

14 July 2022

s9(2)(a)

Ko na mauri s9(2)(a)

RESPONSE TO AN OFFICIAL INFORMATION ACT REQUEST

On 15 June 2022, you contacted the Ministry for Pacific Peoples (the Ministry) requesting, under the Official Information Act 1982 (OIA), information regarding the use of te Reo Māori and Pacific languages. I have outlined your specific requests and my responses to each below.

- *Any documents containing the ministry's policy/templates on the use of te reo Māori or Pacific languages in external and internal communications, briefings, and documents*

The Ministry values its special relationship with tangata whenua and is committed to doing everything it can to help revitalise Aotearoa's indigenous language. To that end, the Ministry has developed a te Reo Māori plan - *Tauhi Vaha me te Tiriti o Waitangi me te Reo Māori* which was approved by Te Taura Whiri i te Reo Māori in April 2021. Tauhi Vaha is a Tongan term which refers to nurturing the unique kinship relationship that Māori have with Pacific peoples. I have enclosed a copy of the plan with this letter (refer Appendix A).

The Ministry recognises the importance of Pacific languages and culture, and Ministry staff incorporate elements of Pacific language into their work as part of business as usual. Accordingly, the Ministry does not have a formal policy focused solely on the use of Pacific languages in external and internal communications, briefings, and documents.

However, the Ministry's Brand Guidelines do refer to using Pacific languages in Ministry communications. I have enclosed a copy of these guidelines with this response (refer Appendix B). I have also enclosed two excerpts which refer to the use of Pacific languages and incorporating Pacific values into Ministry work from the Ministry's *Ministerial Guidelines for working with the Minister's Office* (refer Appendix C).

- *Any correspondence or directives from the Minister or their office about the use of te reo Māori or Pacific languages in external and internal communications, briefings, and documents*

In response to this part of your request, I have enclosed two excerpts from minutes for officials meetings with the Minister for Pacific Peoples, Hon Aupito William Sio, wherein the Minister has directed the Ministry to use Pacific language in certain contexts (refer Appendix D). Some information has not been provided as it is out of scope of the request.

In line with standard OIA practice, the Ministry proactively publishes its responses to OIA requests. As such, this letter will be published on the Ministry for Pacific Peoples' website. Your personal details will be removed, and the Ministry will not publish any information that would identify you or your company.

Should you wish to discuss this response with us, please feel free to contact the Ministry at: oia_requests@mpp.govt.nz.

If you are dissatisfied with this response, you have the right, under section 28(3) of the OIA, to seek an investigation and review by the Ombudsman. Information about how to make a complaint is available at www.ombudsman.parliament.nz or freephone 0800 802 602.

Ko rabwa

A handwritten signature in black ink that reads "Seti Talamaivao". The signature is written in a cursive, flowing style.

Fonoti Seti Talamaivao
Acting Deputy Secretary,
Office of the Secretary for Pacific Peoples

TAUHI VAHĀ (Lea faka-Tonga) NURTURING RELATIONSHIPS – TE TIRITI O WAITANGI, TE REO ME ŌNA TIKANGA PROJECT PLAN

PROJECT OWNERS

Aiono Matthew Aileone & Tuiloma Lina Samu

PURPOSE

Te Manatū o ngā Iwi o Te Moana-nui-ā-Kiwa, the Ministry for Pacific Peoples (the Ministry/ MPP) is determined to uphold and honour Te Tiriti o Waitangi, Te Reo Māori me ōna tikanga. We are compelled to do so as a government ministry. We also acknowledge Pacific peoples share an ancient genealogical template with Māori as our Moana-nui-ō-Kiwa whanaunga/ relatives. Māori refer to Pacific as ‘tuakana’ or the elder siblings and to themselves as ‘teina’ the younger siblings. MPP must do our part to raise awareness, knowledge and practical engagement with Māori state sector agencies; iwi me hapū. We want to consolidate our tuakana-teina (Te Reo me Te Reo Kūki ‘Āirani Māori) | ta’okete-tehina (Lea Faka-Tonga) | taokete-tesina (Vagahau Niue) relationship/ partnership with relevant and appropriate tangata whenua and mana whenua organisations and groups in Aotearoa.

SCOPE

The scope of this project covers the entire staff of the Ministry with a comprehensive Te Tiriti, Te Reo me ōna tikanga programme to be delivered at future MPP staff inductions, workshops and opportunities.

SUCCESS CRITERIA

1. Every person in MPP will be able to participate in #MyMihi. Ko _____ tōku ingoa | Nō _____ ōku tupuna | E noho ana ahau ki _____; Know the mana whenua in their area; Use Te Reo in emails e.g Kia ora | Tēnā koutou | Noho ora mai
2. The usage of Te Reo in MPP grows through using, speaking and speaking Te Reo by mihi, karakia, singing waiata. emailing
3. Knowledge of Te Tiriti o Waitangi and the depth of understanding increases and improves amongst MPP staff.
4. MPP staff confidently participate in Māori cultural processes: karakia, waiata, pōwhiri and mihi whakatau.
5. MPP staff who whakapapa Māori and those with connections to Māori are invited to be involved in this mahi and to share their lived experiences of being Māori in safe, caring, affirming, mana-enhancing ways.

6. MPP annually participates in Te Konehete – the public service kapa haka performance event singing waiata Māori and Pacific lologo/ pehe/ imene/ hiva/ maka/ pese from 2022 onwards

KEY MILESTONES

APERIRA 2021:

Wiki tuatahi – Design Cultural Practice Baseline (CPB) Survey. **Achieved and talanoa to be finalised with TE ROOPU URUNGA 30/4/2021**

Wiki tuarua – Invite members across MPP to form the Steering Group. **Completed. 1st TE ROOPU URUNGA – FONO FOEULI fono held on 22/4**

Wiki tuatoru – Hui with Te Taura Whiri re: Te Reo Implementation Plan. **Received approval from Rangiora Trotman-Peita 21/4/2021**

Wiki tuawhā - Briefings to Tautua & Te Ivinui. 2nd TE ROOPU URUNGA – FONO FOEULI meeting to finalise CPB Survey 29/04/2021. Get advice from Dr Halahingano Rohorua; Dr Sidney Kingstone; Dr Salainaoloa Wilson-Uili and Aiono Matthew Aileone. Test the CPBS with this group

MEI 2021:

Wiki tuatahi – Open MPP CPBS by Friday 7 May via Tumu Whakararae Secretary for Pacific Peoples and MPP CE Lulu Mac Leauanae.

Wiki tuarua – **9-15 Fāeag Rotuqam**

Wiki tuatoru – Close CPBS by Friday 21 May

Wiki tuawhā – **30-31 May- Vaiaso o le Gagana Samoa**

Briefings to Tautua me Te Ivinui. Complete CPBS analysis. Hold 3rd TE ROOPU URUNGA-FONO FOEULI HUI to discuss results

HUNE 2021:

Wiki tuatahi – **1-5 June Vaiaso o le Gagana Samoa**

Wiki tuarua – Hold a Lunchtime Fono to share CPBS results.

Wiki tuatoru – Draft paper to Tautua.

Wiki tuawhā – **Te Reo Implementation Plan Achieved 21/4/2021**

Briefings to Tautua me Te Ivinui. Hold 4th TE ROOPU URUNGA – FONO FOEULI hui to get feedback on Draft paper.

HŪRAE 2021 :

Wiki tuatahi – 1st Draft Whāinga Amorangi Plan complete

Wiki tuarua- **11-17 Te Taetae ni Kiribati**

Wiki tuatoru – Feedback from TE ROOPU URUNGA on Draft

Wiki tuawhā – 5th TE ROOPU URUNGA – FONO FOEULI hui. Sign out of Whāinga Amorangi Draft by this group. Briefings to Tautua & Te Ivinui

ĀKUHATA 2021:

Wiki tuatahi - **1-7 ‘Epetoma o Te Reo Kūki ‘Āirani Māori**. Whāinga Amorangi sign out by Project Mentors

Wiki tuarua - DCE Aiono signs out Whāinga Amorangi Plan

Wiki tuatoru - CE Lulu signs out Whāinga Amorangi Plan

Wiki tuawhā – **31 Whāinga Amorangi Plan deadline to Te Arawhiti** Briefing to Tautua me Te Ivinui. 6th TE ROOPU URUNGA – FONO FOEULI hui

HEPETEMA 2021:

Wiki tuatahi - **5-11 ‘Uike Lea faka-Tonga**

Wiki tuarua - **13-19 Te Wiki o Te Reo Māori**

Wiki tuatoru – Begin Draft Recommendations paper to Tautua

Wiki tuawhā – **26-30 Te Vaiaho o Te Gana Tuvalu** 7th TE ROOPU URUNGA – FONO FOEULI

OKETOPA 2021:

Wiki tutahi - **1-2 Te Vaiaho o Te Gana Tuvalu**

Wiki tuarua - **3-9 Vosa vaka-Viti**

Wiki tuatoru –

Wiki tuawhā - **24-30 Te Vaiaho o Te Gagana Tokelau**. Briefing to Tautua & Te Ivinui

NOEMA 2021: MPP Whakawhanaungatanga mo Te Iwi Māori. Paper to Tautua. Briefing to Te Ivinui.

TIHEMA 2021: Paper to Tautua. Briefing to Te Ivinui. Policy embedded in People & Culture

KEY ACTIONS

- Invite MPP whānau who whakapapa Māori, those with strong connections to Māori and supportive colleagues with approval from line Managers to form a steering group by week of 19/4/2021 **Achieved and completed!**
- Build robust Strategic Management Relationships with mana whenua, iwi, hapū, Māori agencies and organisations in ongoing respectful, reciprocal, meaningful, authentic ways. **Achieved**

whakawhanaungatanga with Te Atiawa me Te Taura Whiri i Te Reo Māori February 2021

- Whakatinana whakawhanaungatanga event by 30/11/2021
- 'Whāinga Amorangi' deadline to Te Arawhiti by 31/ 08/2021.
- Work closely with People & Culture colleagues to get this mahi delivered in future carefully planned staff inductions and/ or via workshops by 31/12/2021

TEAM

Project sponsor	Aiono Matthew Aileone – Deputy CE, Policy, Evaluation & Research, Housing and Languages (PERHL)
Project owners	Aiono Matthew Aileone & Tuiloma Lina Samu (Principal Advisor – Cultural Practice Lead)
Project manager	Tuiloma Lina Samu (TLS)
Business lead mentors	Kimberley Polata-Ahotolu – Director, People & Culture; Ta’i Richard – Director, Languages & Terina Cowan – Chief Advisor to the Secretary for Pacific Peoples
TE ROOPU URUNGA (Te Reo Māori) FONO FOEULI (Gagana Samoa, Lea faka-Tonga, Gagana Tokelau, Gana Tūvalu) Steering Group members	Annique Davis – Director, Communications, Media & Marketing; Caroline Heath - Senior Policy Advisor Cross Agency; Rhia Taonui – Manager, Tupu Aotearoa Manawatū/ Whanganui/ Hawkes Bay; Rosalina Sitagata – Business Intelligence Analyst; Christine Barraud – Senior Advisor Design, Communications; Lealofi Kupa – Senior Analyst, Monitoring, Evaluation & Learning; Leo’o Jenny Taotua – Senior Advisor, Regional Partnerships Central; ‘Alani Vailahi – Senior Policy Advisor, Cross Agency ; Suzanne Leasuasua – Advisor, People & Culture; Gaseilevao Faletolu-Toaiva – Advisor, Regional Partnerships Southern; Lisa Tou-McNaughton – Manager, Tupu Aotearoa Southland/ Otago region; Romaine Solomona – Senior Advisor Ministerial Services and Nicole Peilua – Advisor Ministerial Services.

STAKEHOLDERS

MPP GROUP	Involvement
Tautua – CE/ Secretary for Pacific Peoples and DCEs	<ul style="list-style-type: none"> • Briefing paper by Ta’i Richard approved 23/03/2021 • Monthly briefings to inform • Final recommendations paper 30/12/2021
Te Ivinui – Directors Tier 3 MPP leadership	<ul style="list-style-type: none"> • Briefing paper to be shared. • Monthly papers to inform
People & Culture	Director Kimberley Polata-Ahotolu is a Project Mentor and Advisor, Suzanne Leasuasua is on TE ROOPU URUNGA FONO FOEULI Steering Group
Planning	Planning help offered unconditionally by Director Nic Young and Business Intelligence Analyst Rosalina Sitagata is on the TE ROOPU URUNGA FONO FOEULI Steering Group
Communications, Finance	Tepaeru Annique Davis - Director, Communications and Christine Barraud – Senior Advisor are on TE ROOPU URUNGA FONO FOEULI Steering Group
Other teams (TBC)	TBC

RESOURCES REQUIRED

- Investigate Te Tiriti o Waitangi workshops to bring to MPP in Ōtautahi, Whanganui-ā-Tara me Tāmaki Makaurau
- Kōrero opportunities with Māori knowledge holders to bring Kawa, Te Reo me ōna tikanga to MPP

- Talanoa opportunities with Pacific staff; Pacific elders and experts to bring Pacific languages and cultures to be embedded with MPP
- Align this Tauhi Vahā Project Plan with Pacific Language Weeks and Te Wiki o Te Reo Māori for resources and activities recommendations

CONSTRAINTS

- Capacity of Māori knowledge in MPP is with a handful of people, therefore MPP needs to establish a strong Strategic Relationship Management foundation/ papa with Māori knowledge holders willing to tautoko MPP in our efforts to hāpaingia/ uplift Te Tiriti, Te Reo me ōna tikanga.

RISKS

- COVID-19 reinfection and lockdown level increases
- Could be reliant on technology to deliver programmes and we often have technical issues with our equipment and internet wifi
- It is imperative to have good, airy working space to deliver important Kaupapa such as Te Tiriti o Waitangi to MPP staff
- Some staff might be resistant to our efforts in supporting Kaupapa Māori aspirations.
- Content might be triggering to some people.
- Not meeting deadlines

GLOSSARY:

Te Roopu Urunga – The group who does the steering of the waka
 Fono Foeuli – The meeting of those who drive the steering rudder



Brand Guidelines

Our vision...

Thriving Pacific Peoples

We want to make sure the journey of a Pacific child born today in New Zealand is a happy and successful one.

We're working with partner agencies across the public sector to make sure every child thrives.

The Ministry for Pacific Peoples is the Crown's principal advisor on policies and interventions that improve outcomes for Pacific Peoples.

We are here to ensure the success of our Pacific young people flowing through the pipeline from early childhood education (ECE), to schooling, tertiary education and finally the workforce, entrepreneurship and their own families.

This book shows you how to use our brand and bring it to life.

Welcome



Warm Pacific Greetings

Noa'ia

Tālofa lava

Mauri

Kia orana

Mālō e lelei

Talofa

Ni sa bula

Fakaalofa lahi atu

Mālo ni

The MPP journey

Our logo tells a wonderful story. It was originally designed by two emerging Pacific design students from Manukau Institute of Technology (MIT). The three manu shapes within the logo represents 3 key messages.

1. The migration story of Pacific people
2. The feeling of advancement, progress and movement
3. The concept of flight carrying Pacific people in a forward direction, to find freedom and success.

The logo has been updated in 2021 to ensure that the name gifted by Tangata Whenua is legible across all applications (print, web, digital) while also being inclusive of the vision impaired.

All MPP documents require the placement of our logo.

Our brand





Main logo

Minimum size



Primary logo should not be smaller than **18mm** in printed collateral



Below minimum size



Omit Māori text when primary logo drops below **18mm** in printed media as it will be illegible.



Examples where this logo may be required:

- Branding on a ballpoint pen
- Small video screen graphic
- Award pin design
- MPP sponsorship listed in fine print



Wide logo

MPP uses our **MAIN** logo whenever possible. The **WIDE** logo is available when a composition doesn't suit the **MAIN** logo. Only use the **WIDE** logo if there are no other layout options or if brand presence will be compromised.



Horizontal logo
should not be
smaller than
12mm in printed
collateral





Make sure there is space around the logo

Leave space around the MPP logo to ensure that it stands out and establishes a focal point wherever it is being used. Use the height of the capital letter P from within our logo to determine the amount of clear space needed around our logo.



Clear space





Logo usage



Use **WHITE** logo over solid colours and over **BLACK**



Use **WHITE** logo over **BLACK**



WHITE Logo can be placed over an image but the logo must be fully legible. Please select images with care.



Use **BLACK** logo on black/white documents and when logo appears within a partnership logo lockup



Celebration and diversity

Colour usage



Our bold, dynamic colour palette reflects this sentiment by adding vibrancy. Colour reflects the diverse nature of our Ministry. Adding a splash of colour to our brings our brand to life but the key is to ensure that we use colour in a careful and considered way.



Colour usage

Primary

PMS 361



CMYK 70 / 0 / 100 / 5

RGB 76 / 175 / 69



MPP **DARK** green

PMS 368



CMYK 60 / 0 / 100 / 3

RGB 109 / 185 / 66



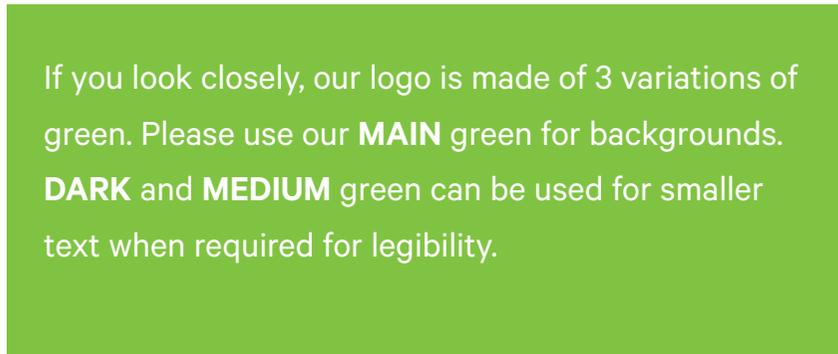
MPP **MEDIUM** green

PMS 375



CMYK 55 / 0 / 100 / 0

RGB 128 / 195 / 66



MPP **MAIN** green

HEX #66cc33



WEB green

Did you know?

The colour GREEN carries the vibration of growth, new beginnings, health, renewal, harmony, hope, and peace.



MPP Green family

Main green

PMS 368
CMYK 60 / 0 / 100 / 3
RGB 109 / 185 / 66

HEX #66cc33

PMS 375
CMYK 55 / 0 / 100 / 0
RGB 128 / 195 / 66

PMS 361
CMYK 70 / 0 / 100 / 5
RGB 76 / 175 / 69

MPP black

For text

PMS Cool grey 10 C
CMYK 62 / 53 / 53 / 24
RGB 95 / 95 / 95

Colour usage

Secondary

Secondary colours

This palette represent the **4 goals of Lalanga Fou**. MPP also uses this palette to represent **Pacific Wellbeing**.



PMS Warm red C
CMYK 0 / 83 / 77 / 3
RGB 240 / 83 / 77

HEX #E6AF24

PMS 513 C
CMYK 49 / 98 / 3 / 0
RGB 148 / 44 / 140

HEX #009999

PMS 7408 C
CMYK 11 / 31 / 39 / 0
RGB 109 / 185 / 66

HEX #990099

PMS 3272 C
CMYK 78 / 11 / 39 / 0
RGB 0 / 168 / 166

HEX #ff3300

In addition to our green brand colours, MPP has established a secondary colour palette that represents our Lalanga Fou's 4 key goals that embody our Ministry wide vision:

We are confident in our endeavours, we are a thriving, resilient and prosperous Pacific Aotearoa.

Website colours

MPP website uses the **secondary colour** palate but it has been adapted for user accessibility.

Please do not copy these colours for print, video or social channels.

These colours are for web-based products and tools.



#120101

#FFCC66

#70B9B9

#EC7A5D

#C48DC4

Check out the colour usage on our [website](#)

Did you know?

Lalanga means (to weave)

Pacific values are our anchor, with each generation weaving the foundations for the next to stand on. Pacific communities are leading innovations within Aotearoa, the Pacific region and the world.

Extended colours

PMS 2975 C
CMYK 43 / 1 / 9 / 0
RGB 138 / 209 / 227

PMS 381 C
CMYK 60 / 15 / 100 / 15
RGB 103 / 149 / 57

PMS Cool grey C
CMYK 19 / 15 / 16 / 0
RGB 205 / 204 / 203

PMS 298 C
CMYK 69 / 16 / 0 / 0
RGB 49 / 169 / 224

PMS 381 C
CMYK 25 / 0 / 100 / 0
RGB 203 / 219 / 42

PMS 213 C
CMYK 0 / 97 / 22 / 0
RGB 237 / 32 / 120

PMS 300 C
CMYK 100 / 88 / 19 / 5
RGB 3 / 78 / 162

Language week colours

PMS 2746 C
CMYK 99 / 77 / 4 / 35
RGB 0 / 54 / 114

PMS 361
CMYK 70 / 0 / 100 / 5
RGB 76 / 175 / 69

PMS 513 C
CMYK 49 / 98 / 3 / 0
RGB 148 / 44 / 140

PMS 3272 C
CMYK 78 / 11 / 39 / 0
RGB 0 / 168 / 166

PMS 7548 C
CMYK 0 / 20 / 100 / 0
RGB 255 / 203 / 5

PMS 185 C
CMYK 0 / 100 / 100 / 0
RGB 237 / 28 / 36

PMS 636 C
CMYK 61 / 0 / 26 / 0
RGB 85 / 196 / 197

PMS 3272 C
CMYK 78 / 11 / 39 / 0
RGB 249 / 157 / 28

PMS 7548 C
CMYK 0 / 70 / 100 / 0
RGB 243 / 112 / 33

Colour usage

Extended palettes

Our dynamic colour palette reflects the vibrancy of Pacific culture.

The extended palette can be used to embellish and extend our brand to keep designs fresh across all outputs.

The key is to ensure that we use colour in a careful and considered way and avoid a rainbow effect.

Communication

Rotuman / Fäeag Rotuām	Noa'ia	Fāiākse'ea
Samoa / Gagana Samoa	Tālofa lava	Fa'afetai
Kiribati / Te taetae ni Kiribati	Mauri	Ko rabwa (singular) Kam rabwa (plural)
Cook Islands / Te Reo Māori Kūki 'Āirani	Kia orana	Meitaki ma'ata
Tonga / Lea Faka-Tonga	Mālō e lelei	Malo 'aupito
Tuvalu / Te Gana Tuvalu	Talofa	Fakafetai
Fijian / Vosa Vakaviti	Ni sa bula	Vinaka
Niue / Vagahau Niue	Fakaalofa lahi atu	Fakaaue lahi oue tulou
Tokelau / Te Gagana Tokelau	Mālo ni	Fakafetai

Our voice

At MPP we delivery an ambitious communications programme raising the awareness of policies and programmes to influence attitudes and behaviours.

Our knowledge and understanding of Pacific people, cultures, values, and language initiatives, influence public policy, programme and service decisions affecting Pacific Aotearoa.

Along with communicating to mainstream audiences in English, we create materials that include 9 Pacific languages as well as Te Reo Māori.

Calibre family

Heading.

Headings can be set in **Calibre Semi-Bold** or *Calibre Semi-Bold Italics*

Sub-headings 1.

Sub-headings can be set in Calibre Medium or *Calibre Medium Italic*

Bodycopy.

Bodycopy can be set in Calibre Regular or *Calibre Regular Italic*

This is sample copy set as 12pt text and gives you an idea of how bodycopy may look when set in Calibre Regular.

This is sample copy set as 10pt text and gives you an idea of how bodycopy may look when set in Calibre Regular.

This is sample copy set as 9pt text and gives you an idea of how bodycopy may look when set in Calibre Regular.

Quotes, special messages, high level titles can be set in Calibre light

A message from our Minister

or Calibre thin

Language Week

or **Calibre bold** (for infographics or single words)

83% Pacific

Typography

MPP font

Did you know?

Calibre was designed in Wellington, comes in a variety of weights and has a distinct personality.

A flexible, geometric sans serif font it is extremely legible and presents information simply and consistently.

Arial family Heading.

Headings can be set in **Arial-Bold** or *Arial-Bold Italics*.

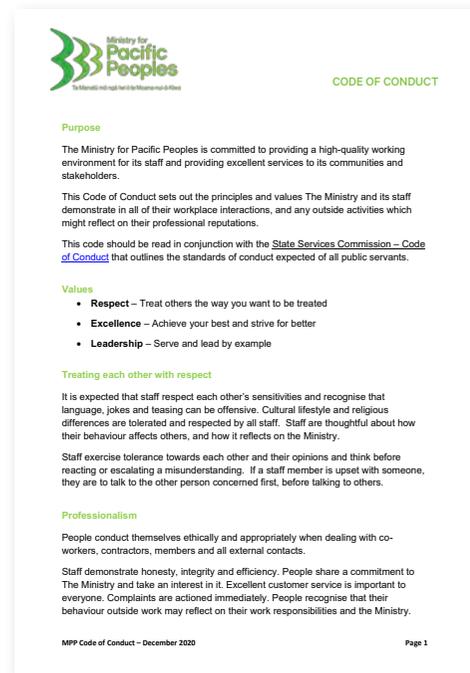
Bodycopy.

Bodycopy can be set in Arial Regular or Arial Regular Italic

This is sample copy set as 12pt text and gives you an idea of how bodycopy may look when set in Arial Regular.

This is sample copy set as 10pt text and gives you an idea of how bodycopy may look when set in Arial Regular.

This is sample copy set as 9pt text and gives you an idea of how bodycopy may look when set in Arial Regular.



Example of in-house documents using Arial

Typography In-house font

When do I use Arial?

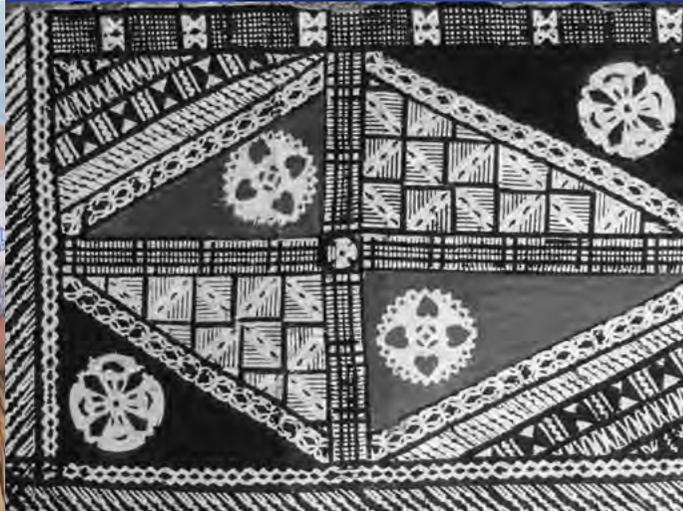
1. In-house WORD documents
2. Email font
3. When Calibre is unavailable

Did you know?

In 1992, Microsoft chose **Arial** to be one of the four core TrueType fonts in Windows 3.1, announcing the font as an “alternative to Helvetica”. It was developed by 3 individuals: Robin Nicholas, Patricia Saunders and Steve Matteson

Inspiration from Pacific design

We keep our communications fresh with in-house **'geometric'** and **'organic'** motifs. These add Pacific flare to concepts that are difficult to express through text or photography alone. The use of Pacific motifs help add dimension to our brand.





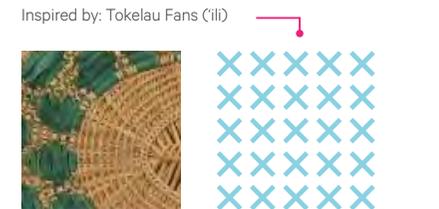
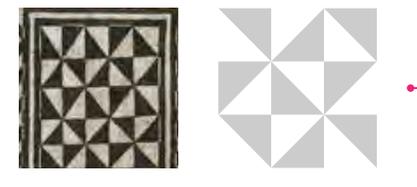
Geometric Motifs

Graphic motifs support our internal and external collateral and appear in print materials and throughout our digital channels. These clean vector graphics can be built into infographics, repeated to create background patterns or lined up to form custom borders.

The use of these motifs should be carefully crafted. MPP collateral design should not look busy. Our materials should feel vibrant, professional and PACIFIC PROUD.

These **geometric motifs** have been inspired/influenced by the indigenous designs of the pacific nations that we represent and add colour and dynamism to the Ministry's visual language. They can be used individually or combined to create overlapping visual assemblages.

Geometric motif Cultural guide





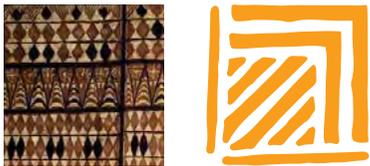
Organic Motifs

Our organic motifs add another dimension to MPP branding design. These can be mixed and matched with the geometric motifs or used independently.

At MPP we publish and produced all kinds of collateral for festivals, award shows, and publications either online, or in print, and on television. A hand drawn look may be the right approach to add authenticity.

These **organic motifs** have also been inspired/influenced by the indigenous designs of the pacific nations that we represent (as shown). These organic shapes are appropriate to use when infusing Pacific culture to our design materials and outputs. They can be intergrated with the graphic motifs when suitable.

Inspired by: Tongan Ngatu



Inspired by: Samoan Siapo



Inspired by: Samoan Upeti



Inspired by: Fijian Masi



Inspired by: Tokelau Skirt & Neck wreath



Organic motif Cultural guide

Creating Patterns and Borders

Our motifs and colours should be used to create vivid designs. The key is not get too busy with it. Use pattern and colour to support the content.

Below is an example of a certificate designed using MPP motifs and patterns for our annual Toloa Awards.



Creating Patterns/borders





Rotuma



Tonga



Tuvulau



Samoa



Tokelau



Cook Islands



Niue



Fiji



Kiribati

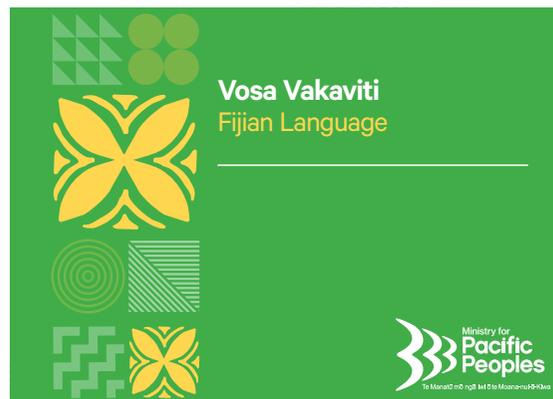
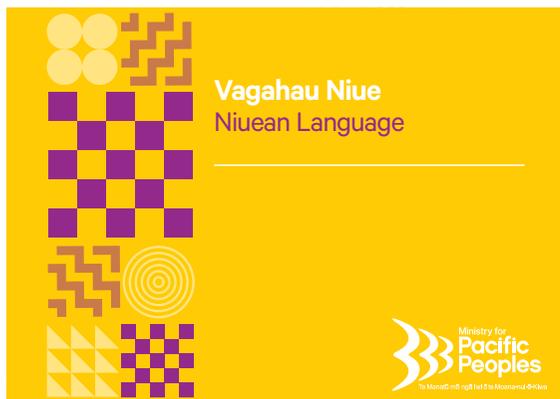
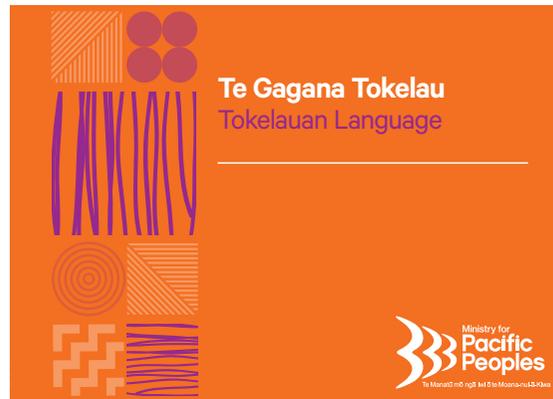
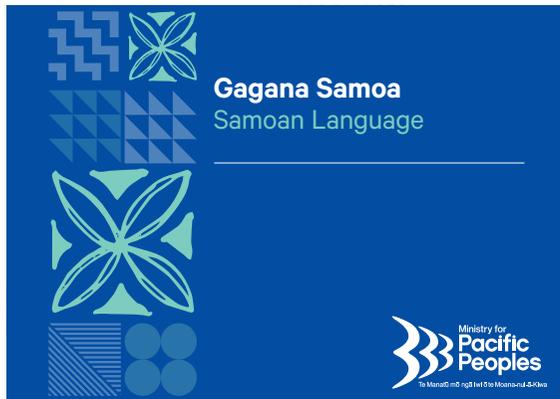
Colour + Pattern Language Weeks

At MPP we currently advocate for 9 Pacific communities. We have a colour system that helps differentiate the languages in our communications both, internally and externally. Please use this page as a colour and pattern guide regarding languages and our Pacific communities.

Pacific Language Week is one of many key MPP initiatives helping Pacific communities thrive within New Zealand.

Click on each of the tiles to see the language week rollout on our FB social channels.

Pacific Language booklets

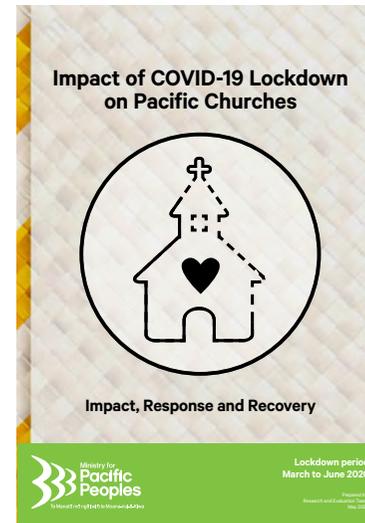


Corporate applications

Here are some example of pattern, colour, and typography combined to create MPP corporate materials. Use this as inspiration when working the our MPP toolkit. Pattern and Pacific motifs have many possibilities.



Creating Graphic design



The Ministry for Pacific Peoples invites you to the first of a series of **Pacific Wellbeing Talanoa**. **Talanoa 1** is on Wednesday 05 May, 2021.

The talanoa will inform the work the Ministry is leading in the development of an All of Government **Pacific Wellbeing Strategy**.

Journey of Pacific peoples in New Zealand

Pre-1950s	1950s	1960s	1970s	1980s	1990s	2000s	2010s
<p>Pre-1950s Pre-war period. Many Pacific people arrived in New Zealand as crew members on ships, and as labourers in agriculture and industry.</p>	<p>1950s Post-war period. Increased immigration from the Pacific Islands, particularly from Samoa, Tonga, and Niue.</p>	<p>1960s Continued immigration and settlement. Growing awareness of Pacific issues and the need for better services.</p>	<p>1970s Rising tensions and protests. The 1972-73 protests in Auckland led to the formation of the Pacific Community Development Trust.</p>	<p>1980s Establishment of the Pacific Community Development Trust (PCDT) and the Pacific Peoples Trust. Focus on community development and social services.</p>	<p>1990s Increased political and social activism. The 1992-93 protests in Auckland led to the formation of the Pacific Peoples Trust.</p>	<p>2000s Growing awareness of Pacific issues and the need for better services. Establishment of the Pacific Peoples Trust.</p>	<p>2010s Continued growth and development. Focus on social and economic well-being, and the formation of the Ministry for Pacific Peoples.</p>



Capturing hearts **Photography**





Capturing culture **Photography**

Our photos captures real people in real situations. We showcase bright, authentic and optimistic images of people embracing our values in everyday situations. Whether it be festivals, sporting, cultural, school or workplace events, we aim to reflect a true and vibrant story of Pacific People in New Zealand.

In order to have the most flexibility, we shoot portrait and landscape images that are full-frame and high resolution.

Our in-house library also continues to grow. For questions about photography please contact our marketing and communications team.





Black & white Photography

The use of black and white images creates a unified Pacific perspective – representing past and present. It adds dimension when speaking collectively from our Ministry.

MENTAL HEALTH AND WELLBEING SERVICES ARE IMPROVED

It was noted for many that support services need to be responsive to the needs of Pacific peoples with disabilities and their families. In 2019, disability survey, 70 per cent of Pacific peoples felt supported in being disabled, compared with the other main ethnic groups.

“Cultural training for clinicians to value Pacific culture.”

“Promote the use of ethnic-specific services Aotearoa and other models such as Whānau.”

Pacific peoples with disabilities are keen to access the services available to them. Participants often highlighted the difficulty they face in trying to navigate the system and their lack of confidence working for help.

Pacific peoples need to experience higher levels of mental health services, compared with the general population. Engagement with communities confirmed that the level and spread of mental health services are uneven across the areas and subgroups. While attitudes and stigmas were reported to be more challenging factors, some Pacific communities don’t have mental health supports, such as community workers (CJs) as becoming more problematic.

“There are all sorts of things getting our people in trouble – you are worried about the impact of things like it!”

Disability and mental health services for Pacific young people, are less further significant health concerns. Support to mental health and wellbeing for young people. This work is supported further in the Pacific young people’s section on page 52.

Mental health, addiction and alcohol services need to be strengthened so they are accessible, delivered in a Pacific context and using Pacific frameworks and concepts. At a community level these are most needed to be integrated alongside primary community-based services. This will require an ongoing investment in the workforce for this.

MENTAL HEALTH AND WELLBEING SERVICES ARE IMPROVED

Concern about the mental health and wellbeing of Pacific peoples was a significant issue raised by many of the focus community groups.

“The day mental health we can have some support that work sometimes family and friends do help but are guessing that it’s not really helped about enough.”

Pacific peoples need to experience higher levels of mental health services, compared with the general population. Engagement with communities confirmed that the level and spread of mental health services are uneven across the areas and subgroups. While attitudes and stigmas were reported to be more challenging factors, some Pacific communities don’t have mental health supports, such as community workers (CJs) as becoming more problematic.

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PACIFIC AOTEAROA – NEXT STEPS

The Pacific Aotearoa engagements confirmed that communities would like the opportunity to be the drivers of their own innovative solutions. Over the next 12 months, the Pacific Aotearoa vision will take a different approach to thinking and decision-making, and to the way Pacific initiatives are supported.

The main elements will be involved in the way we will work with Pacific communities.

Collaborate and launch
November-October 2019

Report back to communities, sectors and government agencies on the findings of the Pacific Aotearoa Language For Report, Pacific Aotearoa vision and goals.

Connect, Innovate and Incubate
January-October 2019

Confirm partnerships with others and invest in, pilot, test and evaluate innovative ideas.

Confirmation of an action plan and deliverables with government agencies and stakeholders that align to the goal areas.

Influence and change
January-June 2020

Report back at Pacific Aotearoa Summit (The New Zealand) to communities, sectors and government agencies on the results of the connect, innovate and incubate phases, and the next phases.

Relationships must be effective in a Pacific community setting The Pacific Aotearoa goals will be challenging to achieve, and the one person or organisation has the answers, as we will need to work as one. The Ministry for Pacific Peoples will bring together Pacific communities, organisations and government to work together to make the opportunities outlined in this report and to give the Pacific contribution to Aotearoa.

Our work programme will cover the following phases over the next 24 months.

GLOSSARY

Aotearoa	New Zealand
Language	to share, learning
Māori	women
Māori	elder
Māori	whānau
Pāpua	learning
Tāwhiri	discussion, conversation
Tāwhiri	children
Tāwhiri	people of the land
Tāwhiri	pre-thank, gift
Whānau	generosity

This guideline was updated 16 June 2021.

Contact Communications@mpp.govt.nz for any assistance.



Version 2021

Appendix C: Excerpts from Ministerial Guidelines for the Ministry for Pacific Peoples and working with the Minister's Office

The Minister and Ministry Officials

5. Minister Aupito has expressed his preference for a working relationship that is reflective of Pacific cultural values. The guiding shared principles that underpin the working relationship between the Ministry and Minister (and his office) are outlined in the table below:¹

Principle	Meaning
Ava fatafata	Meaning the maintenance of respectful and trusting relationships. The recognition of individual mana and collective mana of each of the Pacific groups. Being open and honest and true in our dealings with people. Doing what we say we will do.
Aoao manogi (collecting fragrance)	The need to collect all opinions from the garden of people. Valuing other views, knowledge, and experiences. Not being quick to discard community views. Eliminating the colonial view that one knows best and has all the answers and solutions.
Soalaupule	The literal sharing of authority. Where the opinions of others are genuinely heard and manifested by inclusion and reflected in the final decisions, thus the need for regular and ongoing engagements.
So'otaga fa'aletagata	We are all connected as peoples of the Moana Pasefika. Perhaps like the term whanaungatanga.
Tofa mamao, tofa saili	To search for wisdom, to search for inspiration for solutions that will endure, therefore we must always think long-term, and not just for today.
E iloa le laau i ona fua	A tree is known by their fruits, constantly nurturing what we grow to ensure the fruits are beneficial to all.
O le aso ma le filiga, o le aso ma le mata'igatila	Constantly checking what we must innovate, being prepared to change, reset, and ensure we are fit for purpose.
O le fuata ma lona lou	Each breadfruit season will require its own harvesting stick. The need to check what we are doing every season. The need to keep up with changing climates and seasons.
E le tu faamauga seisi	No person stands alone like a mountain, we must do things collectively. That is how we stand strong as a mountain when we stand together and take people with us.

¹Note that these Pacific principles are currently being worked on and will be updated in due course

Greetings and farewells

197. Use Pacific languages for greetings and farewells in the table below.

Pacific language	Greeting	Sign off
Rotuman	Noa'ia	Faiäkse'ea
Samoa	Talofa lava	Fa'afetai tele lava or la manuia
Kiribati	Mauri	Ko rabwa
Cook Islands	Kia orana	Meitaki ma'ata
Tonga	Mälö e lelei	Malo 'aupito or Faka'apa'apa atu
Tuvalu	Tälöfa	Fakafetai
Fiji	Ni sa bula vinaka	Vinaka vakalevu
Niue	Fakaalofa lahi latu	Fakaaue lahi
Tokelau	Mälö nī	Fakafetai
Māori	Kia ora Tēnā koe, Tēnā kōrua (two), Tēnā koutou (more than two)	Ngā mihi Ngā mihi nui Nākū iti noa, nā

Appendix D: Excerpts from officials meeting minutes

Excerpt from officials meeting of 25 May 2022

[Agenda item 1 is out of scope]

Agenda item 2: Samoa Language Week

[Discussion points are out of scope]

Actions

- With the changes in the COVID-19 Protection Framework, the Ministry to reconsider official launches and closures of Pacific Language Weeks for the remainder of the year.
- The Ministry to start providing bilingual scripts, speeches and press releases to assist the Minister in promoting Pacific Language Weeks, starting with Samoa Language Week.
- The Minister requires a Ministry presence at Samoa Language Week community events.

[Remainder of minutes is out of scope]

Excerpt from officials meeting of 31 May 2022

Agenda item 1: Post Budget Breakfasts – Reflections and upcoming breakfast events

[Discussion points 1-6 are out of scope]

- The Minister affirmed his expectations around wanting the machinery of the Ministry to move and lead the All of Government language strategy.
- The Minister emphasised that the Ministry need to ensure that Lalanga Fou, and specifically, language and culture underpins all our work.

Actions

[Action points 1-3 are out of scope]

- The Minister requested help when using Samoan language and culture. For Samoan events, he needs someone who is well versed in the Samoan language and has cultural intelligence Likewise for other Pacific languages/cultures.
- The Ministry to ensure all press statements and speeches for language events are bilingual. Likewise for speeches for language events.

[Remainder of minutes is out of scope]