



Improving Pacific Data Equity:

Opportunities to Enhance the Future of Pacific Wellbeing

Long-term Insights Briefing 2023

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the Future of
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Executive Summary

The Ministry for Pacific Peoples' inaugural long-term insights briefing topic is 'Improving Pacific data equity: opportunities to enhance the future of Pacific wellbeing'. It is our goal that this briefing will be a catalyst for public discussion around transformational change towards Pacific data equity in government systems and practices.

We acknowledge that there have been many recent improvements in the government data system since the 1990s, when Pacific people were able to self-identify as their specific Pacific ethnicities for the first time. However, Pacific data inequity still significantly impacts Pacific wellbeing because government decisions are influenced and informed by data that does not reflect Pacific worldviews. Often the government data system does not:

- use Pacific perspectives on data that reflects the tagata (a person), 'āiga (family), and community, from the past and the present
- accurately capture the realities, voices, and values of Pacific peoples
- use appropriate methods to support Pacific peoples' participation in data collection



- analyse Pacific data to understand key issues and opportunities that matter for Pacific peoples
- share insights with Pacific communities
- grow Pacific data professionals in the workforce
- evaluate the quality of Pacific data.

If we continue collecting, analysing, interpreting, and using data as we are now, we will continue to perpetuate the current inequities experienced by Pacific peoples and make policy and service delivery decisions that do not improve Pacific wellbeing.

An equitable future would be one where we have Pacific data that properly reflects the lives and journeys of Pacific peoples in Aotearoa. Having this data would mean that government and communities could make data-driven policy and service delivery decisions to improve Pacific outcomes, learn whether these policies are working and why, and adapt them.

While the road to achieving Pacific data equity is long, this briefing sets out some pathways to get there and to achieve Pacific wellbeing in the future.

Partnering with Pacific peoples and communities includes:

- collaborating with Pacific communities
- co-designing and partnering with Pacific data experts
- enabling Pacific-led and Pacific-driven data collection
- tailoring data collection to reflect the diversity of Pacific peoples.

Monitoring and improving Pacific data includes:

- implementing an all-of-government approach to Pacific data
- measuring and monitoring progress across government agencies
- evaluating and measure Pacific data equity through existing Pacific frameworks and principles.

Growing Pacific expertise includes:

- investing in building the data literacy of Pacific peoples and communities
- growing expertise and cultural capability across the public service
- growing the Pacific data workforce.



Chapter 1: Introduction

Long-term insights briefings are a tool for the public service to look into the future

The Public Service Act 2020 requires government departments to develop and publish a long-term insights briefing at least once every three years. Long-term insights briefings are an opportunity to enhance public conversations about long-term issues and to meaningfully contribute to future decision-making by governments. They are intended to be a think piece on the future, providing information about medium to long-term trends, risks and opportunities that may affect Aotearoa New Zealand, and options for responding.

This is the first long-term insights briefing produced by the Ministry for Pacific Peoples | Te Manatū o ngā lwi o Te Moananui-ā-Kiwa (the Ministry).

Pacific data equity matters because data informs decision-making and the stories we tell

The Ministry's inaugural long-term insights briefing topic is 'Improving Pacific data equity: opportunities to enhance the future of Pacific wellbeing', which reflects the significance of data equity as a whole-of-system issue for Pacific communities.

Pacific peoples make up eight percent of the population of Aotearoa New Zealand. That equates to 381,642 people who identify themselves as Pacific (2018 Census). There are now over 18 Pacific ethnic groups residing in Aotearoa New Zealand, each with their own languages, culture, migration and settlement stories. Pacific data equity is a key aspect of Aotearoa New Zealand's commitment to human rights, because it helps to ensure diversity is valued, respected and upheld.

Data is a powerful way to tell the story of Pacific peoples in Aotearoa New Zealand. It informs the indicators and measures generally used to describe the wellbeing of Pacific peoples. However, government data collection practices and systems reflect mainstream worldviews of success. These indicators do not always align with how Pacific peoples view 'success'; they can result in deficit-based narratives of Pacific peoples and provide a misleading impression that Pacific communities are underachieving – rather than reflecting the full realities of Pacific communities and their inherent resilience, strength, and innovation.

Scope and structure of this briefing

The focus of this long-term insights briefing is to identify the opportunities to achieve Pacific data equity within the context of government systems and practices, so that government decisions are based on data that accurately reflects the realities of Pacific peoples in Aotearoa New Zealand.



Figure 1 outlines the structure of this briefing. Chapter 2 introduces the current data inequities for Pacific peoples and their implications for the future using the Kakala framework (a research framework based on the Tongan practice of weaving a garland of flowers and leaves). Chapter 3 then outlines what a future with Pacific data equity looks like and how we can achieve an equitable future and outlines pathways to build on the required behaviour shifts.

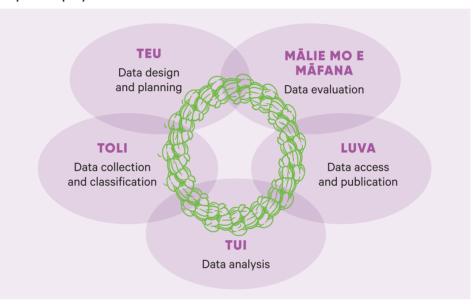
Figure 1 - Structure of this document

Pacific data equity to improve government decision-making and Pacific wellbeing

Pacific data equity requires equity in...

Chapter 2

Current data inequities for Pacific peoples in Aotearoa and their implications for the future



Chapter 3

What does a future with Pacific data equity look like and how do we get there?

Achieving equity in these areas requires behaviour shifts in these focus areas ...

and communities		of Pacific data		Growing Pacific expertise				
Achieving these behaviour shifts requires the following pathways								
Collaborate with Pacific communities	Co-design and partner with Pacific data experts	Implement an all-of- government approach to Pacific data	Measure and monitor progress across government agencies	Invest in building the data literacy of Pacific peoples and Pacific communities	Grow expertise and cultural capability across the public service			
Enable Pacific-led and Pacific-driven data collection	Tailor data collection process to reflect the diversity of Pacific peoples	Evaluate and measure Pacific data equity through existing indigenous frameworks and principles			e Pacific orkforce			



Key terms used in this briefing

What is Pacific data?

Pacific data, within the context of government, encompasses:

- · information about Pacific peoples that is categorised, classified and counted
- indicators and measures used to define and quantify Pacific peoples' lived experiences and their perceptions of wellbeing
- methods and tools used for data collection
- interpretation and use of data about Pacific peoples for policy development and service delivery decision-making.

There are differing interpretations of Pacific data between government and Pacific perspectives. For Pacific peoples, data represents the tagata (a person), 'āiga (family), or community, from the past and the present. There are clear distinctions between data for Pacific peoples, data about Pacific peoples, and data with Pacific peoples.

The Pacific Data Sovereignty Network hold the following views on Pacific data:

- Pacific data is a living taonga that reflects and derives from Pacific peoples' history, present realities and future aspirations.
- Pacific data is collated, analysed, accessed, managed, and shared through a Pacific lens.
- Pacific data is data produced by Pacific people or data about the Pacific and the environments
 Pacific peoples have relationships to. Data about Pacific peoples, that is not by or for Pacific
 peoples, such as government information collated by government agencies, is different but still
 relevant.
- Pacific data includes digital spaces and platforms that are about Pacific peoples and resources, and the knowledge and information that influences Pacific lives at both micro and macro levels.¹

What is Pacific data equity?

'Data equity' refers to the consideration of data through an equity lens in relation to how it is collected, analysed, interpreted, distributed, and used. A critical component of data equity is the recognition that data is not objective and reflects biases and subjective perspectives.

Data equity acknowledges that the perspectives of an individual or institution inform the goals or motivations of data generation and treatment, which can lead to marginalised communities, unequal access to data and its benefits, and potential harm due to data misuse.

Therefore, Pacific data equity is about ensuring that the definition of Pacific data and its design, collection, analysis, interpretation, and use – including the presentation of information and narratives about Pacific peoples – represents Pacific voices and is free from bias.

¹ Pacific Data Sovereignty Network Consultation Document February 2021.





"For too long, we have allowed others to write our stories, sing our songs, name our world and define who we are, and we have allowed others to validate, authenticate and legitimise who we are. We must take ownership of who we are, what we are, and what we call our own. Our data, our Pacific heritage(s), our new creations."

Dr Ana Taufe'ulungaki ²

What is meant by Pacific wellbeing in Aotearoa New Zealand?



"Mai na matua, mo ki tatou, ki na fanau. Learning from yesterday, living today, and hope for the future."

Perspectives from across the Pacific population inform our current understanding of Pacific wellbeing. The wellbeing of Pacific peoples, families and communities is expressed both personally and in relation to the collective. When Pacific peoples experience wellbeing, they connect to, and pass on, rich data from their ancestors to their kāinga (family) alive today.

A rigorous definition of Pacific wellbeing requires authentic engagement with Pacific communities. Further, a comprehensive understanding of wellbeing grows through a diversity of views, including perspectives from poetry, song, dance, spirituality, proverbs, parables, metaphors, lived experiences and observations, symbology, imagery, literature, and science across the breadth and depths of Te Moananui-ā-Kiwa (the Pacific Ocean).³ Intergenerational wellbeing thrives when the multiple dimensions of Pacific peoples in Aotearoa New Zealand are included.

Process to develop our inaugural long-term insights briefing

Submitters supported the topic of Pacific data equity

For our first long-term insights briefing, the Ministry chose to focus on a topic that will be of particular importance to Pacific peoples in the future. We tested the topic of improving Pacific data equity with Pacific communities through public consultation from November 2021 to February 2022. Following that process, we received ten submissions from government agencies, community groups, data groups and individuals. All submissions supported the topic, with most sharing their views that government Pacific data is deficit-based and does not reflect Pacific communities' resilience and resourcefulness. The submissions raised the need to address systemic gaps in the data system⁴ and for Pacific data to be framed by Pacific methods and frameworks, with Pacific peoples involved at all stages.

We drew from many sources to explore Pacific data equity

Following the public's support for the topic, we began to develop this long-term insights briefing. We drew from public submissions, findings from a literature review, discussions with Pacific and indigenous data experts, a review of the data system and its issues, and a 'Fofola e fala kae talanoa 'a kāinga' (talanoa 'a kāinga) approach within the Ministry, with other government agencies, and with Pacific communities themselves.

² Pacific Data Sovereignty Network, "The 2019 Moana Research seminar series report: Pacific data sovereignty: Day 2 29 November 2019." Life South Manukau p27.

³ Ministry for Pacific Peoples. 2022. "Pacific Wellbeing Strategy: Weaving All-of-Government, Progressing Lalanga Fou". Wellington, New Zealand.

⁴ The data system includes the people and components that work together to generate and use data, particularly in government. This includes the people, relationships, processes, hardware, and software across government and communities.

^{5 &#}x27;Fofola e fala kae talanoa 'a kāinga' is a Tongan metaphor of which one underlying meaning is an invitation for participants to come together and talanoa – talk.



The talanoa 'a kāinga approach derives from the Tongan practice of laying out the mat (fala) for the families (kāinga) to talk (talanoa). The talanoa 'a kāinga process creates space for participants to openly share their views and experiences. Through the talanoa 'a kāinga process, we engaged with 124 participants, including 38 public servants from 15 agencies⁶ and 86 Ministry staff.

We consulted extensively on the first draft of the long-term insights briefing

Public consultation on the first draft of the long-term insights briefing occurred from 31 October to 11 December 2022. The submissions, from over 70 talanoa participants and six organisations, echoed the issues raised in the first public consultation and the talanoa 'a kāinga with agencies. Feedback confirmed the need to make whole-of-system improvements to support Pacific data equity. Some of the issues highlighted were the:

- lack of standardisation across agencies in the collection of Pacific data
- · difficulties with data access
- · dominant Western lens and practices
- · limited workforce
- · lack of access and accountability across the data system.

Public feedback supported the need to improve the data system through:

- improving Pacific representation in the data workforce
- involving Pacific communities throughout the data cycle⁷
- standardising the collection and analysis of Pacific data
- ensuring there is a feedback loop to communicate data findings back to communities.

Recognition of Te Tiriti o Waitangi

The Ministry recognises that Māori/tangata whenua and Pacific peoples/tāngata moana, share ancient whakapapa linkages that have existed for millennia, before the signing of Te Tiriti o Waitangi. Māori graciously acknowledge Pacific peoples as 'tuakana', or the elder siblings in this ancient relationship, and themselves as 'teina', the younger siblings. Within the context of Aotearoa New Zealand, Māori are 'tangata whenua' or 'tuakana', and Pacific peoples are 'teina' or 'tangata Tiriti'.

The Ministry aims to role model honouring Te Tiriti o Waitangi for Pacific communities, to acknowledge tangata whenua, the indigenous peoples, and to recognise their fundamental contribution to the building of Aotearoa New Zealand. Māori and Pacific peoples' ongoing relationship is reflected by their shared whakapapa, taonga, values, and principles. They also share a growing number of people who identify as both Māori and Pacific. According to the 2018 Census, of the 26 percent of Pacific people who identify with two ethnicities, nine percent identify as Pacific and Māori. Māori and Pacific peoples have shared experiences of data inequities that impact their wellbeing and shape historical and current outcomes. These shared experiences demonstrate the value of this paper, not only for Pacific peoples, but for Māori as well. If Pacific data equity is improved, it will improve both Māori and Pacific data and narratives that can shape future wellbeing.

⁶ The 15 agencies were the Ministry of Culture and Heritage, Office of Disabilities (prior to the establishment of the Ministry of Disabled Peoples), the Ministry of Education, the Ministry of Social Development, Stats NZ, Te Hiringa Hauora/Health Promotion Agency, Te Puni Kōkiri, Oranga Tamariki, the Department of Corrections, Manatū Wāhine/Ministry for Women, the Ministry of Foreign Affairs and Trade, the Ministry of Health, Tertiary Education Commission, The Treasury | Te Tai Ōhanga, and the New Zealand Qualifications Authority.

⁷ The data cycle is a general framework that describes the steps involved in the generation and processing of data. See Figure 2: Steps of the Kakala framework mapped to the data cycle and decision-making points, in Chapter 2, for more detail.

⁸ Ministry for Pacific Peoples. 2020. "Pacific Aotearoa Status Report: a snapshot." Wellington, New Zealand.



Chapter 2:

Current data inequities for Pacific peoples in Aotearoa and their implications for the future

Examining Pacific data inequities through the kakala lens

In this section we explore the six key stages of the data cycle⁹ and we examine this cycle by overlaying it with the Kakala framework to understand where current inequities for Pacific data exist and how these affect government decision-making for Pacific peoples.

Kakala refers to the Tongan practice of weaving together a garland using flowers and leaves. The Kakala framework is a research framework based on this practice, introduced in the early 1990s by Professor Konai Helu-Thaman and refined since. This briefing uses the six-phase kakala process; teu, toli, tui, luva, mālie and māfana.¹⁰

We examine our current data system using the Kakala framework to identify challenges and opportunities through a Pacific cultural lens. Figure 2, on the next page, outlines the steps of the Kakala framework mapped to the associated data cycle phases and decision-making points. 11 The insights we heard through our public consultation processes are woven into the discussion that follows.



⁹ Bishop, D. 2016. "Indigenous peoples and the official statistics system in Actearoa/New Zealand." In Kukutai, T, and Taylor, J. (eds). Indigenous data sovereignty: toward an agenda. Canberra: Australian National University Press, p293.

¹⁰ Fua, S.U.J., 2014. "Kakala research framework: A garland in celebration of a decade of rethinking education", pp53-55.

11 Adapted from Statistics Canada, 2003, as cited in Bishop, D. 2016. "Indigenous peoples and the official statistics system in Aotearoa/New Zealand." In Kukutai, T. and Taylor, J. (eds). Indigenous data sovereignty: toward an agenda. Canberra: Australian National University Press. p293.



Figure 2: Steps of the Kakala framework mapped to the data cycle and decision-making points

TEU

This teu stage involves sitting and thinking about the purpose of the kakala and who it is being created for.

DESIGN PHASE

Planning (formulation of objectives)
Conceptual measurement
Consultation and engagement
Selection of survey frame and
sample design
Questionnaire design
Data collection design

TOLI

The toli stage involves searching for, selecting and gathering the flowers.

COLLECTION PHASE

Data capture and coding
Standards and classifications
Application of statistical rules,
guidelines and practices
Editing and imputation
Confidentialisation of data
Estimation

TUI

The tui stage involves weaving or making the kakala.

ANALYSIS PHASE

Comparative analysis

MĀFANA

The māfana stage is a continual process of reflecting on the work. It is a place where everyone involved gives heartful expressions because of the work, as it is being woven. It too needs to be present at every stage. If we are māfana at every stage of making the kakala we will be able to complete the work because we will consistently be reflecting on it and ensuring the best kakala is being woven.

TRANSFORMATION PHASE

Policy changes
Partnership with Pacific communities
Use of Pacific frameworks and principles
Societal transformation

MĀLIE

The mālie stage is an
expression that what has been
woven is relevant for the occasion. It
is the opportunity to reflect on the work:
whether it makes sense and whether it reflects
the person for whom the kakala was made. Mālie
needs to be present at every stage of the kakala
process, as the quality of the kakala is dependent
on the way in which each step is woven and the
way in which the relationships between those
who wove it are upheld.

EVALUATION PHASE

Review of processes

LUVA

The luva stage is when you respectfully give the kakala to who it was intended. The kakala should be meaningful to them.

PUBLICATION PHASE

Production and dissemination of official statistics



Teu: Design and planning

The teu phase is the first step of kakala making. In the context of data, this step encompasses thinking, identifying the information to be gathered, and the planning and design of the next steps. This step also identifies who is best to carry out the subsequent steps of toli, tui, and luva.

Data in Aotearoa New Zealand is designed to measure populations against mainstream markers of success

The way data is designed reflects what matters to those who define and design it. Pacific peoples' values and markers of success are not always considered in data design in Aotearoa New Zealand. Instead, Pacific peoples' success is often measured against mainstream ideals, such as individualism and capitalism, which do not reflect Pacific values or markers of success. However, if Pacific people are not involved in the design phase, then the data has not been designed for Pacific people.

Across government, not all agencies consider a Pacific world view in their data collection, analysis, or dissemination, as the priority is often serving the general population. However, agencies who participated in the talanoa 'a kāinga acknowledged that if specific consideration of Pacific communities occurred, this would support improved Pacific outcomes.

Inequities occur when Pacific worldviews are not considered in Pacific data design

Western values and measures of success often perpetuate a largely quantitative, deficit-focused way of measuring success. This means that current measures and indicators do not meaningfully reflect the wellbeing and aspirations of Pacific peoples.

The deficit-focused way of measuring success will often perpetuate negative stereotypes which affects the way in which others perceive Pacific peoples, as well as how Pacific peoples perceive themselves.

A common theme from the talanoa 'a kāinga was that there is a need for data that captures Pacific peoples' experiences using concepts and methods that align with Pacific values and culture. The worldview and priorities that usually inform current data processes are not informed by Pacific norms, leading to missing data as the definitions do not capture lived realities. As one talanoa 'a kāinga participant stated:



"So, if you really want to measure equity, I think it involves a bigger breakdown, a more detailed breakdown by subgroups, including generation, including first language spoken at home and country of origin."



Indicators used to measure Pacific wellbeing are not useful on their own because current data on Pacific peoples focuses on the individual. Pacific wellbeing indicators need to reflect the whole person – their relationships and the contexts of their lives that are important to them. It is critical that these indicators use both quantitative and qualitative measures.

If we continue to keep Pacific peoples "peripheral to the channels of power through which consequential decisions about [Pacific] statistics are made...[communities] rely on data that largely fails to reflect community needs, priorities, and self-conceptions. This data imbalance threatens self-determination, limits informed policy decisions, and restricts progress toward [Pacific] aspirations for healthy, sustainable communities." ¹²

Talanoa 'a kāinga participants overwhelmingly highlighted the important role that Pacific peoples could play in the design process to shift the perception of data as being 'done to' them, to data 'done by' them:



"I think that the targets, or goals, or outcomes, that the government stipulates for all agencies, that Pacific people have had the opportunity to participate in the design of those. I think that there would be a sense that Pacific communities are enabled by data, rather than restricted by number and reports."



¹² Bishop, D. 2016. "Indigenous peoples and the official statistics system in Aotearoa/New Zealand." In Kukutai, T and Taylor, J. (eds). Indigenous data sovereignty: toward an agenda. Canberra: Australian National University Press, 2016.



PACIFIC DATA INEQUITY IN DATA DESIGN A CASE STUDY: PACIFIC VOLUNTEERING AND UNPAID WORK

Censuses in 2006, 2013, and 2018 included questions on volunteering that assumed all New Zealanders hold the same concepts about volunteering.

The terms 'unpaid work' and 'volunteering' are not Pacific concepts so do not reflect the nature of reciprocal relationships, cultural obligations, and Pacific values that underpin Pacific contributions and participation in these activities.

The lack of consideration of culturally-specific values here meant that far fewer Pacific peoples completed this question in the census compared to other populations (only 65 percent of Pacific peoples aged 15 years and over responded to this question in the 2018 Census, compared to 80 percent of non-Pacific people). Research has shown that those Pacific people who did answer the question did not feel their contributions were accurately reflected in the census data.

To address this inequity, the Ministry conducted research in 2021 on unpaid work and volunteering by Pacific peoples in Aotearoa,¹³ based on a Pacific-centric perspective of what constitutes unpaid work and volunteering, and used a culturally appropriate method underpinned by Pacific values.

The research found that Pacific peoples carry out 66,035 hours of unpaid work and volunteering per week, which equates to an average of 33 hours per person per week.

Collectively, they gifted more than \$2.4 million of their own money to others during a four-month reference period. This equated to a total of \$138,045 given to others on average per week, or \$161 per week per person.

In addition, volunteering and unpaid work were found to have substantial intangible wellbeing benefits for Pacific peoples. For example, it enables the sharing of cultural knowledge, increases social capital, contributes to the wellbeing of Pacific communities, and provides spiritual grounding.

Toli: Collection and classification

The toli phase is about gathering the flowers to make the kakala. In the context of data, this step is about data capture and collection. If the teu phase considers who is best to collect the data, the best sources of this data, and how best to collect the data, then the toli phase will result in the collection of the best data to inform decisions to support Pacific wellbeing.

 $^{13\} Ministry\ for\ Pacific\ Peoples.\ 2021.\ "Pacific\ Economy\ research\ report\ on\ unpaid\ work\ and\ volunteering\ in\ Aotearoa".$



Data collection methods in Aotearoa New Zealand lack Pacific involvement

The methods used to collect Pacific data directly influence the way data is analysed, interpreted and used in policy development and service delivery decisions. However, there is a lack of Pacific involvement in data collection: fieldworkers are often not familiar with Pacific customs and cultures, there are linguistic and digital barriers, and there may be a lack of trust in the government system due to historical trauma. These factors impact on the inclusion and participation of Pacific voices in data.

Further, Pacific peoples have lower participation rates in censuses and national surveys, meaning that, collectively, they are not accurately accounted for. Undercounting of Pacific voices leads to inaccurate sampling frame designs and reliance on linking administrative data of variable quality.

Sampling is an important consideration in the toli phase. One agency involved in talanoa 'a kainga noted that the sampling frame of Pacific peoples was a challenge and there is a need to look at various frameworks to get sampling right. Government data sets need larger Pacific sample sizes to allow for meaningful analysis. To highlight the overall issue, one participant noted:



"I'm also aware that... diversity within Pacific populations is really important and recognising it's not just... these high-level kind of groupings... because we have small sample sizes... it's not going to be representative of all Pacific peoples because it's their diversity."

Inequities occur when Pacific-focused data methodologies are undervalued

The reliance on non-Pacific data collection methods, and the devaluing of Pacific-focused data methodologies, leads to inequitable data collection of Pacific data.

The importance of using both qualitative and quantitative data to report outcomes was commonly raised in talanoa 'a kāinga, as both are needed to build the narrative of Pacific peoples. Participants commonly identified that the prominence of quantitative methodologies limits the potential to capture data which is relevant to Pacific peoples' lived realities, which contrasts to talanoa as a prominent method for collecting information in Pacific communities. One participant articulated this issue as:



"We seem to undervalue qualitative data. I know we need quantitative data, I know it's a government thing, I know we need to measure something and count something. But we undervalue in terms of the richness of - especially from the [Pacific] communities – the value of qualitative data."

Another issue identified by participants was the high-level ethnic classification used by government agencies to describe the Pacific population. This classification perpetuates the homogenisation of Pacific peoples and limits the analysis of more meaningful disaggregated Pacific data at the tui (analysis) stage of the data cycle. Collecting the diverse views of Pacific peoples requires consideration of not only ethnic make-up, but geographical, as one participant comments:





"[It's] making sure that whenever we talk about Pacific people that we're not relying on the experience of urban Pacific people predominantly in South Auckland because that's a huge population, no doubt about it. I think probably a lot of our insights come from that part of the country, and in that context, I wonder, 'but what about the Cook Island population in Tokoroa for instance?'"

If we continue to collect Pacific data as we do now, Pacific communities will continue to be undercounted, and therefore underserved by government services and policymakers. This continues to restrict progress towards Pacific wellbeing aspirations.

PACIFIC DATA INEQUITY IN DATA COLLECTION AN EXAMPLE: CENSUS 2018 UNDERCOUNT

The 2018 Census data collection process failed to address how existing Pacific inequities arising from the digital divide¹⁴ would impact on census returns from Pacific people, or how to engage meaningfully with Pacific communities to reduce hesitation and increase trust in government data collection. As a result, there was a 4.9 percent undercount for Pacific peoples, translating to around 19,600 people.¹⁵

As the census is used to design all policy-driven surveys for Stats NZ and the Ministry of Health, current surveys rely on outdated sampling frames (from the 2013 Census) to produce nationally representative statistics. Stats NZ cannot confirm current methods for Pacific data collection are representative:

"It is very important that users of the 2018 Census data keep in mind that the general assessments of quality that have been produced by Stats NZ are designed to provide an overall indication of how well the data for specific variables have been counted...These measures are calculated at the national level and the resultant ratings are not necessarily useful guides to quality when data are being examined for small areas or small population sub-groups." 16

"We have no evidence about whether any types of households are more likely to be missed than others, so cannot comment on how representative households with Māori and Pacific residents that responded to the census are, compared to those that did not respond."¹⁷

17 Stats NZ. 2021. "Families and households in the 2018 Census: Data sources, family coding, and data quality", 2021, p25.

¹⁴ Department of Internal Affairs. "Community access to digital technologies: a literature review", p28. Accessed August 11, 2022. 15 Stats NZ, "Post-enumeration survey: 2018", https://www.stats.govt.nz/information-releases/post-enumeration-survey-2018/16 Stats NZ. 2020. "Final report of the 2018 Census External Data Quality Panel", 2020, p8.



The use of administrative data to improve response rates for the 2018 Census was challenging but was considered better than not using it to produce the 2018 Census. Administrative data made up 6.3 percent of the ethnicity count of the 2018 Census data. However, it was problematic for Pacific data because at the time of the decision to rely on linking Integrated Data Infrastructure administrative data to the 2018 Census:

- ethnicity data collection varied widely by government agency (e.g., the Department
 of Internal Affairs collects at level 4, the Ministry of Health collects at level 3, and the
 Ministry of Education collects at level 2),¹⁸ and
- administrative data was collected at varying aggregated ethnicity levels.

Stats NZ applies significant testing of the different data sources to determine which will best match census data, both conceptually and for coverage. Ethnicity data was not a requirement for IDI linking of administrative data. Stats NZ consider that ethnicity data is not an appropriate variable to identify unique individuals to. However, when using data that does not link ethnicities, the narrative for Māori and Pacific peoples becomes very limited and biased. With regards to missing household data, the 2018 Census External Data Quality Panel concluded:

"These results indicate that households with Māori or Pacific residents are under-represented in the census household data and that the census data from responding households may be biased in particular ways." 19

There was only a 70 percent response rate for Pacific peoples, with the rest of Pacific data being derived from administrative and imputed methods. One consequence of this was that over 54,000 Pacific peoples could not be placed in households.

"In the case of ethnicity, improved coverage does not necessarily equate to improved quality of data...In the 2018 Census, 29 percent or more of the ethnicity data for Māori and Pacific ethnic populations come from other sources. The Māori and Pacific data is not of the same quality as the data for the NZ European ethnic population." ²⁰

¹⁸ For the total population, 6.3% of the usual resident pop had their ethnicity counted from administrative data, of which 2.02% was at level 4 (DIA), 2.32% at level 3 (MoE) and 1.92% at level 2 (MoH).

¹⁹ Stats NZ. 2021. "Families and households in the 2018 Census".

²⁰ Stats NZ, 2020. "Final report of the 2018 Census External Data Quality Panel", 2020, p49.



Tui: Analysis

The tui phase is about creating the kakala. In the context of data, it involves bringing together what has been collected, applying culturally nuanced methods and lenses to tell the stories of Pacific peoples.

Data analysis methods impact whose voices are reflected in government decisions

The methods used to analyse Pacific data directly impact whose voices are represented and how they are reflected in policy development and service delivery decisions. Current data analysis methods do not represent the concerns and aspirations of Pacific people or reflect their lived realities or values.

'Pacific peoples' is an umbrella term representing over 18 diverse cultures in Aotearoa New Zealand's government data. However, conventional data analysis is designed around large-scale, homogenous data. Therefore, Pacific data is often analysed inconsistently across government.

Further, Pacific data analysis is often not analysed using a Pacific lens (e.g., using Pacific frameworks such as the Kakala, Tivaevae, or Fonofale frameworks). Cultural views are not accommodated for at the design phase and as a consequence are not captured at the analysis phase. As one talanoa 'a kāinga participant commented:



"But what we don't have is a kind of a Pacific lens in terms of interpreting that data and what that means. So, for example, if you're looking at different data performances at different regions, if you're looking at South Auckland for example, there's a reason why this measure is different to if it's in Ōtautahi for example, because you've got different learner cohorts."

Another common theme arising from the talanoa 'a kāinga (and relevant to all stages of the kakala process) is the lack of Pacific statisticians or researchers to provide a cultural lens over the data system. Pacific staff within agencies are being asked to provide cultural services and support over and above their roles, without proper remuneration or recognition.

Inequities occur when there is no way to consistently use Pacific data to understand concerns and aspirations

Currently, there is no way to consistently use Pacific data to understand concerns and aspirations at the community level, which is what most policy decisions, funding, and services are geared to address. This was also raised by talanoa 'a kāinga participants. This discrepancy means that policy decisions are made assuming all Pacific needs are the same, regardless of ethnic, cultural, religious, regional, or socioeconomic diversity. Without applying a cultural lens, there is no understanding of Pacific complexities. Pacific data nuances are important at the analysis phase because data needs to be explored in context.

If we continue to analyse Pacific data as we have done in the past, government will continue to have a diminished understanding of the concerns and aspirations of Pacific communities, leading to ineffective policy decisions and programmes.



PACIFIC DATA INFOUITY IN DATA ANALYSIS AN EXAMPLE: HEALTH SYSTEM

A 2019 Health System Review Pacific Report²¹ identified the following Pacific data inequities:

- current government practices allow for three forms of ethnicity data analysis: prioritised (i.e., Māori, Pacific, Asian, other), total (i.e., overlapping groups), and single/combination data (i.e., Māori vs Pacific-Māori vs Pacific vs non-Māori, non-Pacific).
- · government agencies vary in their standard analysis recommendations (e.g., the Ministry of Health recommends prioritised data as standard, while Stats NZ recommends total data as standard).
- equity measures based on Te Tiriti o Waitangi alone, such as prioritised ethnicity (Māori, Pacific, Asian, Other) and Māori vs non-Māori do not accurately capture Pacific data.
- · prioritised data leads to undercounting of Pacific voices in official New Zealand statistics, which perpetuates Pacific inequities across wellbeing measures.

Luva: Publication, production, and dissemination

The luva phase is about gifting the completed kakala. This is the handing over of the kakala to the wearer, acknowledging the hard work and sacrifice taken to create the garland. In the context of data, the luva stage honours those who have given their voice and knowledge to help the research, to allow for its publication, production and dissemination.

Data production and dissemination is often inaccessible to Pacific communities

Both government and Pacific communities find it difficult to access Pacific data. For government, data sharing between agencies is inconsistent and ad hoc, which impacts agencies' abilities to draw robust insights about Pacific peoples to inform policy development and service delivery decision making.

For Pacific communities, the feedback loop between agencies and communities is often absent or insufficient. Data, and the insights it generates, is not generally shared well by government, nor presented in a way that is accessible to Pacific communities. For example, outputs produced by agencies tend to take the form of charts or long reports. For some who participated in the talanoa 'a kāinga, this indicates a lack of consideration of giving back to communities as part of the data system approach:



"We don't actually build in the mechanisms properly to be able to get back to the communities and the respondents properly. So that we can share the information and insights that we've collected, or involve them in the interpretation."

²¹ Ministry of Health. 2019. "Health and Disability System Review".



Inequities occur when we have a diminished understanding of what is working for whom and why

If we continue to produce and share Pacific data as we have done in the past, government will continue to have a diminished understanding of what is working for whom and why, meaning policy decisions and service design are less effective than they could be.

Pacific communities' lack of access to their data also affects their trust and confidence in the data process, and in government:



"[To be able to] access data at your fingertips would be good and having confidence in the data and not having to double check it and cross reference it with other data. It's useful for everyone - the whole community. Seeing communities having more ownership of their own data would be great."



"So when we are looking for information to help find solutions to community issues those communities need to have access to the information so that they can help solve them. We need to have access and whoever has the data should be well-known, should be on their website."

The lack of access to Pacific data also contributes to the rise of misinformation, particularly prominent during COVID-19. The barriers to accessing data were clear from the types of information that had been widely shared among Pacific communities.

LUVA ON THE PACIFIC ECONOMY RESEARCH REPORT ON UNPAID WORK AND VOLUNTEERING IN AOTEAROA

Pacific data reflects the voices of Pacific communities, and their stories need to be gifted in a culturally appropriate way. Upon completion of the Pacific Economy Research Report on Unpaid Work and Volunteering in Aotearoa, the Ministry for Pacific Peoples hosted four separate luva in July and August 2021 for communities across Aotearoa. The impact of each regional luva was positive.

The luva involved gifting the final report and ethnic-specific reports to representatives from each Pacific community. Community representatives provided feedback as part of the luva process. The overarching feedback was that the cultural definitions on volunteering captured in the reports resonated with them. The luva reflected a process of gifting back to communities the final report to acknowledge the important role they played in providing the data needed to develop these findings.

The luva process also made the data accessible to Pacific communities to acknowledge their contribution, but also to give them access to the data that was collected from them.



Mālie mo e Māfana: Evaluation, reflection and transformation

Mālie is an expression that is often used in a Tongan cultural setting to show one's appreciation towards something, and the complexities and interplay between the component pieces. In a data context, mālie signifies the evaluative process of ensuring that the consultation and data collection was worthwhile.

Māfana is a continual process of reflection. It is a place where everyone involved gives heartful expressions as the work is being woven. It too needs to be present at every stage. If we are māfana at every stage, we will be consistently reflecting on the work and ensuring the best kakala is being woven.

Data evaluation and reflection is an important step for ensuring the data system is serving the needs of the communities

Considerations during this evaluative process include whether the communities that data was designed to help benefited from the data, whether the process made sense, and whether it served the needs of the communities. There is a sense of mālie when the data produced from the consultation is seen as beneficial to its intended audience.

Inequities occur when reflections about data system concerns go unaddressed

In looking to the future of Pacific data, the majority of talanoa 'a kāinga and consultation participants supported the need for urgent system change to address the issues which lead to data inequities for Pacific peoples. Change was encouraged at all levels of the kakala process to support an equitable data system that allows better decision-making, investments and transformational outcomes for Pacific peoples. One proposed change was about putting checks in place to ensure Pacific data can be accessed by Pacific communities:



"Making sure that there are checks in place to ensure that government agencies, when they're collecting that data, that the information is actually accessible for Pacific communities. So, it can be updated, and so it doesn't sit there and a report from 20 years still informs today."

Participants suggested that in the future the Ministry could play an oversight role over the monitoring and maintenance of Pacific data in government, including acting as a central repository for all Pacific data, and working collaboratively with all agencies, particularly Stats NZ, to support a process for developing Pacific data equity. As one talanoa 'a kāinga participant commented:



"Why don't we have a central repository of data that goes to one place, like Ministry for Pacific Peoples, who then can have a cultural lens and cultural analysis over that data? At the moment it's just sitting in different agencies, and they've got the particular cultural lens on it, but none of it is consolidated and it's dependent on particular individuals within those organisations. The variability of quality and capability and capacity, those are all the things that come with it. But be really useful to have something like that in my mind."



Chapter 3:

What does a future with Pacific data equity look like and how do we get there?

A future where Pacific data equity exists requires a system shift across government from a data system that does not reflect the voices, values or methods of Pacific peoples, to a system that:

- pays attention to whether and how data use aligns with government purpose and values
- views data in connected ways
- · considers the data system as a whole
- · understands the value that data could generate
- makes the most of the opportunities and value possible from making data connections.

In Chapter 2 we used the Kakala framework to understand where current inequities for Pacific data exist and how these affect government decision-making for Pacific peoples. In this chapter, we will again use the Kakala framework, however in this instance to illustrate what a future with Pacific data equity looks like across the data system.

Achieving a future where Pacific data equity is embedded in the government's data system requires behaviour shifts across the system. The behaviour changes needed can be framed using the following focus areas.

- Partnering with Pacific peoples and communities: the government partners with Pacific communities and Pacific data experts to ensure the data system reflects Pacific views.
- Monitoring and improvement of Pacific data: Pacific data equity is measured and monitored to identify progress and areas for improvement.
- Growing Pacific expertise: Pacific communities are supported to grow capability and a Pacific workforce across the data system.

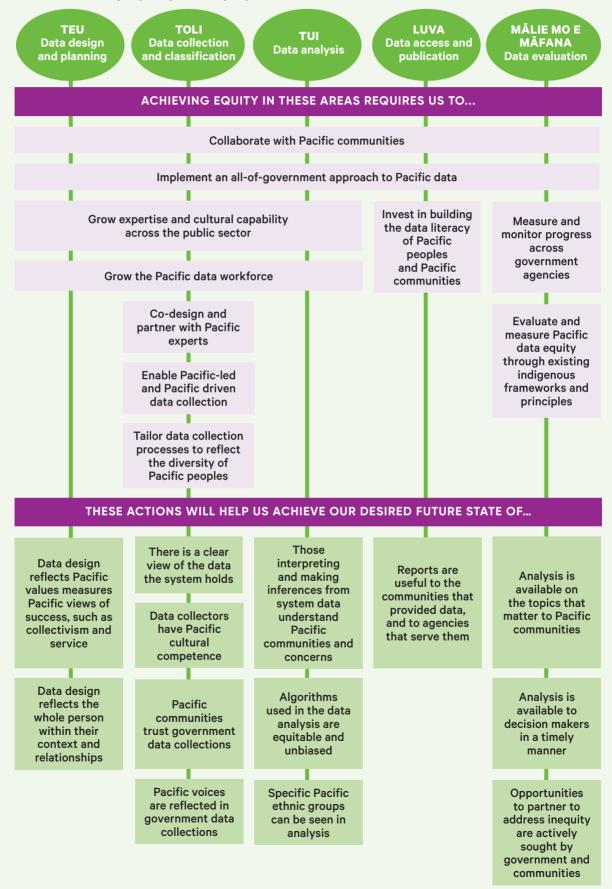
Across the focus areas, we need a series of pathways that provide a starting point on the road to Pacific data equity. Each pathway requires moving from isolated processes for incorporating and embedding Pacific voices to defined, documented, and architected ways for embedding Pacific voices across the data system.

Using the Kakala framework, Figure 3 maps the specific pathways needed to move to an equitable Pacific data future and what this future looks like across the data system.



Figure 3: Pathways to an equitable Pacific data future mapped to the Kakala framework

Pacific data equity requires equity in these areas:





The first major shift requires a partner-ready system focused on negotiating partnering agreements, including data-sharing principles that maintain trust, addresses dispute resolution, and remains focused on achieving equity.

Partnering with Pacific peoples and communities: pathways to realise an equitable future

Pacific communities, through Lalanga Fou,²² clearly stated their desire to lead and drive their own innovative solutions. Building on this, the key theme through the talanoa 'a kāinga and public consultations was the critical importance of meaningful collaboration with Pacific peoples, communities, and organisations to create a data system that captures their full realities.

There are many ways the government can partner with Pacific communities to move towards Pacific data equity. The following presents some potential pathways to enabling greater collaboration with Pacific communities and experts.

Collaborate with Pacific communities

Collaborating with Pacific communities will support an all-of-government approach to Pacific data, as suggested further on in this chapter. In collaborating with Pacific peoples, government should ensure Pacific people benefit from the use of Pacific data in decision-making. Pacific communities should be meaningfully involved at all levels of the data system, including data design, collection, analysis, access and evaluation.

This requires moving from system-level governance models that supports isolated decision-making, unaware of the values-base they are made from, to governance models that support collective decision-making with communities and consciously consider the values-base upon which they make decisions. It also requires a move from ad hoc government-community partnerships to deliberate, long-term partnerships.

Co-design and partner with Pacific data experts

To make progress towards Pacific data equity, government agencies need to develop partnerships with Pacific data experts. There is a growing pool of Pacific researchers, evaluators, data analysts/scientists, Pacific data groups and networks within Aotearoa that can provide technical assistance and support. Government agencies can approach groups such as the Pacific Data Sovereignty Network (PDSN), and other leading Pacific data experts, to co-design principles for the collection and use of Pacific data. This would be an important step in initiating Pacific data equity across government.

²² Since 2018, the Ministry has been guided by the Lalanga Fou report which sets out the four goal areas Pacific communities have expressed as key to their overall wellbeing: thriving Pacific languages, cultures, and identities, prosperous Pacific communities, resilient and healthy Pacific peoples, confident, thriving, and resilient Pacific young people. Lalanga Fou sets the high-level strategic direction for the Ministry for Pacific Peoples.



Enable Pacific-led and Pacific-driven data collection

Another pathway to Pacific data equity is through partnering with Pacific organisations to lead data collection processes within the communities they serve. These grassroots organisations are best placed to design and conduct data collection surveys that are culturally appropriate and tailored towards their communities. A partnership approach such as this would need to be underpinned with adequate resourcing and support. Pacific-led data collection would counteract the Western approaches that have largely dictated data collected from Pacific communities and contributed towards misleading and negative impressions of Pacific communities. Partnering with Pacific organisations would also increase data literacy in Pacific communities.

Tailor data collection processes to reflect the diversity of Pacific peoples

It is important to reiterate the diverse range of groups that are encompassed by the descriptor 'Pacific peoples and communities' and therefore the diverse range of groups that will be collaborators. There is also the increasing acknowledgement that Pacific peoples have a transnational identity ²³ and that the data system needs to recognise this and consider ways data can be shared between Aotearoa and the Pacific Islands.

Appropriate and standardised benchmarks and comparators are needed to avoid the treatment of Pacific peoples as a homogenous group and to ensure the full identity of a person/tagata is realised through the data. One important step towards data that is representative of the diversity of Pacific communities is to make it standard practice across government to collect disaggregated unit/individual record level data by Level 2 ethnicity. The analysis of total ethnicity would ensure all people with a Pacific identity are included in Pacific analyses, regardless of how many ethnicities a person has selected. Further, the disaggregation of various combination groups such as Pacific/Māori, Pacific/European, Pacific/Asian, Pacific all, Pacific only, and non-Pacific would provide more specific information on the ethnic composition of the Pacific population, along with place of birth and combinations of Pacific-Pacific to level 2-3 analyses.

In addition, mixed method approaches are crucial to collecting Pacific data. Whilst quantitative data provides information on what the population looks like, it misses the contextual and nuanced issues about communities that qualitative data can highlight – so long as the right questions are asked, the right mode is used (taking into consideration the digital divide), the right languages are used, and the right people collect and analyse the data. If cultural processes, such as luva, become a standard practice in the data system, trust and confidence in the government data system will increase. Gifting back information collected from Pacific communities, for their perusal and use, will demonstrate the value they provide.

This requires moving from centralised data collection to localised data collection lead by Pacific community organisations. It also requires moving from using non-Pacific data frameworks to using Pacific frameworks and principles.

²³ Spoonley, Paul, Richard Bedford, and Cluny Macpherson. 2003. "Divided Loyalties and Fractured Sovereignty: Transnationalism and the Nation-State in Aotearoa/New Zealand." Journal of Ethnic and Migration Studies 29 (1), pp27–46.



Monitoring and improvement of Pacific data: pathways to realise an equitable future

A future where Pacific data equity exists includes a system focus on using resources to address the Pacific data equity gap. This requires specifically understanding where inequities exist, planning to improve them, and then monitoring and reporting on progress.

To ensure performance and improvement in the data system of Aotearoa New Zealand, it is essential to develop a system-wide, all-of-government approach to Pacific data, building on the All-of-Government Pacific Wellbeing Strategy. An agreed approach to Pacific data then needs to be supported by frameworks against which to measure progress. The following outlines ways to increase performance and make improvements.

Implement an all-of-government approach to Pacific data

The All-of-Government Pacific Wellbeing Strategy is a key enabler for achieving Pacific data equity, through the alignment of critical data across the public service to measure the impact of the collective efforts of government to achieve equitable outcomes for Pacific peoples and communities. As we have already noted, there are systemic issues with Pacific data that are also experienced by other population groups such as tangata whenua and other ethnic minorities. The All-of-Government Pacific Wellbeing Strategy offers a strong foundation on which to build a system-wide, all-of-government approach to improving Pacific data equity, resulting in more informed policy advice and decision making.

While an all-of-government approach to Pacific data will be challenging and time consuming to implement due to the scale of change required, agencies can leverage existing work programmes and developments to start to make the necessary shifts. For example, there have been some critical shifts in the Māori data space that provide some useful models for working towards Pacific data equity. One of these is the development of a Māori Statistics Framework, He Arotahi Tatauranga, which is a tool to help those working in and around statistics for and about Māori to produce statistics about Māori wellbeing and development from a Māori perspective. Alongside this, Te Kupenga (Māori Social Survey) enables the collection of key statistics, not usually included in general population surveys, on four areas of Māori cultural wellbeing: wairuatanga (spirituality), tikanga (Māori customs and practices).

Te reo Māori (the Māori language), and whanaungatanga (social connectedness). The findings from Te Kupenga have been used to inform both policy and non-government research.

An all-of-government approach to a Pacific data framework would be a step towards addressing some of the systemic issues in the data system. In particular, the development of a standalone Pacific household survey would provide a vehicle to implement an all-of-government Pacific data framework, and in the process gain an invaluable picture of the social, cultural, and economic wellbeing of Pacific peoples.



Measure and monitor progress across government agencies

An integral part of change is implementing the right control settings to measure and monitor progress. A critical lever for change in the All-of-Government Pacific Wellbeing Strategy is through the establishment of an All-of-Government Pacific Wellbeing Outcomes Framework that includes a set of Pacific wellbeing indicators and measures to monitor the impact of agencies' Pacific programmes and projects. The Pacific Wellbeing Outcomes Framework could also monitor developments towards improving Pacific data equity across government. More broadly, the Outcomes Framework will also enable stewardship of Pacific programmes and projects which, as a by-product, will lead to improved data collection and collation on Pacific wellbeing outcomes that can be used in policy making and in the targeting of government investments.

This requires moving from individual government agencies planning data investment about Pacific communities in ad-hoc and reactive ways, to an agreed framework driving collective investment in Pacific data. It also requires moving from ad-hoc and isolated consideration of Pacific data equity, to Pacific communities holding the government accountable for collective performance of government in addressing data equity.

Evaluate and measure Pacific data equity through existing indigenous frameworks and principles

The consultations and talanoa 'a kainga raised the need to consider existing and established international and indigenous frameworks and principles that promote indigenous data equity to strengthen the data system. Existing indigenous frameworks offer a way to measure and evaluate the quality of Pacific data. There are several frameworks, outlined below, that are grounded in principles that elevate the people behind the data. Measuring data against these frameworks will support the data system to be more equitable and culturally responsive.

- The Pacific Data Sovereignty Network's (PDSN) data framework promotes Pacific models such as Fonofale, Tivaevae, Kakala, Fa'afaletui, Turanga Māori, and the Pacific Health Research Council Guidelines.
- Te Mana Raraunga's (Māori Data Sovereignty Network) approach to data is based on the principles of their Mana-Mahi framework: mana (whanaungatanga, rangatiratanga, kotahitanga) and mahi (whakapapa, manaakitanga, kaitiakitanga).
- Other relevant frameworks include Darin Bishop's Māori data principles and recommendations from the United Nations Permanent Forum on Indigenous Issues (UNPFII).
- The International Human Rights-Based Approach to Data (HRBAD) framework puts people at the centre of data production, recognises their human rights, and is based on the principles of selfdetermination, participation, disaggregation, transparency, privacy and accountability.
- The Global Indigenous Data Alliance (GIDA) supports the movement towards open data and open science to engage with indigenous peoples' rights and interests. GIDA promotes the Be FAIR (Findable, Accessible, Interoperable and Reusable) and CARE principles (Collective Benefit, Authority to Control, Responsibility and Ethics) for indigenous data governance.



Growing Pacific expertise: pathways to realise an equitable future

A future where Pacific data equity exists includes growing the capability of Pacific communities to deliver on all parts of the data system. This requires investment in growing skills in both evidence generation and use. Building Pacific peoples' data literacy, growing expertise and cultural capability across the public service, and creating employment pipelines for Pacific data experts is therefore the third essential element to achieving Pacific data equity.

The following presents some potential approaches to building capability and growing the workforce.

Invest in building the data literacy of Pacific peoples and Pacific communities

To support Pacific communities to contribute to the improvement of data quality in Aotearoa New Zealand, they need the tools and resources to build data literacy – especially knowledge of what data is, the importance of their participation in data collection, the data process, and how data is analysed and used across government. Raising data literacy will enable Pacific communities to use the data available to them to benefit their communities.

One of the ways to improve data literacy for Pacific communities could be targeted public awareness programmes on how the data they provide is used across government. Achieving meaningful participation by Pacific peoples involves monitoring the frequency of engagement and the messages communities are receiving to manage engagement fatigue and misinformation.

Grow expertise and cultural capability across the public service

Pacific statisticians or researchers are under-represented within government, meaning Pacific staff within agencies are often relied on to provide a cultural lens over data. Making a commitment to work with, and for, Pacific communities will require dedication to growing Pacific cultural capability across the public service, particularly in those who use Pacific data in their work, such as policy analysts, data analysts, and commissioners of research and evaluation. Growing Pacific cultural capability will help inform the development, analysis and use of data relating to Pacific communities.

There are existing resources to draw from to support the development of Pacific cultural capability in the public sector, including two resources designed and published by the Ministry:

- Kapasa a Pacific policy analysis tool for policy makers to incorporate the needs, values, aspirations, and experiences of Pacific peoples in policy development. This tool would also be useful for those co-designing Pacific data related resources.
- Yavu Foundation of Pacific Engagement: a booklet offering guidance on how to engage with
 Pacific peoples in a culturally responsive and sustainable way. This guidance is particularly useful
 for agencies who collect data from Pacific communities or develop data collection systems.



Grow the Pacific data workforce

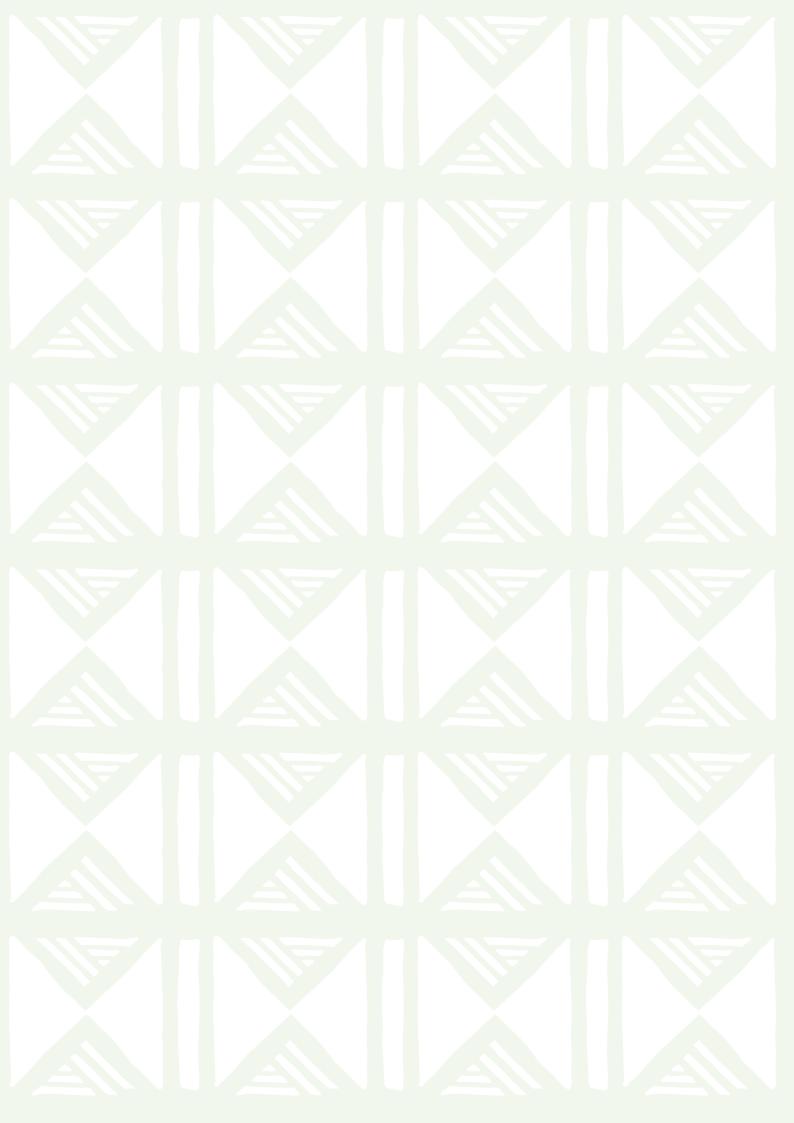
To achieve Pacific data equity, it is critical to grow the workforce of Pacific peoples with specialist Pacific data expertise and develop pathways for Pacific people to take up data and research roles. While there are existing supports to build the STEAM pipeline, including the Toloa programme (administered by the Ministry) that provides scholarships for young Pacific people who are studying in STEAM related areas, the next step would be creating a dedicated pipeline for Pacific data professionals. Ideally, this workforce would also be representative of the diverse range of Pacific cultures.

Conclusion

To improve the wellbeing of Pacific peoples we need to address the inequities of the past.

These inequities began with societal preconceptions about people from the Pacific prior to their arrival in Aotearoa New Zealand – some positive, others negative – which made their way into government policies and practices. The settlement and integration of Pacific people into Aotearoa New Zealand has happened, by and large, without any attempt at incorporating Pacific values into government systems, including the data system. This has resulted in data producing misleading impressions and negative narratives about Pacific communities. We have offered reflections in this long-term insights briefing on how to turn the tide in Pacific peoples' favour.







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Glossary

Administrative data	Data collected by government agencies or private organisations in the course of conducting their business or services.
All-of-Government Pacific Wellbeing Strategy	The overall objective of the Strategy is to strengthen strategic leadership, advice, policies and programmes across All-of-Government. The Strategy captures the aspirations of Pacific peoples and is designed to fundamentally modify New Zealand public sector conditions so that we can turn the tide on inequities for Pacific communities.
Census	An official count or survey, especially of a population.
New Zealand Census data	The official count of people and dwellings in New Zealand.
Data	Any type of information that is collected in order to be categorised, analysed, and/or used to help decision-making.
Data equity	The elimination of unfairness and bias in how data is conceptualised, collected, analysed, interpreted, and presented.
Data inequity	Inaccurate, unfair, biased conceptualisation, collection, analysis, interpretation and presentation of data.
Ethnicity identity	An individual's personal, self-identified associations (positive or negative) with an ethnic group and its cultural identity, beliefs, values, and origins. A person's ethnic identity can change over time, and an individual can identify with two or more ethnicities. Ethnicity could be connected to race, language, religious affiliations, nationalities, countries of ancestry, etc.
Ethnicity data	Data that is collected based on ethnicity classifications.
III-being	The obverse of the state of wellbeing. It is the state of being negatively impacted at the physical, social, mental and spiritual levels.
Information	Data to which knowledge is applied, i.e. data that is structured, processed, analysed, given context and interpreted.



Integrated Data Infrastructure (II	A StatsNZ research database containing microdata about people		
	and households. The data is about life events, e.g. education,		
	income, benefits, migration, justice, and health collected through		
	Stats NZ surveys, and by government agencies and non-		
	government organisations (NGOs). (https://www.stats.govt.nz/		
	integrated-data/integrated-data-infrastructure/).		
Integrative approach	An approach to achieving set objectives based on a multi-		
	faceted approach. It is also a multi-dimensional theory for health		
	treatment.		
Living Standards Framework	Flexible framework that prompts thinking about policy impacts		
	across different dimensions of wellbeing, as well as the long-term		
	and distributional issues and implications of policy (https://www		
	treasury.govt.nz/information-and-services/nz-economy/higher		
	living-standards/our-living-standards-framework).		









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