly on the new National Pacific Radio network.

### ***Pacific Analysis Framework***

The communications unit conducts a training session on effective community consultation, as part of the Ministry's training on the Pacific Analysis Framework. The objective of this training is to ensure that agencies' policy development processes are adequately informed by quality consultations with Pacific communities. The communication unit is leading the promotion of this work and will be looked at promoting to the regions given a big demand on this training.

### ***Intranet***

Internally the communications unit is responsible for the content of the Ministry's Intranet system which houses resources that all Ministry staff can access.

### ***Promotion of the Pacific Economic Action Plan and Pacific Women's Economic Development Plan***

The communication unit continues to promote the Pacific Economic Action Plan and the Pacific Women's Economic Development Plan. The communications team recognises that there is a continuing need to reinforce to the public governments collective approach to delivering initiatives such as the Pacific Economic Action Plan.

The Ministry recognises that at times government agencies do not provide effective information dissemination to Pacific communities and this has been a barrier to Pacific people accessing the services available to them. A large number of milestones in the two Plans relate directly to the need to improve the effectiveness of government agency communications strategies for disseminating information to Pacific communities. A part of this is a Pacific Media Package campaign.

The communications unit also advises agencies both within and outside of government agencies on a project by project basis on their communications strategies for Pacific peoples.

There are few milestones that is led by communications including the ICT/Biotech campaign, Pacific media package and the community awareness programme.

### ***Special Projects***

The communications unit plays a central and key role in all special projects developing and implementing effective communications strategies. These strategies involve considerable liaison with and the dissemination of information to all key stakeholder groups. The quality of input from the communications team has made a significant contribution to the success of all the Ministry's special projects, for instance, the Mind Your Language initiative.

### ***Nominations***

The communications unit is responsible for the maintenance of the Ministry's Nominations database. The Nominations database consists of approximately 305 potential candidates who have the skills and attributes to be nominated for consideration for appointment to public sector bodies whose decisions had a significant impact on Pacific peoples.

The communications unit represented the Ministry on the official working group for the cabinet paper on: *Crown Company Boards: Increasing Diversity of Board Membership and Applicability of Appointment Processes to Other*

*Government Boards.* The Ministry is regularly invited to put forward names of potential candidates for consideration for appointment.

The communications unit regularly promotes its nomination services to identify and increase the number potential Pacific candidates with the necessary skills and attributes, available for consideration. The communications unit is also responsible for identifying and co-ordinating nominations for official delegations, such as requests from the Governor General's Office, the Prime Minister's Office and from other Ministers.

***Other Interest groups***

The communications unit provides ongoing communications advice and support to interest groups that ensure that key messages reach Pacific peoples as a target audience for specific initiatives. The communications unit currently provides advice to number agencies and interest groups which include:

- Children's Day Steering Group
- Electoral Roll Commission
- Choices Cross-Agency Communication Group
- Charities Commission
- Pacific Island Media Association
- Department of Building and Housing

**KEY FOCUS AREAS IN GOVERNANCE AND MONITORING**

**12. *Aggregate Annual Report on Effectiveness for Pacific Peoples 2006/2007 (AAR)***

As part of the new development process for the AAR the Ministry has met with all thirteen agencies required to report on reducing inequalities for Pacific peoples to discuss the content of reducing inequalities sections of their 2006/07 Annual Reports. This has led to a better understanding of Treasury Circular reporting requirements and has allowed the Ministry to engage with agencies pre-production.

**13. *National Summary Report (NSR) for the period 1 January 2007 – 30 June 2007***

In an attempt to track the progress and effectiveness of agencies' Pacific strategies in the post Pacific Capacity Building (PCB) environment, the NSR provides a six monthly update on the status of the eight government strategies that deliver specifically to Pacific. The latest report, to be delivered Thursday 8<sup>th</sup> November 2007, is the fourth report produced by the Ministry and shows that, overall, strategies have progressed well during this reporting period with an increase in the monitoring and evaluative activities agencies have undertaken with respect to their strategies.

**14. *Pacific Business Trust***

The Ministry, in collaboration with the management and Board of the PBT, negotiated and finalised the Purchase Agreement between the two organisations for the 2007/08 financial year. The new agreement gives better representation of the Pacific Business Trust's critical role in delivery of milestones under the Pacific Economic Action Plan (PEAP) and the Pacific Women's Economic Development Plan (PWEDP). In collaboration with the PBT, the Growing Young

Pacific Entrepreneurs Programme (Goal 5, milestone 1) was submitted to New Zealand Trade and Enterprise's Enterprise Culture and Skills Activities Fund for consideration towards implementation.

**15. *Monitoring Framework for PEAP and PWEDP***

The Ministry in collaboration with government agencies and key stakeholders have developed the Monitoring Framework for PEAP and PWEDP. The overall goal of the framework is to enable the Ministry to report to Ministers on the implementation of the PEAP and PWEDP in achieving positive outcomes for Pacific peoples, especially Pacific women.

The key elements of the framework include: a reporting process; measures and indicators; and a reporting template developed in collaboration with and consultation with agencies that have agreed to develop and deliver specific milestones. Bilateral Meetings with key agencies to confirm indicators are scheduled for November 2007 to early next year.

**16. *Minister's Advisory Council (MAC)***

The Minister's Advisory Council will be meeting on Tuesday 13 November 2007 at the Pacific Room, Parliament Buildings, Wellington. An opportunity to raise and discuss directly with you on key issues amongst the Pacific community is a part of this meeting's agenda. Briefing papers with the meeting agenda and information have been submitted for your perusal.

The Council will have a preliminary meeting on the evening of Monday 12 November to confirm issues that they wish to discuss with the Minister on Tuesday. Issues raised by MAC members will be address by relevant representatives from the Ministries of Education, Health, Justice, Department of Labour, Child Youth and Family, Housing New Zealand and Internal Affairs. In addition, the Ministry will provide an overview of the Ministry's review and its new direction.

**17. *Reappointments for Minister's Advisory Council***

The Ministry is currently drafting a Cabinet paper seeking re-appointments of current members to MAC for a term of one year. The current members are made up of twelve members who are appointed by the Minister and are representatives of the main Pacific groups in New Zealand. The Council currently meets twice a year.

The current Council has been in place for three years and in keeping with the revised focus of the council, deliberations and advice have been on key sectors that are critical in reducing inequalities for Pacific peoples.

**18. *Statement of Service Performance (SSP) July 07-Dec 07***

The Ministry is currently drafting the SSP template for the six month report from July 2007-Dec 2007. The SSP reports on the performance against the Ministry's Work Plan. A summary of this will be tabled in the House as part of the Annual Report 2007/08. The template will be sent to all staff next week, and it is expected to be with Governance Team early next year. A full report will be with the Minister on the 1<sup>st</sup> March 2008.

**19. *Facilitation of Pacific Women’s Economic Development Advisory Board***

The Ministry was also responsible for the facilitation of the inaugural meeting of the Pacific Women’s Economic Development Advisory Board and continues to support them through the management of their budget as well as support to further advance their work programme and objectives.

**KEY PRORITY AREAS IN AUCKLAND REGION**

**20. *Pacific Youth Violence***

Youth violence has been a concern for the Pacific communities in south and central Auckland. In response, the Ministry joined the Auckland Youth Support Network (AYSN) which pools the collective resources of government agencies to address issues that trigger youth violence in the Auckland region. The Ministry also assisted the establishment of the Pacific Community Safety Patrol in the Onehunga/Mt. Roskill areas as a deterrent to youth offending, and has engaged with service providers in the Counties- Manukau area.

**21. *Pacific Academic Achievement***

Although the number of Pacific student leaving high school with a qualification has improved, it has not kept up with the successes in mainstream. The Pacific Schooling Improvement Research, Pacific students careers expo earlier this year and work with the Intersect Group of the education agencies including the Ministry of Pacific Island Affairs has gone far to address this.

**22. *Pacific Settlement in New Zealand***

Settling into Auckland has always been difficult for many Pacific families migrating to New Zealand. Until recently, there has been no service suitable or policy focused on their needs. The Ministry has been instrumental in the development of the Pacific chapter to the Auckland Settlement Strategy which is an all of government document that addresses the needs of new migrants and has worked closely with the Department of Labour in supporting Awhitu, the first settlement support service in New Zealand that caters for Pacific settlers.

**23. *Pacific Money Borrowing Habits***

Pacific people have a high rate of debt, especially in South Auckland where many borrow money from fringe lenders, to buy food, cars or to pay off bills. These same lenders tend to charge high interest rates and compound the pressures on Pacific families. This has reduced Pacific peoples’ ability to purchase a home or to get ahead. The Ministry of Pacific Island Affairs and the Ministry of Consumer Affairs have delivered workshops to both fringe lenders and borrowers as a first step on curb this abuse.

**24. *Pacific Housing Needs***

Many Pacific people live in homes with two or more families. Most of the housing stock in Auckland are one family dwellings that are not suitable for large extended Pacific families. Pacific people owning their own home is also a concern as stated above. The Auckland office is working with Housing New Zealand and the Tongan Methodist Church on a housing project that builds upon the collective

wealth found in Pacific churches to get Pacific peoples into their own homes. It is intended that this model could be used in other parts of the country.

#### **25. *Pacific Disability Support Services***

Access to services for Pacific disabled and their carers was identified as a concern in a recent Ministry of Health survey of the community. In response, the Ministry of Pacific Island Affairs and the Ministry of Health co-sponsored the Lui Ola – Pacific Disability Strategy and Action Plan. This action plan has been agreed to by representatives of all the local councils, government agencies that provide services and the Pacific community.

#### **26. *Pacific Economic Development***

Auckland is progressing through its 'Economic Transformation Auckland' projects which are aligned to the government's key goals. Pacific people have an opportunity to give positive input and support these common outcomes. The Auckland office contributes to the 'Skills' work stream and the 'School Vocational' group of the Metro (Auckland Plus) project which is part of the Economic Transformation Auckland initiative.

#### **27. *Pacific People in Northland***

The known population of Pacific peoples in the Northland region is less than 1,500 but this small number is growing. Local orchardists and horticulturalists are employing workers directly from the Pacific Island without going through the Recognised Seasonal Employer (RSE) scheme which is managed by the Department of Labour. There is also an increase in illegal migrants working 'under the table' who do not enjoy the same support as those who come in under the RSE scheme or social support. These individuals have become a strain on the local Pacific community. The Auckland office and the Northland Pacific Island Charitable Trust has brought these concerns to the attention of the local government agencies through membership on the Northland Intersect Forum (NIF).

#### **28. *Pacific People in Tauranga***

The Recognised Seasonal Employer scheme will bring many Pacific workers into the Tauranga and Bay of Plenty area over the coming summer season. For many of them, this will be the first time in New Zealand, into a community with a predominantly non-Pacific population. In preparation for the needed pastoral care and to address any issues that may arise, the Auckland office has met with the Tauranga Pacific Island Trust and key government organisations, to put in place preventative measures and support.

### **KEY AREAS FOR THE SOUTH ISLAND REGION**

#### **29. *Recognised Seasonal Employers Scheme***

The Ministry has continued to be the point of contact and support for various agencies in the Ashburton region regarding the Pacific migrants that have entered NZ under the RSE and Samoa Quota schemes. Key issues that have been highlighted are :

- Housing – access to housing needs in Ashburton continues to be an issue and this has forced the new entrants from the Cook Islands to be billeted out to other families. Others have been housed in Methven for the short term.
- Health – access to health services has been an issue but has improved with the appointment of a Health Promoter. However, the Pacific community in Ashburton is growing and there is a need for another Health Promoter. There is a lack of General Practitioners in the region and Pacific Trust Canterbury has begun an outreach service to provide health services to support the health services and Pacific community.

### 31. *Canterbury District Health Board*

There have been discussions around Cultural Training for health staff. Currently, the Ministry is involved in providing cultural advice and translating material to help improve responsiveness from the District Health Board to Pacific Peoples in Canterbury. There is a need for the District Health Board to incorporate such cultural training in their training packages to increase their staffs' level of knowledge to treat and engage with Pacific patients appropriately.

Work Force Development continues to be a topical issue for Pacific Peoples in the Health Sector. The District Health Board needs to be more responsive in addressing this issue to cope with the high health needs of Pacific peoples in this region.

### 32. *Housing New Zealand Corporation*

The Welcome Home Loan Package has been operating since 2003 and the uptake of Pacific Peoples continues to be minimal at 1.5 per cent in comparison to New Zealand Europeans at 82.2 percent. A contributing factor is the prices of homes that fall under the Welcome Home Loan criteria.

### 33. *Justice Pacific Workforce and Provider Development*

Pacific Workforce Development and Provider Development continue to be an issue in the South Island. It was reaffirmed in a previous Community Reference Group meeting the need to build and acknowledge potential leaders within government departments as well as strengthen Pacific provider services. The Ministry of Pacific Island Affairs have begun discussions with the Community Probation Services to develop a project that will identify potential Pacific leaders that can be seconded to work with a Pacific provider. The Department of Internal Affairs have also shown interest in the project.

### 34. *Pacific Role Modelling Project - Youth*

The Ministry has piloted a project in Christchurch that focuses on role modelling & leadership development for Pacific young people. As part of this project high pacific profile personalities visited three secondary schools who have the highest pacific population of students to motivate and their life stories as well as encourage students to focus educational achievement. The Project commenced in August with Tofiga Fepuleai, followed concurrently by visits from Nathan Faavae & Miriama Kamo.

35. *Canterbury Pacifica Ltd – ICT*

The opening of the new PACIFICA E-Centre in Christchurch last month is an achievement of the Canterbury Pacifica Ltd's goal which is to navigate Pacific people into the Information and Communications Technology realm. The Ministry has been involved in this initiative since 2003 and will continue to assist and advise on new milestones that may be developed from this work. There are no other Pacific community groups in Christchurch that provides a Pacific ICT service for Pacific and may also contribute to the outcomes of the Pacific Economic Action Plan.

36. *Access and awareness of services and information*

The Ministry continues to advocate for effective communications between government departments and our Pacific communities particularly where there continues to be a need to improve awareness and access to services and information available to Pacific communities in the south island region. To date the Ministry have provided advice and facilitated linkages by the community with Study Link, Child Cancer Foundation, Department of Internal Affairs, ACC and the New Zealand Immigration Services.

**RECOMMENDATION**

38. It is recommended that you
- a) **Note** the contents of this briefing

Dr Colin Tukuitonga  
**Chief Executive**