



Pacific Economy Report on unpaid work and volunteering in Aotearoa

19.5% of total sample

The research was guided by five research questions:

- What constitutes volunteering and unpaid work from currently available literature and data?
- What constitutes volunteering and unpaid work from the perspectives of Pacific peoples?
- How do volunteering and unpaid work contribute to the wellbeing of Pacific peoples and the creation and development of their wealth?
- How do Pacific volunteering and unpaid work contribute to the Aotearoa economy?
- What are the impacts of the COVID-19 Pandemic during the past on Pacific volunteering and unpaid work?

Qualitative focus groups and individual talanoa

22 Diverse participants

Online survey

405 Participants stratified by age, gender and region

Cook Islands

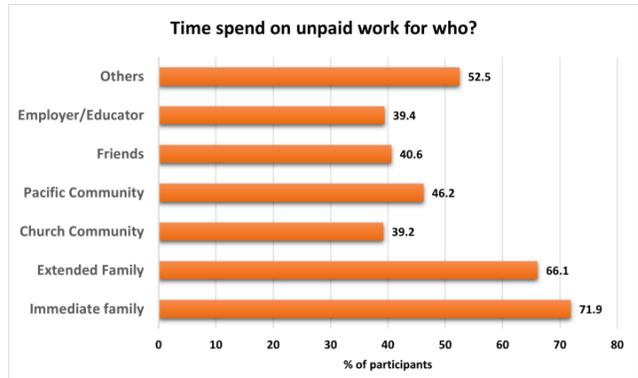
Cook Islanders' involvement is values-based, culturally driven, and connected to faith and vā.



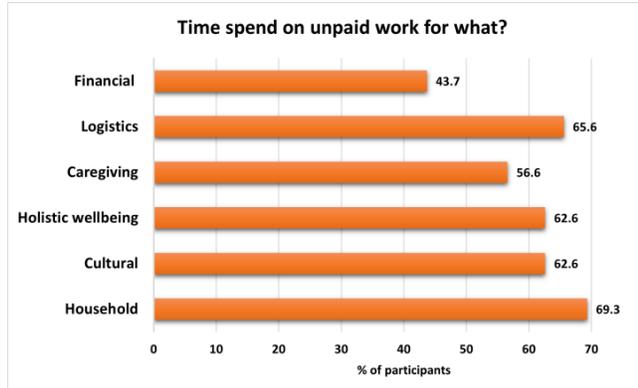
Contributed a total of over **\$15.28 million** to the Aotearoa economy annually

Tauturu, service. As a Cook Islander, it is in our blood because it all comes back to whanau.

I started making meals for my siblings when I was eight. I was cooking and looking after my younger siblings. Mum use to follow her mum. And nana was in a sewing group. I started following my mum when I was 12. And that was for family gatherings, baton up fundraisers for the Cook Islands community, and helping family when events were on. That is how I learned.

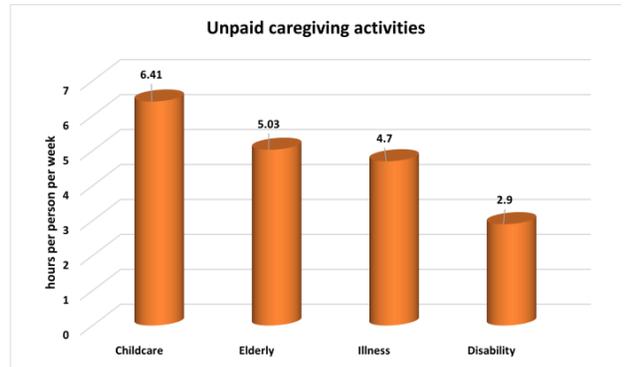


98.3% Took part in at least an hour of unpaid work or volunteering during the 4 months



256,906 Total hours spent on unpaid work over the 4 months

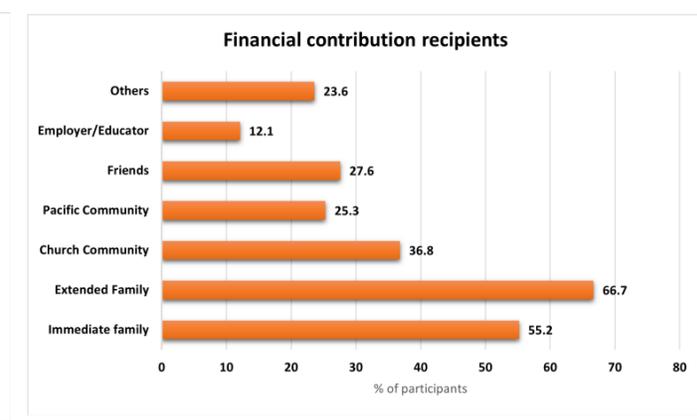
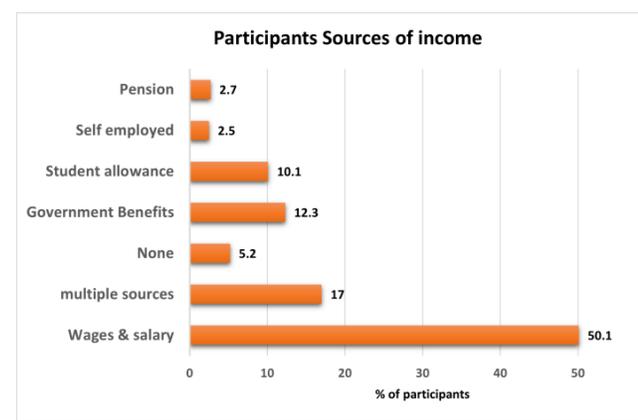
14,692 hours Spent per week on unpaid work and volunteering **36.3 hours** /person/week



43.7% Cook Islanders reported giving cash or funds to others

\$29,810 Given to others a week

Contributed a total of over **\$521,248** Over a period of 4 months **\$171** /person/week



75.6% NZ born

24.4% Born outside NZ

52% Female

48% Male

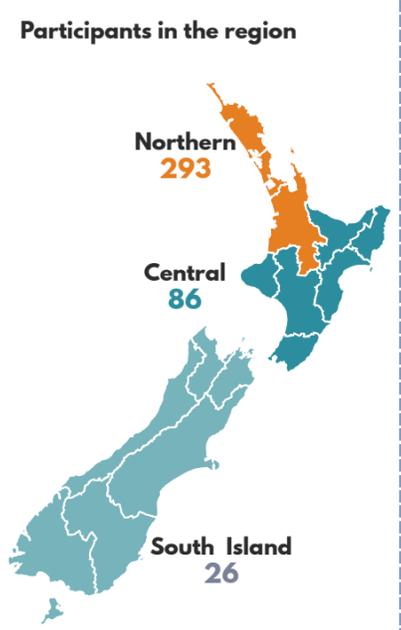
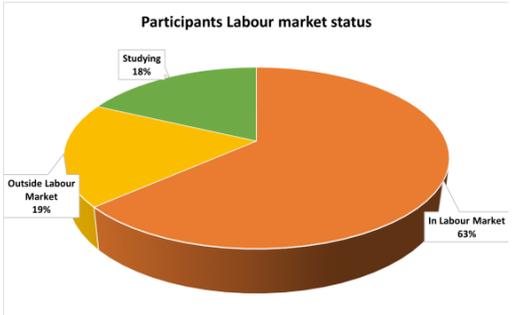
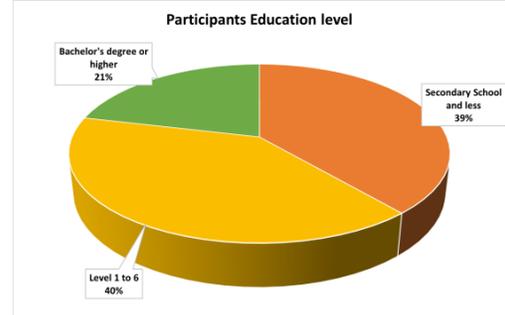
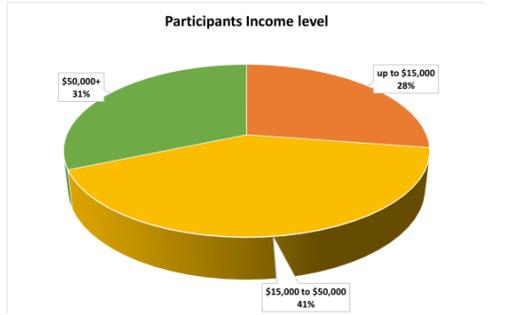
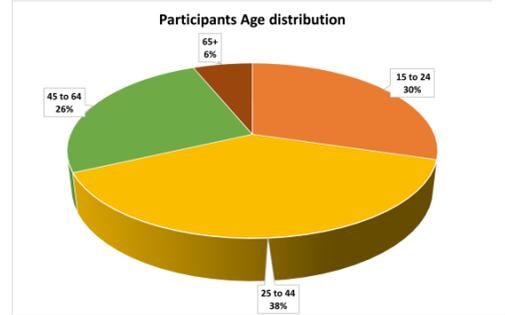
Years in NZ

10 years or less **28.3%**

11+ years **71.7%**

Participants were more likely to participate in unpaid work if they were:

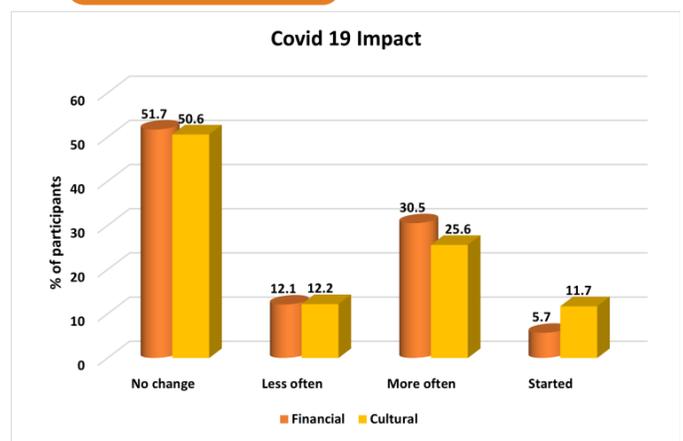
- Over the age of 25
- Identified with having a religion
- Were **not** receiving government benefits
- Had achieved a **Bachelors degree or higher** in education



Cook Islanders will be essential to improving the social, cultural, financial, and environmental wellbeing of Aotearoa in a post-COVID19 environment.

COVID-19 lockdown changed everything because you couldn't see your extended family. You had to stay in your bubble. But I was working much longer hours to help our community, the majority of those hours unpaid.

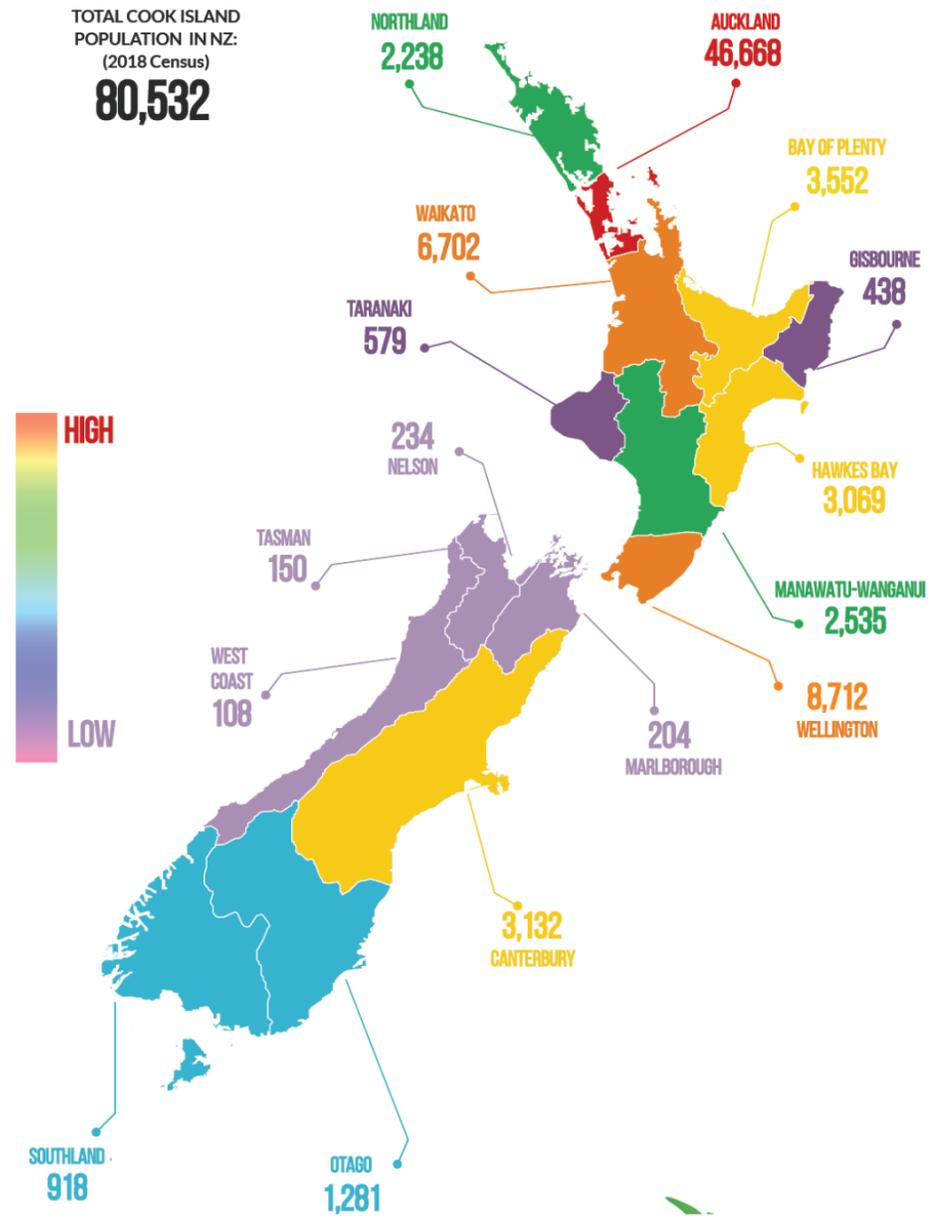
It is the cultural richness that comes from doing it and the connections that I make through it. If it aligns with our beliefs and our values, we'll do it! It's also being able to teach the young ones our culture and our values (love, service) through unpaid work and at the same time learn from our elders. It crosses across the generations.



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Summary of key findings

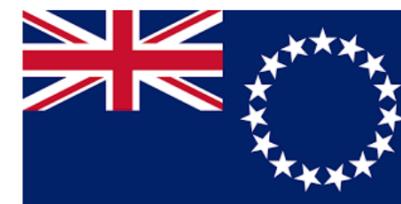
Cook Islands



Kakala framework



"As a Cook Islander, it is in our blood. If somebody says hey so and so passed away, when you hear that automatically you get up and go, not being forced. That's why I say kopu tangata because it all comes back to whanau"



Aronga tūtaki – koreia.
Tauturu - It is not done with the expectation of anything in return but the greater good of the collective.