

# Pacific Economy Report on unpaid work and volunteering in Aotearoa

7.5% 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 Aotearoa's 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

**8** Diverse participants



Online survey

**155** Participants stratified by age, gender and region

**6%** NZ born

**94%** Born outside NZ

**56.7%** 19 years or less

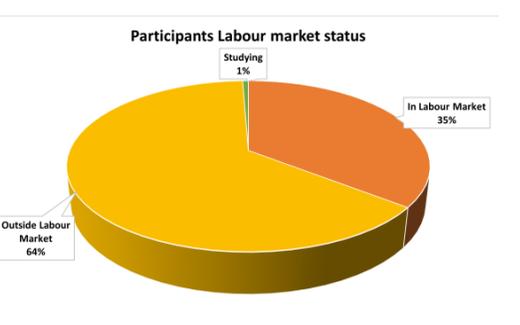
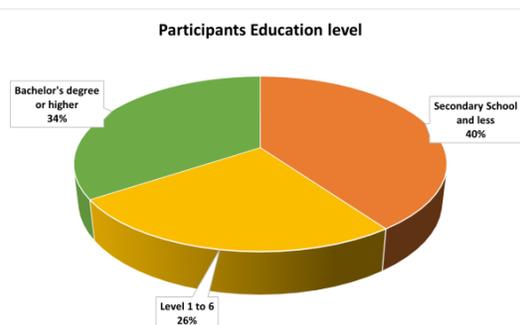
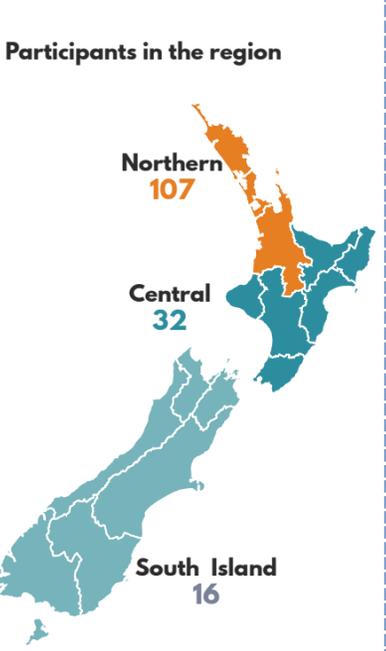
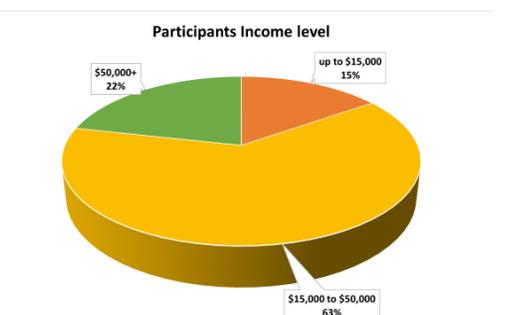
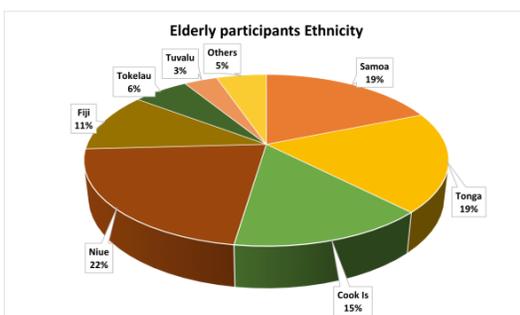
**43.7%** 11+ years

**6.8%** 19 years or less

**93.2%** 11+ years

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



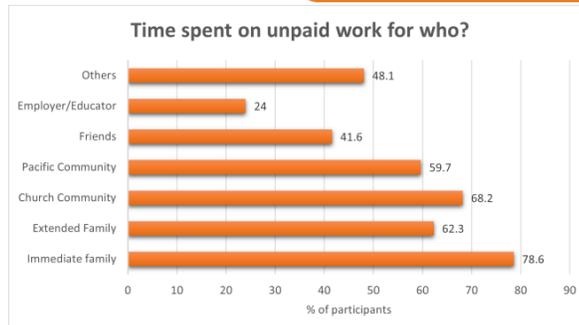
## Pacific Matua

Pacific matua involvement is values-based, culturally driven, and connected to faith and vā.



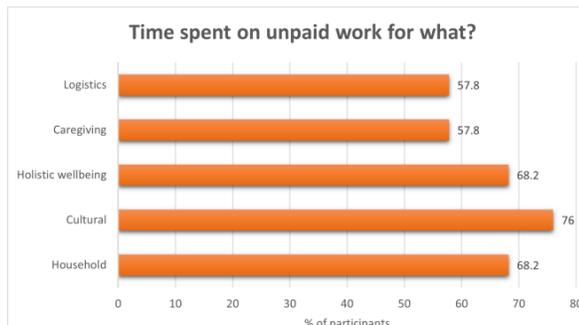
Contributed a total of over **\$3.94 million**

to Aotearoa's economy annually



**99.4%** Took part in at least an hour of unpaid work or volunteering during the 4 months

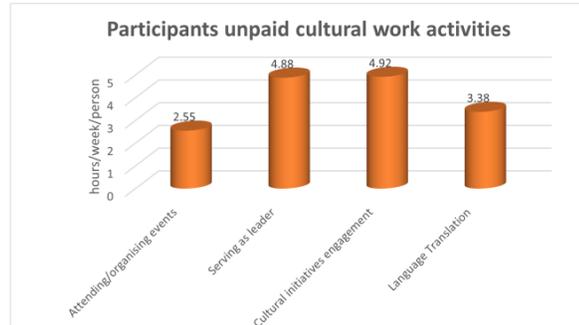
"When I am called to help someone or our community I feel that its like a connection to connect with other people with their hearts. To give honour back to God and my parents."



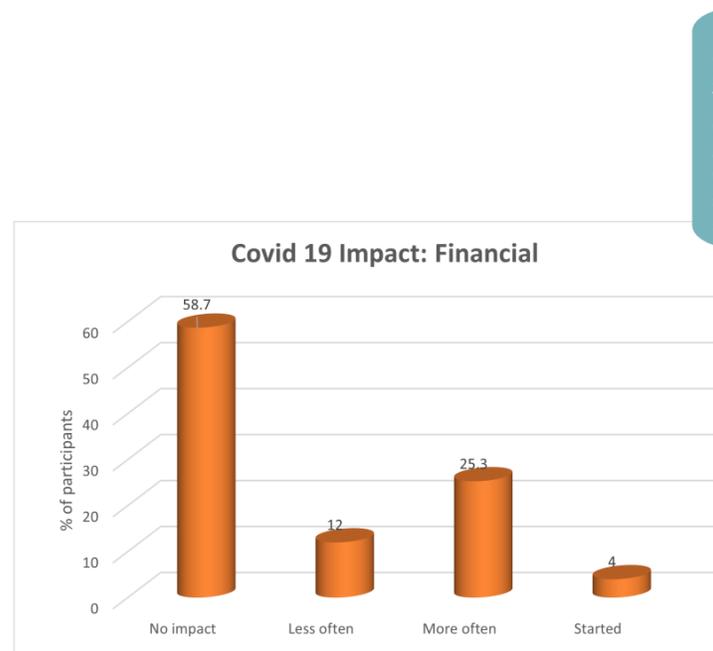
**66,248** Total hours spent on unpaid work over the 4 months

"We Tongan do not have specific terms to distinguish voluntary from unpaid work. But for me, volunteering (ngau'e 'ofa) is when you are engaging in something with the free willingness of your heart and with understanding that you will get nothing from it. You do it out of our love for humanity. If someone asked you to do something and you are willing to do so, that is also volunteering for me. I do not consider my household duties as a volunteer; they are my responsibility, and I am bound to perform."

**3,789** hours Spent per week on unpaid work and volunteering  
**24.4** hours per person per week



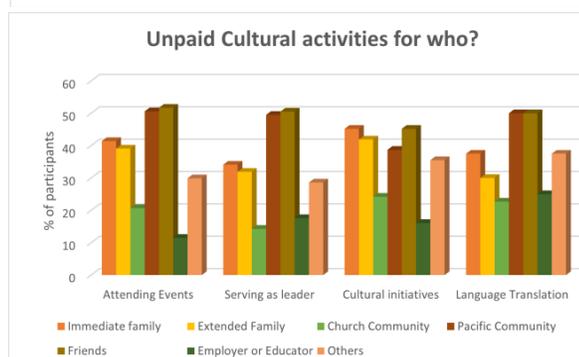
"My leadership contributes to raising the standard of the wellbeing of our people. 'Ko hoto mahu'inga kapau 'oku fiema'u kita 'e he kakai.'; there are lots of responsibilities, but all can be completed."



"I drive my mokopuna to school and after school activities. I attend sports games and advocate for our Tokelau people in community meetings and help with fundraising activities. I do this also because of my love for my people. It is my service to my people and it's a spiritual thing."



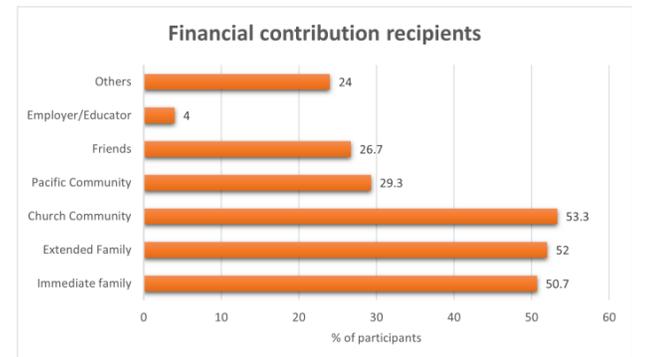
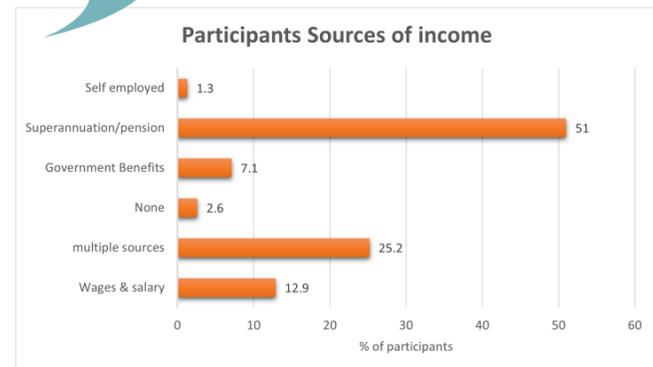
"I do help out and wish I could do more for our Niue community. I work with young kids to teach them how or learn to speak the Niue language, that is one way to be connected. How to share our culture to the children."



**48.7%** Pacific matua reported giving cash or funds to others

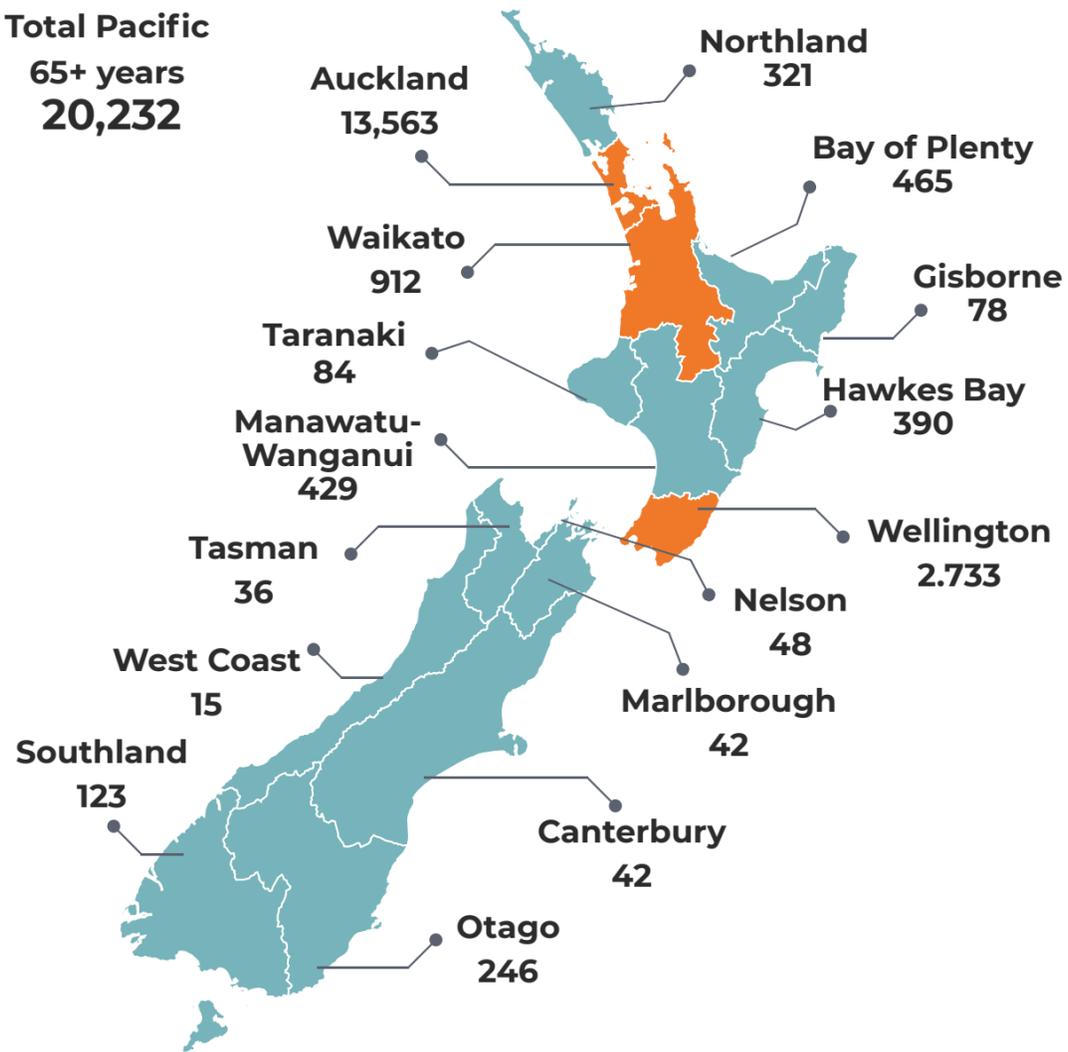
**\$5,457** Given to others a week

Contributed a total of over **\$95,413** Over a period of 4 months **\$73** /person/week



# Pacific Matua

Total Pacific  
65+ years  
20,232



Kae e simple te tali kae complicated foki. E simple me se lifestyle I grew up in. E lavea ne au me fai saale ne oku matua, oku uncles and aunts tela la e fai foki ne au. A kawai e se fai ne au, I feel something missing. A te social life tela ko tau au kiei i te folikiga, ko miss ne au.

(It is simple but complicated too. Its simple because that is the lifestyle I grew up in. I saw my parents doing it, my uncles, and aunties so I do that too. If I don't, I feel something is a mission. The social life that I am used to since I was young, I will miss it.)

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## Summary of key findings

# Pacific Matua

### Kakala framework



Auā o tatou ia, o le mea e ta'u o le "village". E pei e ta'u o le mea na o le ta'uga o le Māoli o le Iwi. E work together le community i totonu o le village.

(For us, we call it all part of being in a 'village'. Just like how the Māori people have their 'Iwi' is the exactly how we have our village. The community works together in the village).