



Draft for consultation

Delivering for Pacific Communities Strategy

September 2025



Ministry for
Pacific Peoples

Te Manatū mō ngā Iwi o te Moana-nui-a-Kiwa

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Delivering for Pacific Communities

A shared vision for progress

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Message from the Secretary for Pacific Peoples on the draft strategy

At the Ministry for Pacific Peoples, our role is clear: to serve as a trusted advisor to the Government and a steadfast connector for Pacific communities. We are deeply committed to ensuring that Pacific peoples have the resources, opportunities, and support they need to thrive.

While priorities may evolve, our fundamental commitment remains unchanged; ensuring that Pacific peoples can achieve their aspirations. A thriving, prosperous Pacific community enriches not only those within it, but also strengthens Aotearoa New Zealand as a whole.

The world is shifting with digital innovation, bringing new opportunities to better understand, connect with, and support Pacific communities. It is our commitment to harness these advancements in a way that makes Pacific peoples' needs visible, supports their aspirations, and strengthens how we deliver for our communities.

At the Ministry, we remain committed to driving meaningful change. By embracing new technologies, robust data, and our enduring relationships with Pacific communities, we can champion Pacific values in action, invest in Pacific-led solutions, and influence policy and programmes across government. We have made significant progress, but there is still more to do.

The Delivering for Pacific Communities strategy builds upon the foundation of previous work, including the insights gathered through Lalanga Fou, the Pacific Wellbeing Strategy, and other engagements that have shaped our approach. It reflects the aspirations of Pacific communities and sets a course for sustained progress in the years ahead. Honouring and building on previous strategies ensures our collective efforts across government remain cohesive, impactful, and centred on improving outcomes for Pacific peoples.

I want to acknowledge the invaluable contributions of Pacific communities, whose voices and leadership continue to guide and strengthen our work. Their insights and experiences are woven into the fabric of this strategy, ensuring that it is not just a government initiative, but a collective vision for a thriving Pacific Aotearoa.

Together, we will continue to build on this momentum – working in partnership, driving innovation, and unlocking new opportunities to create lasting change.



A handwritten signature in black ink, reading 'Gerardine Clifford-Lidstone'.

Gerardine Clifford-Lidstone
Secretary for Pacific Peoples
Chief Executive, Ministry for Pacific Peoples

September, 2025

Delivering for Pacific Communities

Delivering for Pacific Communities sets out the key priorities for government over the next three years to strengthen the health, resilience, and prosperity of Pacific peoples and communities in Aotearoa New Zealand. Driven by quality data, strong relationships with Pacific communities, targeted interventions and Pacific values, the strategy focuses on tangible actions to create long-lasting change.

Our Mission — To uphold New Zealand’s rich historical, cultural, and constitutional ties to the Pacific, we support communities to realise their aspirations and build a confident, resilient, and prosperous Pacific Aotearoa.

This mission of Delivering for Pacific Communities expands on that of the Pacific Aotearoa Lalanga Fou strategy developed in collaboration with Pacific communities in 2018.¹

It recognises and builds on the strengths of the diverse Pacific communities in Aotearoa, acknowledging their significant and ongoing contributions to the cultural and economic landscape of the country.

Strategic priorities for Pacific communities

The Government has identified five strategic priorities on which Delivering for Pacific Communities is focussed. These are:



① Economic Growth

Lift Pacific economic contributions and strengthen the Pacific business sector to increase revenue, scale, and create jobs.



② Health

Support access to essential health services and promote the health and wellbeing of Pacific families and communities.



③ Housing

Support the supply of affordable, fit-for-purpose homes for Pacific families.



④ Education

Boost skills and employment opportunities and invest in Pacific languages, cultures, and identities to improve outcomes and grow the talent New Zealand needs.



⑤ Law and Order

Ensure Pacific communities are safe and supported by investing in culturally responsive justice initiatives

¹ Ministry for Pacific Peoples (2018). *Pacific Aotearoa Lalanga Fou Report*. Accessed from: MPP9030 Pacific Aotearoa Report 2018_v5 digital.indd

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A consistent and collaborative approach to progress

The Ministry for Pacific Peoples (the Ministry) plays a lead role in advising on policies and interventions that improve outcomes for Pacific peoples. To make progress in the strategic priority areas and deliver against this strategy, the Ministry will:

- **Develop, use, and disseminate quality data and insights**

The Ministry is the Crown's lead for data related to Pacific peoples. To ensure Pacific data is of high quality and used effectively, the Ministry continues to strengthen relationships with agencies across government. To support progress in the strategic priority areas, the Ministry upholds data equity for Pacific peoples, works to improve the quality and integrity of Pacific data, and ensures data ecosystems support Pacific peoples to use and derive benefit from.

- **Foster and maintain strong relationships with Pacific communities and stakeholders**

The Ministry plays a unique role in supporting the Government to deliver on its priorities by building and maintaining meaningful and enduring relationships with Pacific communities, organisations, providers, and businesses. The Ministry is also cultivating strong connections with priority groups such as Pacific youth, Pacific disabled peoples, and Pacific Rainbow+ communities.² Our relationships ensure community insights are integrated into the Ministry's work and used to influence policy, programme design, procurement, implementation, and evaluation.

- **Invest in local, Pacific-led solutions and support**

All policies and programmes should address the needs and aspirations of New Zealand's diverse populations, but there are also times when targeted, Pacific-led interventions are required to achieve specific outcomes for Pacific communities. The Ministry has several programmes that provide support directly to Pacific communities, drawing on the expertise of Pacific community groups and providers to enhance delivery.

² An inclusive term that includes Pacific peoples who identify as part of the LGBTQIA+ and/or MVPFAFF+ communities. Rainbow is a broad umbrella term that covers a diversity of sexual orientations, gender identities and expressions and sex characteristics. It is a diverse population group with a range of experiences and includes people who identify with terms such as gay, lesbian, bisexual, queer, asexual, intersex, transgender, non-binary, takatāpui and MVPFAFF+.

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- **Collaborate with key government agencies to ensure policies and programmes work for Pacific communities**

The Ministry is the principal advisor to government on Pacific communities' needs and aspirations, working with a wide range of other government agencies to ensure that policies and programmes supporting New Zealanders are informed by and responsive to Pacific communities. The Ministry collaborates on government strategies, provides data and insights to inform interventions, disseminates insights that stem from communities' lived experiences, and offers guidance on translating Pacific values into culturally responsive actions.

- **Champion Pacific values in action**

Pacific communities are diverse, growing, and changing, but there are shared core values that underpin their unique cultures and identities. The values of collectivism, reciprocity, family, respect, consensus, spirituality, and love must be understood and embedded into policies and programmes that deliver for Pacific communities. The Ministry has two important tools to champion Pacific values in action: the Kapasa Pacific Policy Analysis³ and Yavu Foundations of Pacific Engagement tools.⁴

- **Be future focussed and leverage advances in technology**

Presented with the rapid development of Artificial Intelligence and new ways of working, the Ministry will strategically integrate these technologies to propel Pacific communities forward, making their needs visible, supporting their aspirations, and transforming how the Ministry delivers across priority areas.

³ Ministry for Pacific Peoples (2021). *Kapasa: The Pacific Policy Analysis Tool*. Accessed from: [Ministry for Pacific Peoples — Kapasa - The Pacific Policy Analysis Tool](#)

⁴ Ministry for Pacific Peoples (2022). *Yavu: Foundations of Pacific Engagement*. Accessed from: [Ministry for Pacific Peoples — Yavu - Foundations of Pacific Engagement Tool](#)

To uphold New Zealand's rich historical, cultural, and constitutional ties to the Pacific, we support communities to realise their aspirations and build a confident, resilient, and prosperous Pacific Aotearoa.

To realise this, the Ministry is focussed on five strategic priority areas:

① Economic Growth

Lift Pacific economic contributions and strengthen the Pacific business sector to increase revenue, scale, and create jobs

② Health

Support access to essential health services and promote the health and wellbeing of Pacific families and communities

③ Housing

Support the supply of affordable, fit-for-purpose homes for Pacific families

Develop, use, and disseminate quality data and insights

Improve insights into Pacific Business: gaining insight into Pacific business ownership, employment, salaries, and characteristics of success through analysis of data within the Integrated Data Infrastructure (IDI) and Longitudinal Business Database, in collaboration with government and private sector organisations.

Monitoring official labour force and economic statistics: disaggregating data to gather insights related to Pacific peoples.

Pacific Health Chartbook 2025 (Tupu Ola Moui): working with the Ministry of Health (MoH) to bring together and publish important data and statistics on Pacific populations and monitor health and wellbeing outcomes.

Improved ethnicity data for the health and disability system: collaborating with health sector agencies, steering groups, and technical advisory groups to develop a plan for improving and disseminating ethnic-specific data.

Health data: monitoring access, workforce, and outcome measures for Pacific peoples.

Housing data: analysing Census and household survey data to better understand housing and family characteristics and suitability of housing for Pacific communities.

Foster and maintain strong relationships with Pacific communities and stakeholders – Priority groups for engagement:

- Pacific-owned businesses
- Pacific organisations with expertise in governance, management, and business leadership

- Pacific health care providers
- Pacific Rainbow+ and disabled peoples

- Pacific housing providers
- Pacific families pursuing home ownership
- Pacific Rainbow+ and disabled peoples

Invest in local, Pacific-led solutions and support

Pacific Business Trust: funding the Pacific Business Trust to provide consistent, culturally-responsive, and regionally tailored support to Pacific businesses.

Pacific Healthy Homes Initiative: a year-long initiative to ensure more Pacific families living in South Auckland and Porirua have warmer, drier, and healthier homes.

Public health messaging: share key messages in Pacific languages via Pacific media to minimise impacts of public health events.

Financial Capability Programme: strengthening financial management skills and improving financial literacy to build the financial capability of Pacific peoples.

Pacific Building Affordable Homes & Our Whare, Our Fale: building affordable, fit-for-purpose homes for Pacific families across New Zealand.

Collaborate with key government agencies to ensure policies and programmes work for Pacific communities

Pacific Employment Action Plan: leading the approach to support Pacific communities' aspirations for employment, self-employment, and business ownership.

The Ministry is collaborating with the Treasury and Ministry of Business, Innovation & Employment on projects to better understand the Pacific economy and its business and employment ecosystem.

Te Mana Ola: The Pacific Health Strategy: aligning with, supporting, and looking for opportunities to collaborate to advance Pacific health outcomes.

Fale mo Aiga – Pacific Housing Strategy and Action Plan 2030: partnering with Kāinga Ora and the Ministry of Housing and Urban Development to support Pacific peoples to own and live in affordable, quality, healthy homes.

Monitoring progress and outcomes

The Ministry will use the Longitudinal Business Database to monitor baseline data relating to:

- Proportion/number of sustainable exits from a benefit into employment following an employment intervention
- Number of Pacific businesses
- Employment statistics
- Median hourly income for Pacific peoples, by gender

The Ministry will monitor baseline and ongoing data relating to:

- Reported barriers to accessing primary health care
- Proportion/number of Pacific individuals who access mental health and addiction services
- Proportion/number of Pacific individuals employed in the health sector

The Ministry will monitor homeownership and housing data, including:

- Proportion of Pacific recipients of Housing Support Products who are not on the Housing Register after 90 days
- Rates of Pacific homeownership, by region
- Reported rates of housing security for Pacific peoples, by region
- Demographic trends
- Proportion/number of Pacific households engaged in programmes aimed at improving housing conditions

Champion Pacific values in action

Building capability across the Ministry and other government agencies to translate Pacific values into action through Kapasa and Yavu tools

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④ Education

Boost skills and employment opportunities and invest in Pacific languages, cultures, and identities to improve outcomes and grow the talent New Zealand needs

⑤ Law and Order

Ensure Pacific communities are safe and supported by investing in culturally responsive justice initiatives

Monitoring National Careers System Strategy:

Tertiary Education Commission Careers System Steering Group membership to develop indicators and measures for monitoring and reporting against the National Careers System Strategy.

Education data: monitoring relevant education data for Pacific peoples.

Leo Moana o Aotearoa: the Ministry leads the largest survey on Pacific language use, attitudes, and values in the world and will continue to run the survey every 4 -5 years to assess trends in Pacific languages in New Zealand.

Pacific Equity data: support government agencies to better collect, use, and make available Pacific Rainbow+ and disability data.

Census data: analysing Census data related to languages, cultures, and identities to derive insights from official population statistics.

Agency data from New Zealand Police, Ministry of Justice, and other law and order organisations.

- Education and training providers
- Pacific youth, Rainbow+, and disabled peoples
- Pacific language providers, media organisations, and community groups
- Pacific faith / theological leaders

- Non-government organisations and other groups working with Pacific youth, Rainbow+, and disabled peoples
- Employers in Science, Technology, Engineering, and Maths (STEM) areas

- Pacific community leaders
- Pacific community groups
- Pacific youth, Rainbow+, and disabled peoples

Tupu Aotearoa: connecting Pacific peoples with local providers who support them to access work and/or learning opportunities that will further their study, training, or employment goals.

Toloo Scholarships: scholarships to encourage Pacific students to pursue learning in STEM.

Toloo Provider support: funding for groups to deliver transformational initiatives to boost STEM engagement for Pacific peoples, improve understanding of the relevance of STEM, and increase participation and interest in STEM.

Pacific Language Weeks and Pacific Languages

Community Fund: revitalising and maintaining Pacific languages across New Zealand by investing in community initiatives to inspire language learning and use.

Free Pacific Language Classes: improving access to Pacific language learning through free online classes delivered by the Centre for Pacific Languages.

Pacific language broadcasting and media support: ensuring Pacific language broadcasters can sustainably provide Pacific language media content and investing in new Pacific media products through Moana Reo Media Fund.

Pacific Wardens: enhancing community safety and wellbeing by recruiting more Pacific Wardens who will collaborate with local authorities, conduct regular patrols, engage with youth to prevent crime, and more broadly support community safety initiatives.

Action Plan for Pacific Education: contributing to the Ministry of Education's (MoE) strategy for Pacific learners and families.

Pacific Employment Action Plan: leading the approach across Government to support Pacific communities to find stable work, rewarding careers, and opportunities to reach their potential.

Pacific Languages Government Action Plan: leading collaboration with the Ministries of Education, Culture and Heritage, and Foreign Affairs and Trade to support Pacific language learning and speaking in New Zealand.

Disability Action Plans and Strategies: working with Whaikaha on the development of Pacific and National Disability policy briefs, strategies, and action plans.

Ministry of Youth Development (MYD) Youth Plan Cross-Agency Working Group: engaging with government agencies to support, connect, and provide insights on various youth initiatives and programmes across government, with a focus on the MYD Youth Plan.

Agency Advice: providing input into policy and legislation relating to law and order issues to ensure they meet the needs of Pacific communities.

The Ministry will monitor MoE and employment baseline and annual data relating to:

- Rates of attendance and participation for Pacific learners in primary and secondary education
- Rates of school leaver qualification attainment for Pacific learners in secondary education
- Rates of completion and progression for Pacific learners in tertiary education to Level 7 Bachelors degrees or higher

The Ministry will monitor data from Census 2023, MoE, and the Leo Moana o Aotearoa survey, including:

- Proportion of speakers of Pacific languages, by language and age
- Rates of language transmission in households, by language
- Number of children and young people learning, and learning in, Pacific languages in schooling, by language and region

The Ministry will monitor data relating to:

- Proportion/number of Pacific individuals employed as police
- Number of Pacific Liaison Officers in each district of New Zealand
- Reported impact of and community satisfaction with Pacific Wardens' services
- Number of Pacific children and young people with serious and persistent offending behaviour
- Number of Pacific youth in programmes that seek to promote healthy lifestyles and prevent risky behaviours

Piri'anga
Collectivism

Ola fetufaaki
Reciprocity

Magafaoa
Family

Fakalilifu
Respect

Soalaupule
Consensus

Tāpuakiga
Spirituality

Aro'a
Love

Pacific communities are critical to a thriving and prosperous Aotearoa

New Zealand is shaped by a diverse Pacific population that has experienced significant growth and change in recent decades, particularly in the major centres of Auckland, Waikato, Wellington, and Canterbury. In South Auckland, Pacific peoples make up around 40% of the total population.

The Pacific population in New Zealand is made up of approximately 478,900 people (about 9% of the total population) and it is estimated that this number will increase to 613,500 by 2038.⁵ Pacific communities in Aotearoa have undergone, and continue to experience, significant change. Understanding the unique population characteristics and dynamics of Pacific peoples is critical for strategic planning and prioritisation. These include:

Rapid growth

- Between 2018 and 2023, New Zealand's Pacific population increased by 16%, compared to a 6% increase in the total population over the same period.
- Between 2013 and 2023, the percentage of the New Zealand population who identify with at least one Pacific ethnic group increased from 6.9% to 8.9%.⁶

Youthful age structure

- In 2023, the median age of the Pacific population was 24.9 years, compared to the median age of the total population being 38.1 years.

Diversity of ethnicity, culture, and language:

- The term 'Pacific peoples' comprises many Pacific ethnic groups with diverse identities, cultures, and languages. The largest groups are those with heritage from Samoa, Tonga, and the Cook Islands, followed by Niue, Fiji and Tokelau. New Zealand is home to some of the largest Pacific populations in the world, with the Tokelau, Niue, and Cook Islands populations in New Zealand exceeding those in the respective Pacific islands.
- According to 2023 Census usually resident population counts, around 37% of Pacific peoples identify with more than one ethnicity, including half (53%) of Pacific peoples under the age of 15 years.^{7 8} More than 21% of Pacific peoples identify as both Māori and Pacific, including 34%⁹ of Pacific peoples under the age of 15 years.¹⁰
- Approximately 17% of the Pacific population report having a disability,¹¹ and around 4.3% of Pacific peoples in New Zealand identify as Rainbow+.¹²

5 Statistics New Zealand (2024). *National ethnic population projections, by age and sex 2018 (base) – 2043* Aotearoa Data Explorer.

Accessed from: [Aotearoa Data Explorer • National ethnic population projections, by age and sex, 2018\(base\)-2043 update](#)

6 The census usually resident population count is a count of all people who usually live in and were present in New Zealand on census night.

It does not adjust for the net census undercount and excludes overseas visitors and New Zealand residents who are temporarily overseas.

In the Census 2023, for people of Pacific ethnicity, there was an estimated net undercount of 1.6 percent or about 7,100 people.

7 Ethnicity grouped total responses level 1) usually resident population count [2023 Census](#)

8 Ethnicity (detailed single/combination) usually resident population count [2023 Census](#)

9 Statistics New Zealand (2024). *Ethnicity (grouped total responses level 1), number of ethnic groups specified, age, and gender for the census usually resident population count*. Accessed from: [Aotearoa Data Explorer • National ethnic population projections, by age and sex, 2018\(base\)-2043 update](#)

10 These results are not official statistics. They have been created for research purposes from the Integrated Data #Infrastructure (IDI) which is carefully managed by Stats NZ. For more information about the IDI please visit [stats.govt.nz/integrated-data](#). Access to the data used in this report was provided by Stats NZ under conditions designed to give effect to the security and confidentiality provisions of the Data and Statistics Act 2022. The results presented in this study are the work of the author, not Stats NZ or individual data suppliers.

11 Statistics New Zealand (2023). *Household Disability Survey 2023 – findings, definitions, and design summary*.

Accessed from: [Household Disability Survey 2023 – findings, definitions, and design summary | Stats NZ](#)

12 Statistics New Zealand (2025). *Pacific Peoples, Place and ethnic group summaries* Aotearoa Data Explorer.

Accessed from: [Pacific Peoples, Place and ethnic group summaries | Stats NZ](#)

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Majority born in New Zealand:

- Most (67%) Pacific people are born in New Zealand, including 91% of Pacific peoples younger than 15 years.¹³

Geographic concentration:

- Pacific peoples are more likely than the total population to live in large urban areas.¹⁴ In 2023, over three-quarters (84%) of Pacific peoples lived in Auckland (62%), Wellington (11%), Waikato (6%), and Canterbury (5%).
- Pacific populations are growing in provincial areas such as Bay of Plenty (3%), Manawatū-Whanganui (3%), Hawke's Bay (3%), Northland (2%), and Otago (2%).¹⁵

Population: Pacific Peoples are part of transactional communities and New Zealand plays an important role in the Pacific region

	UN PACIFIC ISLAND POPULATION PROJECTION (2023) ¹⁶	TOTAL ETHNIC POPULATION IN NZ (2023)
Solomon Islands	800,000	924
Vanuatu	320,410	1,161
Papua New Guinea	10,390,000	1,290
Rotuma	1,583 (2017) ¹⁷	1,323
Kiribati	132,530	4,659
Tuvalu	9,820	6,585
Fiji	924,150	25,038
Tokelau	2,400	9,822
Niue	1,820	34,944
Cook Islands	14,220	94,176
Tonga	104,600	97,824
Samoa	216,660	213,069

* The availability of population data on National Statistics websites across the Pacific region varies significantly. Some Pacific Islands may not update their census population data on their National Statistics websites regularly, leading to outdated information. For these reasons United Nations population estimates are generally considered more robust.

¹³ Statistics New Zealand (2025). *Pacific Peoples, Place and ethnic group summaries Aotearoa Data Explorer*. Accessed from: Pacific Peoples, Place and ethnic group summaries | Stats NZ

¹⁴ Statistics New Zealand (2025). *Pacific housing: People, place, and wellbeing in Aotearoa New Zealand*. Accessed from: Pacific housing: People, place, and wellbeing in Aotearoa New Zealand | Stats NZ

¹⁵ Statistics New Zealand (2025). *Census 2023 Place and Ethnic group summaries: Pacific peoples*. Accessed from: [Pacific Peoples, Place and ethnic group summaries | Stats NZ](#)

¹⁶ United Nations, Department of Economic and Social Affairs, Population Division (2024). *World Population Prospects: The 2024 Revision*, custom data acquired via website. <https://population.un.org/wpp/>

¹⁷ Rotuma (Dependency, Fiji) - Population Statistics, Charts, Map and Location. Accessed from: https://www.citypopulation.de/en/fiji/admin/15_rotuma

Changing demographics present new opportunities and challenges

The evolving demographics of Pacific populations present both opportunities and challenges. With Pacific communities experiencing higher rates of population growth and being characterised by a youthful demographic profile and high levels of urbanisation, strategic planning is essential to ensure inclusive and sustainable development.

Economic Growth – Pacific communities are a key driver of economic growth due to their youthful and growing workforce. By investing in education, skills training, and entrepreneurship, government agencies can enable greater participation in key sectors, including health, technology, construction, and trade. Tailored programmes supporting Pacific entrepreneurs can unlock economic potential while fostering culturally aligned business practices.

Urbanisation and Social Equity – With the vast majority of Pacific populations living in urban areas, governments must address the challenges of ensuring affordable and good quality housing, adequate infrastructure, and access to quality public services. The effective targeting of resources is crucial to address disparities in health and education. Urbanisation also presents the challenge of maintaining cultural ties and social cohesion, requiring innovative approaches that focus on cultural and linguistic preservation in metropolitan settings. These considerations must also be balanced with understanding the unique challenges and opportunities for growing populations in provincial areas of New Zealand.

Regional Participation and Resilience – Pacific populations in New Zealand have strong ties to Pacific Island countries which present opportunities for increased regional participation and collaboration. Government agencies can support transnational networks by fostering engagement with diaspora communities and strengthening connections to create regional synergies in trade, advocacy, and climate adaptation.

Education, Health, and Civic Engagement – The demographic profile of the Pacific population highlights the need for targeted investments in education, health, and civic engagement. Ensuring equitable access to inclusive and culturally responsive education will build a pipeline of skilled professionals and leaders. In health, addressing disparities such as high rates of non-communicable diseases and improving access to culturally safe healthcare services is vital. Amplifying the voices of Pacific communities through greater representation in governance and decision-making processes will ensure these help shape government policies.

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Shaping our future — our strategic priority areas

① Economic Growth

Lift Pacific economic contributions and strengthen the Pacific business sector to increase revenue, scale, and create jobs

Pacific peoples make a significant contribution to the New Zealand economy as employers, employees, and in the voluntary and charity sector. There are opportunities to enhance this impact by better supporting Pacific innovation in business through investment in training, funding, capital, and resources. Fostering Economic Growth will create jobs and give our economy a competitive edge by supporting a diverse range of businesses, products, and services, showcasing Pacific innovation and enterprise to the world.

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Our Mission — To uphold New Zealand's rich historical, cultural, and constitutional ties to the Pacific, we support communities to realise their aspirations and build a confident, resilient, and prosperous Pacific Aotearoa.



Current State

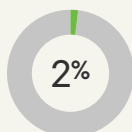
Business ownership



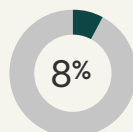
2,958

Pacific-owned businesses
across New Zealand in 2021

Source: The Southern Initiative (2025). *The importance of Te Matapaeroa in equity initiatives for Māori and Pasifika*. Presentation by Tze Ming Mok, 11 March, 2025.



Pacific peoples



All ethnic groups

VS

Business ownership rates for Pacific peoples are about 2%, significantly lower than the total population at 8%.

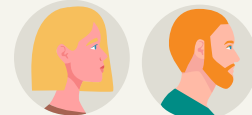
Source: The Treasury (2018). *The New Zealand Pacific Economy*. Accessed from: [New Zealand Pacific Economy - November 2018](#)

Median yearly income



\$22,100

15-29 year old Pacific peoples



\$25,000

15-29 year old total population

VS

\$49,100

30-64 year old Pacific peoples

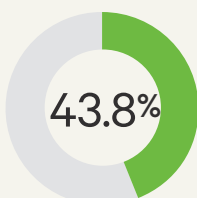
\$57,900

30-64 year old total population

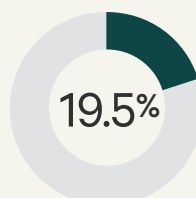
Median yearly income for Pacific working population is \$22,100 (aged 15 – 29 years) and \$49,100 (aged 30 – 64 years) compared to \$25,000 and \$57,900 respectively for the overall New Zealand population.

Source: Statistics New Zealand (2025). *Census 2023 Place and Ethnic group summaries: Pacific peoples*. Accessed from: [Pacific Peoples. Place and ethnic group summaries | Stats NZ](#)

Māori and Pacific employment by business ownership



Pacific-owned businesses



Non-Pacific-owned businesses

VS

Pacific-owned businesses employed Māori and Pacific workers at more than double the rate (43.8%) of non-Pacific-owned businesses (19.5%) in 2021.

Source: The Southern Initiative (2025). *The importance of Te Matapaeroa in equity initiatives for Māori and Pasifika*. Presentation by Tze Ming Mok, 11 March, 2025.

Monthly median pay by business ownership



\$4,777

Māori/Pacific-owned
businesses



\$4,594

Non-Māori/Pacific-owned
businesses

VS

Māori/Pacific-owned businesses in Auckland in 2021 had higher median monthly pay for all workers (\$4,777) compared to non-Māori/Pacific-owned businesses (\$4,594).

Source: The Southern Initiative (2025). *The importance of Te Matapaeroa in equity initiatives for Māori and Pasifika*. Presentation by Tze Ming Mok, 11 March, 2025.

① Economic Growth

A consistent and collaborative approach to supporting Economic Growth

We develop, use, and disseminate quality data and insights by:

- Gaining **insights into Pacific business ownership**, employment, salaries, and characteristics of success through analysis of data within the IDI and Longitudinal Business Database, in collaboration with government and private sector organisations.
- **Monitoring official labour force and economic statistics** and disaggregating data to gather insights related to Pacific peoples.

We foster and maintain strong relationships with Pacific communities and stakeholders by engaging and collaborating with priority groups; including:

- Pacific-owned businesses
- Pacific organisations with expertise in governance, management, and business leadership

We invest in local, Pacific-led solutions and support by:

- Funding the **Pacific Business Trust** to provide consistent, culturally-responsive, and regionally tailored support to Pacific businesses.

We collaborate with key government agencies to ensure policies and programmes work for Pacific communities by:

- Leading the approach to support Pacific communities' aspirations for employment, self-employment, and business ownership through the **Pacific Employment Action Plan**.
- Collaborating with the Treasury and Ministry of Business, Innovation and Employment on projects to better understand the Pacific economy and its business and its employment ecosystem.

We champion Pacific values in action by:

- Delivering Yavu and Kapasa training for government agencies and non-government organisations that support businesses.

Monitoring progress and outcomes*

To measure progress in this strategic priority area, the Ministry will use the Longitudinal Business Database and Household Labour Force Survey to monitor baseline data relating to:

- Proportion/number of sustainable exits from a benefit into employment following an employment intervention
- Number of Pacific businesses
- Employment statistics
- Median hourly income for Pacific peoples, by gender

* The Ministry will engage with the Ministry of Social Development and other relevant agencies to ensure the monitoring progress and outcomes data relating to Economic Growth is accurate and up to date, but is not responsible for delivery against these measures as they are the responsibilities of their respective agencies.

Spotlight on Pacific values in action

Piri'anga | Collectivism: Most Pacific peoples are communal people. Our way of viewing the world and doing things is driven by what is commonly perceived as acceptable to the community. Consequently, teamwork, consultation, and co-operation among all community members to achieve common goals through a consensual approach is standard.

The Pacific Business Village is an example of an intervention that draws on the value of Piri'anga | Collectivism. It proactively facilitates connections, collaboration, and shared learnings to build the success of Pacific businesses. As with any interventions aimed at supporting Pacific communities, considering how to bring people together to collaborate rather than compete is more effective at generating positive outcomes.

② Health

Support access to essential health services and promote the health and wellbeing of Pacific families and communities

The concept of health from Pacific perspectives encapsulates not only physical, but also mental, spiritual, cultural, social, and economic dimensions of wellbeing. Strong social and cultural connections are protective factors for Pacific health, and Pacific communities and health providers have demonstrated their resilience and innovation in the face of long standing inequities in healthcare access and outcomes. More needs to be done to understand and respond to unmet healthcare needs, particularly in primary healthcare, and support Pacific-led approaches to health promotion. Pacific Rainbow+ and Pacific disabled communities continue to report forgoing healthcare due to cost and/or concerns regarding discrimination.¹⁸

Investment in other priority areas – i.e; promoting improved housing, education, employment, and cultural outcomes – will ensure the social determinants of health are contributing to improved healthcare outcomes. For example, an evaluation of the Healthy Homes Initiative by the Ministry of Health in 2024 found that, after five years of intervention, the initiative led to:

- an 18.6% decrease in all-cause hospitalisations per person
- a 5% reduction in school absence for illness for children
- health savings of \$5.07 over five years for every \$1.00 spent by Health NZ.¹⁹

¹⁸ Veukiso-Ulugia, A., McLean-Orsborn, S., Clark, T. C., Yao, E., Kuresa, B., Drayton, B., & Fleming, T. (2024). Talavou o le Moana. The health and wellbeing of Pacific secondary school students in Aotearoa New Zealand. A Youth19 report.

Youth19 Research Group, the University of Auckland and Victoria University of Wellington. Accessed from: [Pasifika+Report Interactive 130524.pdf](#)

¹⁹ Te Whatu Ora (2024) Healthy Homes Initiative: Five-year outcomes evaluation.

Accessed from: [Healthy Homes Initiative: Five-year outcomes evaluation – Health New Zealand | Te Whatu Ora](#)

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Current State

Ambulatory Sensitive Hospital Admissions (ASH)

2x higher

ASH rates for Pacific peoples ages 45-64

ASH rates* for Pacific peoples aged 45 – 64 years are 2 times higher than the rates for the total population (which includes Pacific peoples) for the five-year period ending June 2024.

Source: Ministry of Health (2024) *Ambulatory Sensitive Hospitalisation Rates*. Accessed from: [Ambulatory sensitive hospital admissions \(ASH\) | Ministry of Health NZ](#)

Mental health

1.35x higher

Pacific peoples' likelihood of experiencing psychological distress

Pacific adults are 1.35 times as likely to experience psychological distress as non-Pacific adults.

Source: Ministry of Health (2024). *New Zealand Health Survey 2023-24 Annual Data Explorer*. Accessed from: [minhealthnz.shinyapps.io/nz-health-survey-2023-24-annual-data-explorer/w_7c8638dd/#/key-indicators](#)

Pacific Rainbow+ youth depression

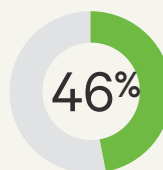


Pacific Rainbow+ youth VS NZ European non-Rainbow youth

Pacific Rainbow+ youth experience depression (47%) at much greater rates than NZ European non-Rainbow youth (18%).

Source: Roy, R., Greaves, L. M., Peiris-John, R., Clark, T., Fenaughty, J., Sutcliffe, K., Barnett, D., Hawthorne, V., Tiatia-Seath, J., & Fleming, T. (2021). *Negotiating multiple identities: Intersecting identities among Māori, Pacific, Rainbow and Disabled young people*. The Youth19 Research Group, The University of Auckland and Victoria University of Wellington, New Zealand. This version published April 2021. Accessed: [Youth19+Intersectionality+Report_FINAL_2021_print.pdf](#)

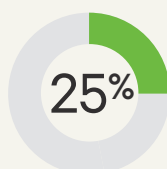
Pacific Rainbow+ peoples' doctor costs



of Pacific Rainbow+ peoples in the Manalagi survey did not see a doctor when they needed to because of cost.

Source: Thomsen, P., Brown-Acton, P., Manuela, S., Tiatia-Siau, J., Greaves, L., & Sluyter, J. (2023). *The Manalagi survey community report: Examining the health and wellbeing of Pacific rainbow+ Peoples in Aotearoa-New Zealand*. Accessed from: [https://www.manalagi.org/files/ugd/b7eedf_7a214bf6e78349f084581c5f2b68bf2d.pdf](#)

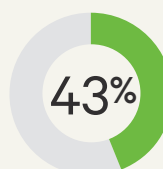
Forgoing access to healthcare (Pacific youth)



of Pacific youth inclined to forgo access to healthcare when needed or desired.

Source: Veukiso-Ulugia, A., McLean-Orsborn, S., Clark, T. C., Yao, E., Kuresa, B., Drayton, B., & Fleming, T. (2024). *Talavou o le Moana. The health and wellbeing of Pacific secondary school students in Aotearoa New Zealand. A Youth19 report*. Youth19 Research Group, the University of Auckland and Victoria University of Wellington. Accessed from: [Pasifika+Report_Interactive_130524.pdf](#)

Forgoing access to healthcare (Pacific disabled youth)



of Pacific disabled youth or those with a chronic condition report forgoing healthcare when needed.

Source: Veukiso-Ulugia, A., McLean-Orsborn, S., Clark, T. C., Yao, E., Kuresa, B., Drayton, B., & Fleming, T. (2024). *Talavou o le Moana. The health and wellbeing of Pacific secondary school students in Aotearoa New Zealand. A Youth19 report*. Youth19 Research Group, the University of Auckland and Victoria University of Wellington. Accessed from: [Pasifika+Report_Interactive_130524.pdf](#)

* Ambulatory sensitive hospitalisations assume that better condition management within local communities and primary care can reduce the number of avoidable hospitalisations.

② Health

A consistent and collaborative approach to supporting Pacific Health

We develop, use, and disseminate quality data and insights by:

- Working with the Ministry of Health on the **Pacific Health Chartbook 2025 (Tupu Ola Moui)** to bring together and publish important data and statistics on Pacific populations and monitor health and wellbeing outcomes.
- Collaborating with health sector agencies, steering groups, and technical advisory groups to develop a plan for improving and disseminating **ethnic-specific data for the health and disability system**.
- Monitoring access, workforce, and outcome measures for Pacific peoples in the health system.

We foster and maintain strong relationships with Pacific communities and stakeholders by engaging and collaborating with priority groups; including:

- Pacific healthcare providers
- Pacific disabled peoples
- Pacific Rainbow+ peoples

We invest in local, Pacific-led solutions and support by:

- Using local providers to ensure more Pacific families living in South Auckland and Porirua have warmer, drier, and healthier homes as part of the year-long **Pacific Healthy Homes Initiative**.
- Sharing key **public health messages in Pacific languages** via Pacific media to minimise impacts of public health events.

We collaborate with key government agencies to ensure policies and programmes work for Pacific communities by:

- Supporting and looking for opportunities to collaborate with the Ministry of Health to advance Pacific health outcomes in alignment with **Te Mana Ola: the Pacific Health Strategy**.

We champion Pacific values in action by:

- Delivering Yavu and Kapasa training to staff from government and non-government health providers, e.g. Te Whatu Ora, PHARMAC, and New Zealand Community Living.

Monitoring progress and outcomes*

To measure progress for this strategic priority area, the Ministry will monitor baseline and ongoing data relating to:

- Reported barriers to accessing primary health care
- Proportion/number of Pacific individuals who access mental health and addiction services
- Proportion/number of Pacific individuals employed in the health sector

* The Ministry will engage with the Ministry of Health and other relevant agencies to ensure the monitoring progress and outcomes data relating to Health is accurate and up to date, but is not responsible for delivery against these measures as they are the responsibilities of their respective agencies.

Spotlight on Pacific values in action

Tāpuakiga | Spirituality: Many Pacific cultures balance Christian spirituality and religious practices with customs and protocols which have developed over time and are the traditionally accepted way of doing things.

Health interventions for Pacific communities must consider multiple dimensions of health. The Fonofale model incorporates physical, spiritual, mental and other elements of health, embedded in family and culture. This means that health interventions must be thought of more broadly than just prevention and treatment of disease. For example, research shows that programmes that support indigenous language revitalisation can have positive impacts on multiple health issues at a similar cost to a health programme targeting a single issue.

③ Housing

Support the supply of affordable fit-for-purpose homes for Pacific families

Investment in Pacific home ownership provides security and housing stability, enabling people to embed themselves in communities, resulting in more connections with local services, greater social cohesion, and higher rates of civic participation. Evidence shows that areas with higher rates of home ownership also have lower crime, reducing social costs, and strengthening communities' safety.²⁰

Home ownership is associated with better education and health outcomes. Children who experience housing stability are more likely to regularly attend school, achieve higher educational results, and therefore broaden their future employment opportunities. Compared to renters, homeowners are more likely to rate their homes as suitable and establish good relationships with local health care providers. This leads to better access to healthcare and, ultimately, improved health outcomes.

Pacific peoples continue to have the lowest rates of home ownership across all population groups, emphasising the need for targeted support. A greater proportion of Pacific families live in larger, multigenerational households relative to the total population, which has benefits in terms of language transmission and cultural identity, but means housing must reflect this type of family composition.²¹ Investment to increase the supply of affordable housing, ensuring housing meets the needs of Pacific families, is a short-term cost with long-term benefits.

²⁰ Housing Foundation (2017). *From social renting to housing independence: the social and economic impacts of housing tenure*. Accessed from: [pc-inq-fcfa-sub-027-housing-foundation.pdf](#)

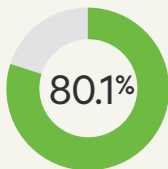
²¹ Statistics New Zealand (2024). *Pacific housing: people, place and wellbeing in Aotearoa New Zealand*. Accessed from: [Pacific housing: People, place, and wellbeing in Aotearoa New Zealand | Stats NZ](#)

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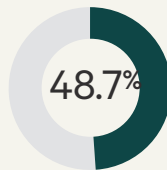


Current State

Pacific home ownership

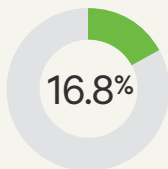
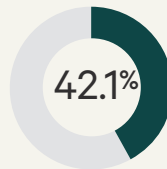


Pacific households renting



Total population renting

VS

Pacific households owning
(or partly owning) their homesTotal households owning
(or partly owning) their homes

VS

Source: Census 2023

Pacific peoples in Kāinga Ora housing

17,000+

Pacific tenants in Kāinga Ora housing

6.6% increase

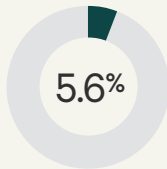
of Pacific tenants in Kāinga Ora housing
between 2017 and 2024

Source: The Salvation Army Social Policy & Parliamentary Unit (2024). *State of Pacific Peoples*. Wellington. Accessed from: [stateofpacificpeoples_2024_downloadversion_v4.pdf](#)

Dwellings lacking basic amenities



Pacific peoples with disabilities

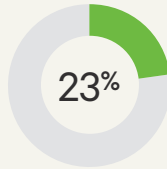


NZ European with disabilities

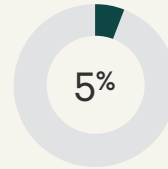
VS

Source: Statistics New Zealand (2023). *Pacific housing: People, place, and wellbeing in Aotearoa New Zealand, data from 2008–2021 General Social Surveys*.

Youth experiencing housing instability



Pacific Rainbow+ youth

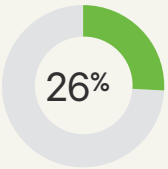
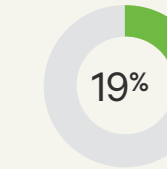


European non-Rainbow+ youth

VS

Source: Roy, R., Greaves, L. M., Peiris-John, R., Clark, T., Fenaughty, J., Sutcliffe, K., Barnett, D., Hawthorne, V., Tiatia-Seath, J., & Fleming, T. (2021). *Negotiating multiple identities: Intersecting identities among Māori, Pacific, Rainbow and Disabled young people*. The Youth19 Research Group, The University of Auckland and Victoria University of Wellington, New Zealand. This version published April 2021. Accessed: [Youth19+Intersectionality+Report_FINAL_2021_print.pdf](#)

Housing instability for peoples with disability

Pacific disabled youth or those
with a chronic health conditionPacific youth without a disability
or chronic health condition

VS

26% of Pacific disabled youth or those with a chronic health condition report housing instability (compared to 19% of Pacific youth without a disability or chronic health condition).

Source: Veukiso-Ulugia, A., McLean-Orsborn, S., Clark, T. C., Yao, E., Kuresa, B., Drayton, B., & Fleming, T. (2024). *Talavou o le Moana. The health and wellbeing of Pacific secondary school students in Aotearoa New Zealand. A Youth19 report*. Youth19 Research Group, the University of Auckland and Victoria University of Wellington. Accessed from: [Pasifika+Report_Interactive_130524.pdf](#)

③ Housing

A consistent and collaborative approach to supporting Pacific Housing

We develop, use, and disseminate quality data and insights by:

- Analysing **Census and household survey data** to better understand housing and family characteristics and suitability of housing for Pacific communities.

We foster and maintain strong relationships with Pacific communities and stakeholders by engaging and collaborating with priority groups; including:

- Pacific housing providers
- Pacific families pursuing home ownership
- Pacific disabled peoples
- Pacific Rainbow+ peoples

We invest in local, Pacific-led solutions and support by:

- Strengthening financial management skills and improving financial literacy to strengthen the financial capability of Pacific peoples through the **Financial Capability Programme**.
- Building affordable, fit-for-purpose homes for Pacific families across New Zealand as part of **Pacific Building Affordable Homes** and **Our Whare, Our Fale**.

We collaborate with key government agencies to ensure policies and programmes work for Pacific communities by:

- Working with the Ministry of Housing and Urban Development, Kāinga Ora, and Pacific housing providers to build affordable, fit-for-purpose homes as part of **Fale mo Aiga** (The Pacific Housing Strategy and Action Plan 2023).

We champion Pacific values in action by:

- Delivering Yavu and Kapasa training for government and non-government organisations that support housing infrastructure and housing affordability, such as Kāinga Ora.

Monitoring progress and outcomes*

To measure progress for this strategic priority area, the Ministry will monitor homeownership and housing data including:

- Proportion of Pacific recipients of Housing Support Products who are not on the Housing Register after 90 days
- Rates of Pacific homeownership, by region
- Reported rates of housing security for Pacific peoples, by region
- Demographic trends
- Proportion/number of Pacific households engaged in programmes aimed at improving housing conditions

* The Ministry will engage with the Ministry of Social Development, Statistics New Zealand, and other relevant agencies to ensure the monitoring progress and outcomes data relating to Housing is accurate and up to date, but is not responsible for delivery against these measures as they are the responsibilities of their respective agencies.

Spotlight on Pacific values in action

Magafaoa | Family: Many Pacific peoples live in extended families. The family is the centre of the community and way of life; every person belongs to a family, aiga and kainga, and every family belongs to a person, contributing to a strong and defined sense of identity and belonging.

The physical environment can work with or against the cultural value of family – ensuring houses are built in a way that can accommodate multi-generational living will not only support material needs, but further support the transmission of language and culture as well. Interventions targeted at one household will also provide value for money as it will have multi-generational impacts.

④ Education

Boost skills and employment opportunities and invest in Pacific languages, cultures, and identities to improve outcomes and grow the talent New Zealand needs.

Pacific communities continually express the value of education in achieving their aspirations. Many young Pacific people speak of the drive of their parents, grandparents, and great grandparents to leave their home islands to secure better opportunities in education and employment abroad. Despite this value placed on education and training and the efforts to access such opportunities, Pacific peoples continue to experience inequitable educational and employment outcomes.

Qualification rates for Pacific peoples have increased significantly over the last decade, with the gap between Pacific and total student attainment rates narrowing.²² This is critical for improving access to employment options and further study, for which NCEA level 2 is often a requirement. Unfortunately, despite this positive trend, Pacific learners and families still report barriers to accessing quality education free from discrimination.²³ Pacific learners with disabilities experience worse bullying outcomes, interruptions to their schooling, and lack of adequate support.²⁴ Meanwhile, Pacific Rainbow+ peoples' safety is often compromised in educational and employment settings, and they can find it difficult to feel comfortable at work or a sense of belonging and inclusion in schools.

Pacific peoples experience higher rates of unemployment and those who are employed experience a significant pay gap – especially Pacific women. The reasons people experience poor long-term employment outcomes or higher Not in Education Employment or Training (NEET) rates are complex. There is a need to support the development of essential skills and improve access to work experience across all industries in Aotearoa.

Despite these statistics, there is strong evidence regarding what does work for Pacific peoples in education and employment. Evidence shows that Pacific bilingual and immersion education positively impacts student attendance and achievement and that while there is significant demand for this kind of provision, there is inadequate supply.²⁵ Expanding bilingual education provision in New Zealand primary schools could improve educational outcomes for Pacific students and impact positively on New Zealand's GDP, enhancing economic growth.²⁶

The report *Pacific Peoples' Workforce Challenge: Accelerating the advancement of Pacific people in the workforce* identified several factors to reduce barriers to employment and support successful experiences for Pacific peoples in the workforce:

²² Ministry of Education (2023) *Education Counts: Attainment of 18-year-olds*. Accessed from: [Attainment of 18-year-olds | Education Counts](#)

²³ Ministry of Education (2020). *Action Plan for Pacific Education 2020 – 2030: supporting research and community voice* [Action-Plan-for-Pacific-Education-2020-2030-Supporting-Research-and-Community-Voice.pdf](#)

²⁴ Ministry of Education (2020). *Action Plan for Pacific Education 2020 – 2030: supporting research and community voice* (page 7) [Action-Plan-for-Pacific-Education-2020-2030-Supporting-Research-and-Community-Voice.pdf](#)

²⁵ Wilson-Ujii, S.L.-M., Kingstone, S., & Richmond, Y. (2022). *Leo Moana o Aotearoa Survey report*. Wellington: The Ministry for Pacific Peoples (page 55). Accessed from: [Leo-Moana-Survey-Report-Web2.1.pdf](#)

²⁶ May, S. (2019). *Research to understand the features of quality Pacific bilingual education: Review of best practices* (page.10). [Research to understand the features of quality Pacific bilingual education: Review of best practices | Education Counts](#)



- workplaces need to close cultural and communication gaps between Pacific employees and employers to avoid mismatched expectations and map out clear progression pathways with built in support for different stages;
- proactively building culture-friendly workplaces is an important way to enhance employee wellbeing and support Pacific peoples to feel comfortable to be themselves
- growing the capacity and capability of Pacific and Māori businesses is also vital as they tend to hire more Pacific staff and are more likely to provide training opportunities and higher wages.²⁷

When Pacific peoples are strong in their languages, cultures, and identities, they are more likely to experience positive health, education, and employment outcomes. Policies, programmes, and services that support Pacific communities in culturally sustaining ways²⁸ – i.e; in business, health, housing, employment, and education – reduce barriers, enabling them to confidently express who they are as Pacific peoples.

Evidence shows that supporting communities to learn and use their heritage languages is linked to reductions in suicide rates, improved academic performance and education outcomes, and positive return on investment for taxpayers.²⁹ For Pacific young people who report grappling with dual (Western and Pacific) cultural expectations, education interventions grounded in Pacific worldviews have generated positive shifts in collaboration, confidence, and achievement.³⁰ Expanding the provision of Pacific bilingual and immersion education is said to be a key to realising improved outcomes for Pacific learners.³¹

Over 90% of Pacific Rainbow+ peoples that participated in *The Manalagi Project* felt their culture was important/very important to them, 20% had been excluded from a Pacific community for being Rainbow+, and 60% had experienced discrimination in healthcare.³² Some Pacific disabled peoples have reported feeling ‘double discrimination’ due to the combination of their culture and disability.³³ There is a need for more cultural awareness in the education, healthcare, and disability support workforces, as well as more family-centred approaches to support diverse groups within Pacific communities.³⁴

One of the ongoing challenges for diverse Pacific groups is the absence or inaccessibility of ethnic-specific and/or intersectional data relating to those who identify not only as Pacific, but potentially as Rainbow+ and/or disabled as well. This reinforces a lack of awareness of the needs and aspirations of diverse Pacific communities.

27 The Southern Initiative, Ministry of Business Innovation and Employment & the Auckland Co-design Lab (no date). *Pacific Peoples' Workforce Challenge: Accelerating the advancement of Pacific people in the workforce identified*. Accessed from: [Pacific+Peoples+Workforce+Challenge.pdf](#)

28 Culturally sustaining refers to approaches that maintain and support the cultural and linguistic diversity

29 Whalen, D.H., Lewis, M.E., Gillson, S. et al. Health effects of Indigenous language use and revitalization: a realist review. *Int J Equity Health* 21, 169 (2022). <https://doi.org/10.1186/s12939-022-01782-6>; *Research-to-understand-the-features-of-quality-Pacific-bilingual-education.pdf*

30 Ministry of Education (2019) *Best practice for teaching Pacific learners: Pacific Evidence Brief 2019*. Wellington.

Accessed from: [Best practice for teaching Pacific learners: Pacific Evidence Brief 2019 | Education Counts](#)

31 May, S. (2019). *Research to understand the features of quality Pacific bilingual education: Review of best practices*

[Research to understand the features of quality Pacific bilingual education: Review of best practices | Education Counts](#)

32 Thomsen, P., Brown-Acton, P., Manuela, S., Tiatia-Seiau, J., Greaves, L., Wong, Z. (2023). *Manalagi Community Survey Infographic: Religion, Spirituality, Community and Cultural Identity*. The Manalagi Project Team: Auckland, New Zealand. Accessed from: [b7eedf_b5ad1dca330347889c5a071fc783129d.pdf](#)

33 Ministry of Education (2020). *Action Plan for Pacific Education 2020 – 2030: supporting research and community voice*

[Action-Plan-for-Pacific-Education-2020-2030-Supporting-Research-and-Community-Voice.pdf](#)

34 Whaikaha Ministry of Disabled People (2024). *Pacific Community Talanoa Feedback Report*.

Accessed from: [Pacific-Community-feedback-report-final.pdf](#)

4

Education

Current State

Educational attainment

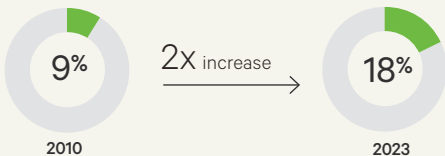
Pacific NCEA level 2 attainment



13% increase in Pacific 18 year-olds who attained NCEA level 2 from 2012 to 2022 (61.1% vs 74.1%)

Source: Ministry of Education (2023). *Education Indicator: 18-year-olds with NCEA Level 2 or above*. Accessed from: [Indicator-18-year-olds-with-Level-2-2012-2022.pdf](#)

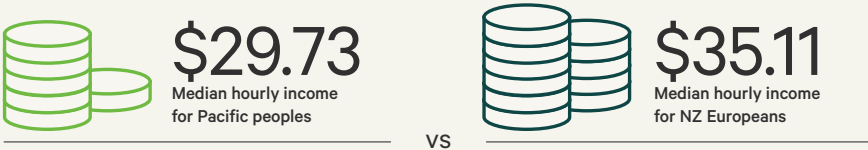
Pacific adults with Bachelor's degree or higher



The proportion of Pacific adults with a Bachelor's degree or higher has doubled between 2010 and 2023 (from 9% to 18%)

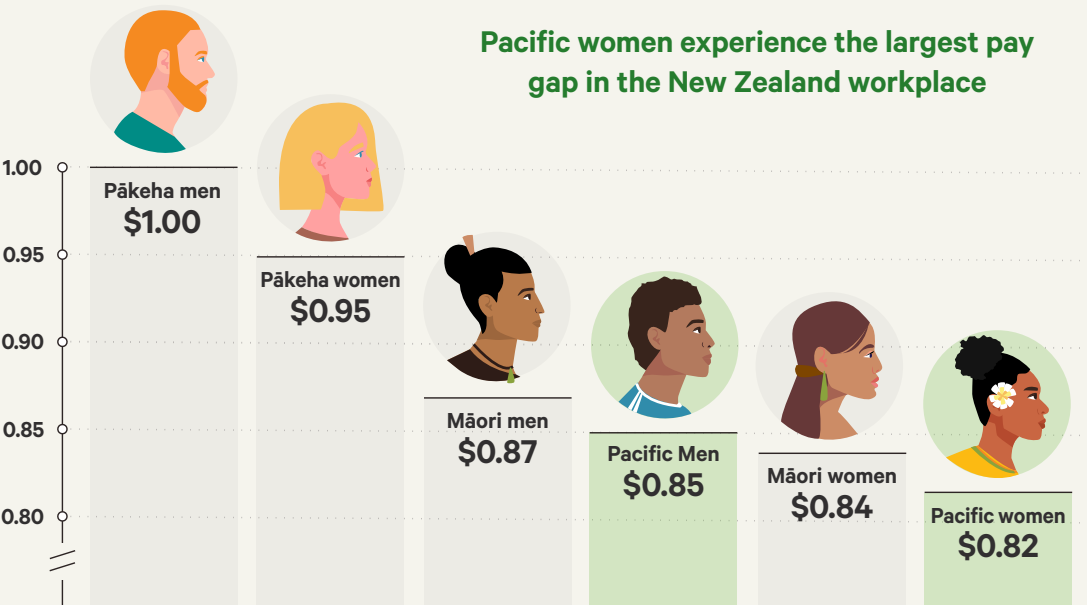
Source: Ministry of Education (2024). *Education Counts: Tertiary achievement and attainment – Educational Attainment of the Adult Population (tab EAP.3)*. Accessed from: [03 - Tertiary achievement and attainment | Education Counts](#)

Median hourly income



Source: Statistics New Zealand (2024). *Household Labour Force Survey June 2024: Aotearoa Data Explorer: earnings from wages and salaries and self-employment by sex, age groups and ethnic group*. Accessed from: [Aotearoa Data Explorer • Earnings from wages and salaries and self-employment, by sex, age groups and ethnic groups](#)

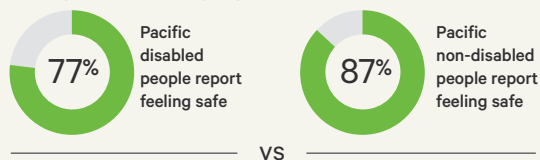
Ethnic and gender pay gap in New Zealand



Source: Statistics New Zealand (2024). *Household Labour Force Survey, June 2024, Earnings for people in paid employment by region, sex, age groups and ethnic groups*. Accessed from: [Aotearoa Data Explorer • Earnings for people in paid employment by region, sex, age groups and ethnic groups](#)

Schooling

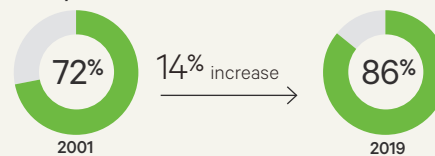
Safety at school for people with disabilities



77% of Pacific disabled people or those with a chronic condition report feeling safe at school³³ (compared to 87% of Pacific without a disability)

Source: Veukiso-Ulugia, A., McLean-Orsborn, S., Clark, T. C., Yao, E., Kuresa, B., Drayton, B., & Fleming, T. (2024). *Talavou o le Moana. The health and wellbeing of Pacific secondary school students in Aotearoa New Zealand* (page 108). A Youth19 report. Youth19 Research Group, the University of Auckland and Victoria University of Wellington. Accessed from: [Pasifika+Report_Interactive_130524.pdf](#)

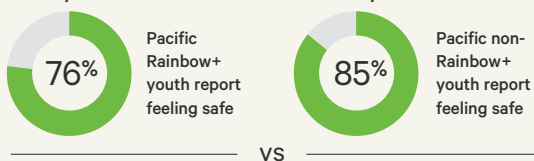
Safety at school for Pacific learners



More Pacific learners feel safe at school³⁴ (from 72% in 2001 to 86% in 2019)

Source: Veukiso-Ulugia, A., McLean-Orsborn, S., Clark, T. C., Yao, E., Kuresa, B., Drayton, B., & Fleming, T. (2024). *Talavou o le Moana. The health and wellbeing of Pacific secondary school students in Aotearoa New Zealand*. (Table 20). A Youth19 report. Youth19 Research Group, the University of Auckland and Victoria University of Wellington. Accessed from: [Pasifika+Report_Interactive_130524.pdf](#)

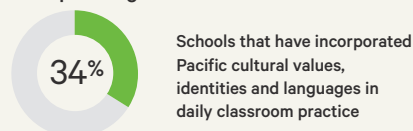
Safety at school for Pacific Rainbow+ youth



76% of Pacific Rainbow+ youth report feeling safe at school (compared to 85% non-Rainbow+ youth)

Source: Roy, R., Greaves, L., Peris-John, R., Clark, T., Fenaughty, J., Sutcliffe, K., Barnett, D., Hawthorne, V., Tiatia-Seath, J., & Fleming, T. (2021). *Negotiating multiple identities: Intersecting identities among Māori, Pacific, rainbow and disabled young people* (page 77). The Youth19 Research Group, The University of Auckland and Victoria University of Wellington, New Zealand. https://www.youth19.ac.nz/s/Youth19-Intersectionality-Report_FINAL_2021_print.pdf

Incorporating Pacific cultural values

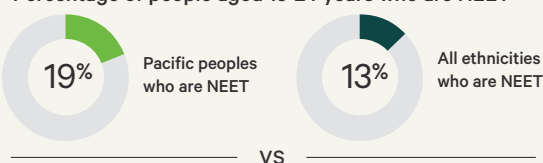


34% of principals whose schools have incorporated Pacific cultural values, identities and languages in daily classroom practice in 2019

Source: Ministry of Education (2025). *Education Counts - Action Plan for Pacific Education: Measurement Framework Data*. Accessed from: [Action Plan for Pacific Education: Measurement Framework Data | Education Counts](#)

Employment

Percentage of people aged 15-24 years who are NEET



Source: Ministry of Business, Innovation and Employment (2024). *Labour Market Statistics Snapshot – Pacific Peoples*. Accessed from: [Pacific Peoples Labour Market Statistics Snapshot – December 2024](#)

Unemployment in 2024



Source: Ministry of Business, Innovation, and Employment, Labour Market Statistics Snapshot, December 2024, [Labour Market Statistics Snapshot – December 2024](#).

³³ The Youth19 Survey was a voluntary survey and likely to be influenced by a healthy respondent bias: those who suffer poor health or who regularly truant were less likely to be included. As a result, the findings are likely to present a positive view of the health of secondary students.

For further information, see Youth19-Initial-Findings-Intro-and-Method.pdf [caveat information: pp.14, 16]

³⁴ Ibid

4 Education

Languages

Pacific bilingual early support services



Source: Ministry of Education (2025). *Education Counts - Action Plan for Pacific Education: Measurement Framework Data*. Accessed from: Action Plan for Pacific Education: [Measurement Framework Data | Education Counts](#)

Pacific bilingual units in schools



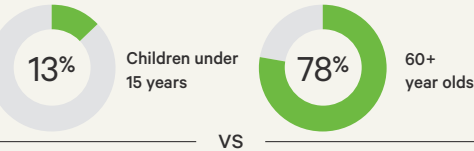
Source: Ministry of Education (2025). *Education Counts - Action Plan for Pacific Education: Measurement Framework Data*. Accessed from: Action Plan for Pacific Education: [Measurement Framework Data | Education Counts](#)

Students learning Pacific languages in schools



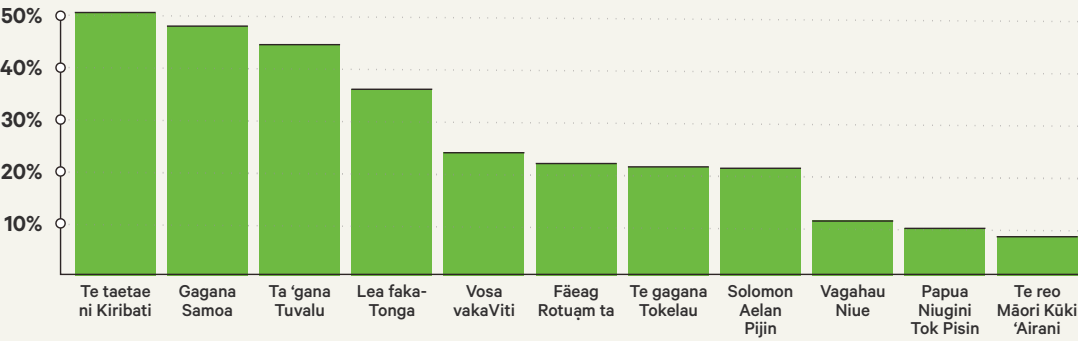
Source: Ministry of Education (2025). *Education Counts - Action Plan for Pacific Education: Measurement Framework Data*. Accessed from: Action Plan for Pacific Education: [Measurement Framework Data | Education Counts](#)

Speaking heritage languages

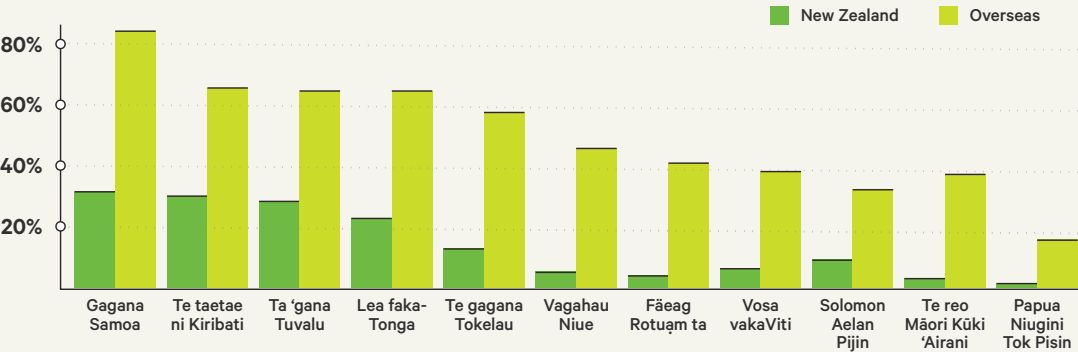


Source: Ministry of Education (2025). *Education Counts - Action Plan for Pacific Education: Measurement Framework Data*. Accessed from: Action Plan for Pacific Education: [Measurement Framework Data | Education Counts](#)

Languages spoken by ethnic group speakers, 2023



Languages spoken by ethnic group speakers and by birth country, 2023

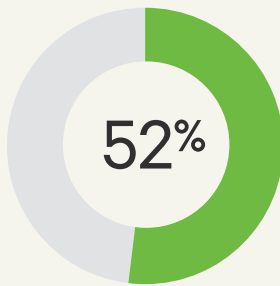


These results are not official statistics. They have been created for research purposes from the Integrated Data #Infrastructure (IDI) which is carefully managed by Stats NZ. For more information about the IDI please visit <https://www.stats.govt.nz/integrated-data/>.

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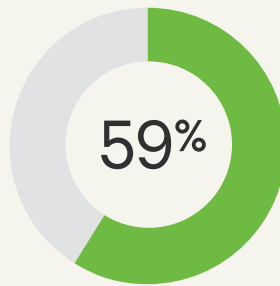
Pacific Rainbow+ peoples

Life satisfaction



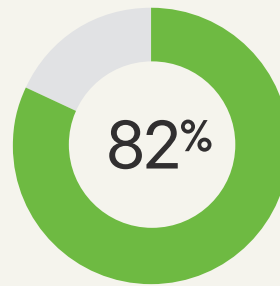
52% of Pacific Rainbow+ respondents in the Manalagi survey reported feeling satisfied or very satisfied with their life as a whole

Feeling connected to culture



59% of Pacific Rainbow+ respondents in the Manalagi survey reported feeling connected to their culture as Rainbow+

Fear of discrimination



82% of Pacific Rainbow+ respondents in the Manalagi survey reported not using Pacific services out of fear of discrimination

Source: Thomsen, P., Brown-Acton, P., Manuela, S., Tiatia-Siau, J., Greaves, L., & Sluyter, J. (2023). *The Manalagi survey community report: Examining the health and wellbeing of Pacific rainbow+ Peoples in Aotearoa-New Zealand*. Accessed from: https://www.manalagi.org/_files/ugd/b7eedef_7a214bf6e78349f084581c5f2b68bf2d.pdf

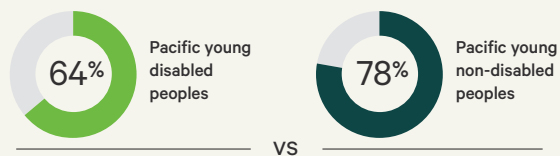
Pacific disabled people

Unmet needs for assistive equipment or technology



Source: Statistics New Zealand (2025). *Disability Statistics: 2023*. Accessed from: [Disability statistics: 2023 | Stats NZ](https://www.stats.govt.nz/disability-statistics-2023)

Report having good wellbeing



Source: Veukiso-Ulugia, A., McLean-Orsborn, S., Clark, T. C., Yao, E., Kuresa, B., Drayton, B., & Fleming, T. (2024). *Talavou o le Moana. The health and wellbeing of Pacific secondary school students in Aotearoa New Zealand. A Youth19 report*. Youth19 Research Group, the University of Auckland and Victoria University of Wellington. Accessed from: [Pasifika+Report_Interactive_130524.pdf](https://www.youth19.org.nz/Pasifika+Report_Interactive_130524.pdf)

④ Education

A consistent and collaborative approach to supporting Pacific education

We develop, use, and disseminate quality data and insights by:

- Participating in the Tertiary Education Commission Careers System Steering Group to develop indicators and measures for monitoring and reporting against the **National Careers System Strategy**.
- Monitoring relevant education data for Pacific peoples.

We foster and maintain strong relationships with Pacific communities and stakeholders by engaging and collaborating with priority groups; including:

- Education and training providers
- Pacific youth
- Pacific Rainbow+ communities
- Pacific disabled peoples

We invest in local, Pacific-led solutions and support by:

- Connecting Pacific peoples with local providers who support them to access work and/or learning opportunities that will further their study, training, and/or employment goals through **Tupu Aotearoa**.
- Providing **Tolooa scholarships** to encourage Pacific students to pursue learning in Science, Technology, Engineering, and Maths (STEM).
- Funding local providers, organisations, and community groups to deliver transformational initiatives that boost STEM engagement for Pacific peoples, improve understanding of the relevance of STEM, and increase participation and interest in STEM.

We collaborate with key government agencies to ensure policies and programmes work for Pacific communities by:

- Maintaining membership on the interagency group for the Ministry of Education's **Action Plan for Pacific Educators**.
- Leading the approach across Government to support Pacific communities to find stable work, rewarding careers, and opportunities to reach their potential under the **Pacific Employment Action Plan**.

We champion Pacific values in action by:

- Delivering Yavu and Kapasa training to government and non-government education and training providers and organisations that support access to employment.

Monitoring progress and outcomes*

To measure progress across the system for this strategic priority area, the Ministry will monitor Ministry of Education and employment baseline and annual data relating to:

- Rates of attendance and participation for Pacific learners in primary and secondary education
- Rates of school leaver qualification attainment for Pacific learners in secondary education
- Rates of completion and progression for Pacific learners in tertiary education to Level 7 Bachelors degrees or higher

* The Ministry will engage with the Ministry of Education and other relevant agencies to ensure the monitoring progress and outcomes data relating to Education is accurate and up to date, but is not responsible for delivery against these measures as they are the responsibilities of their respective agencies.

Spotlight on Pacific values in action

Ola fetufaaki | Reciprocity: Acknowledging the value of relationships and obligations of care between individuals and groups interacting for a shared purpose. The view that mutual help and interdependence are more effective than individualism.

In Pacific cultures, the role of individuals within the family and community is generally dictated by gender, position, birth order, and other characteristics. For example, in Tongan culture, and many other Pacific cultures, being a girl or the eldest sibling means that responsibilities relating to daily chores and looking after your siblings and parents fall to you. Fulfilling this role helps the family to function as a whole. Support for young Tongan women in education must respect the roles and responsibilities they hold in their family, working alongside these cultural dimensions rather than against them.

④ Education

A consistent and collaborative approach to supporting Pacific languages, cultures, and identities

We develop, use, and disseminate quality data and insights by:

- Leading **Leo Moana o Aotearoa**, the largest survey on Pacific language use, values, and attitudes in the world, and repeating it every 4-5 years to assess trends in Pacific languages in New Zealand and inform interventions.
- Supporting better collection, use, and availability of Pacific Rainbow+ and disability data.
- Analysing **Census data** related to languages, cultures and identities to derive insights from official population statistics

We foster and maintain strong relationships with Pacific communities and stakeholders by engaging and collaborating with priority groups; including:

- Pacific language providers
- Pacific media organisations
- Pacific community groups leading language initiatives
- Pacific youth, Pacific Rainbow+ peoples, and Pacific disabled peoples
- Non-government organisations and other groups who work with Pacific youth, Pacific Rainbow+ peoples, and Pacific disabled peoples

We invest in local, Pacific-led solutions and support by:

- Funding community initiatives that support Pacific language maintenance and revitalisation through **Pacific Language Weeks** and the **Pacific Languages Community Fund**.
- Improving access to Pacific language learning through **free online classes** delivered by the Centre for Pacific Languages.
- Ensuring Pacific language broadcasters can sustainably provide Pacific language media content and investing in new Pacific media products through the **Moana Reo Media Fund**.

We collaborate with key government agencies to ensure policies and programmes work for Pacific communities by:

- Leading collaboration with the Ministries of Education, Culture and Heritage, and Foreign Affairs and Trade to support Pacific language learning and use in New Zealand under the **Pacific Languages Government Action Plan**.
- Working with Whaikaha on the development of Pacific and National Disability policy briefs, strategies, and action plans.
- Engaging with government agencies to support, connect, and provide insights on various youth initiatives and programmes across government, with a focus on the Ministry of Youth Development's Youth Plan.
- Engaging with government agencies and service providers to reduce barriers to safe and responsive services for Pacific Rainbow+ and disabled peoples.

We champion Pacific values in action by:

- Offering Yavu and Kapasa training to government and non-government organisations to build understanding of Pacific languages and cultures.
- Providing Pacific cultural capital training for Ministry for Pacific Peoples staff that focuses on different Pacific cultures and priorities for Pacific Rainbow+ peoples, disabled peoples, and young people.

Monitoring progress and outcomes

To measure progress for this strategic priority area, the Ministry will monitor data from Census 2023, Ministry of Education, and the Leo Moana o Aotearoa survey, including:

- Proportion of speakers of Pacific languages, by language and age
- Rates of language transmission in households, by language
- Number of children and young people learning, and learning in, Pacific languages in schooling, by language and region

⑤ Law and Order

Ensure communities are safe and supported by investing in culturally responsive initiatives

The last decade has seen significant reductions in both Pacific adult and Pacific youth offences, lower rates of Pacific peoples experiencing crime, and lower rates of convictions and imprisonments.³⁵ Pacific peoples also have consistently lower rates of re-offending than the general population and these rates have declined by more than 30% over the last decade. Despite these positive trends, the last ten years have seen concerning increases in rates of violent crime such as homicide and sexual assault and a growing proportion of Pacific victimisations from family harm.³⁶

Research on *Pacific Peoples and the Criminal Justice System in Aotearoa New Zealand*³⁷ found Pacific peoples reported poor engagement with the justice system, including overwhelmingly negative interactions with police and confusing, isolating, and exhausting experiences in courts. Participants also pointed out the stigma and shame associated with crime that is ingrained in Pacific communities, hindering victims from seeking help and offenders from seeking support.

The report and similar research regarding practices in the criminal justice system points to support, interventions, and processes that are culturally responsive, involve Pacific communities, and focus on prevention and rehabilitation being most effective. Cultural engagement can operate as a protective factor against risky behaviour.³⁸ A 2008 report on Aboriginal and Torres Strait Islander youth found that those who spoke an indigenous language were less likely to engage in high-risk alcohol consumption or substance use and less likely to report being a victim of physical violence than those who did not.³⁹ Stronger cultural engagement also correlates with lower rates of repeat offending.⁴⁰

³⁵ https://www.salvationarmy.org.nz/wp-content/uploads/2024/12/stateofpacificpeoples_2024_downloadversion_v4.pdf

³⁶ See above

³⁷ https://www.borrinfoundation.nz/wp-content/uploads/2023/10/PCJS_Report-2.pdf

³⁸ Whitbeck, B., Chen, X., Hoyt, D. R., & Adams, G. W. (2004). Discrimination, historical loss and enculturation: culturally specific risk and resiliency factors for alcohol abuse among American Indians. *Journal of studies on alcohol*, 65(4), 409-418. DOI: <https://doi.org/10.15288/jsa.2004.65.409>.

³⁹ <https://www.abs.gov.au/ausstats/abs@.nsf/Latestproducts/4725.0&issue=Apr%202011&num=&view=2011?opendocument&tabname=Summary&prodno=4725.0&issue=Apr%202011&num=&view=>

⁴⁰ Shepherd, S. M., Delgado, R. H., Sherwood, J., & Paradies, Y. (2017). The impact of indigenous cultural identity and cultural engagement on violent offending. *BMC public health*, 18(1), 50. DOI: 10.1186/s12889-017-4603-2.



Current State

Total offences by Pacific adults

44.4% reduction

in total offences by Pacific adults between 2013 and 2023

Source: Stats NZ. Justice: Adults Convicted in Court by Sentence Type – Most Serious Offence Fiscal Year Criminal conviction and sentencing statistics - Stats NZ DataInfo+ <https://datainfoplus.stats.govt.nz/item/nz.govt.stats/7bc31b5b-5afe-42d8-a476-e4daba5cd496> summarised in https://www.salvationarmy.org.nz/wp-content/uploads/2024/12/stateofpacificpeoples_2024_downloadversion_v4.pdf p.39

Homicide and related offences by Pacific adults

50% increase

in homicide and related offences by Pacific adults between 2013 and 2023

Source: Stats NZ. Justice: Adults Convicted in Court by Sentence Type – Most Serious Offence Fiscal Year Criminal conviction and sentencing statistics - Stats NZ DataInfo+. Accessed from: <https://datainfoplus.stats.govt.nz/item/nz.govt.stats/7bc31b5b-5afe-42d8-a476-e4daba5cd496>

Sexual assault and related offences

9.3% increase

in sexual assault and related offences

Source: Stats NZ. Justice: Adults Convicted in Court by Sentence Type – Most Serious Offence Fiscal Year Criminal conviction and sentencing statistics - Stats NZ DataInfo+. Accessed from: <https://datainfoplus.stats.govt.nz/item/nz.govt.stats/7bc31b5b-5afe-42d8-a476-e4daba5cd496>

Pacific offenders

9.9%
2015 2.1% reduction → 7.8%
2025

Pacific peoples made up 9.9% of offenders in year ending March 2015, 7.8% of offenders in year ending March 2025 (2.1% reduction)

Source: Unique Offenders (demographics) | New Zealand Police. Accessed from: <https://www.police.govt.nz/about-us/publications-statistics/data-and-statistics/policedatanz/unique-offenders-demographics>

⑤ Law and Order

A consistent and collaborative approach to supporting law and order

We develop, use, and disseminate quality data and insights by:

- **Monitoring agency data** from New Zealand Police, Ministry of Justice, and other law and order organisations.
- **Analysing Census data** to derive insights on Pacific communities needs in relation to the law and order and the justice system.

We foster and maintain strong relationships with Pacific communities and stakeholders by engaging and collaborating with priority groups:

- Pacific community leaders
- Pacific community groups
- Pacific youth, Pacific Rainbow+, and Pacific disabled peoples

We invest in local, Pacific-led solutions and support by:

- Enhancing community safety and wellbeing by supporting **Pacific Wardens** to collaborate with local authorities, conduct patrols, engage with youth to prevent crime, and more broadly support community safety initiatives.

We collaborate with key government agencies to ensure policies and programmes work for Pacific communities by:

- Providing **quality advice** on and input into policy and legislation relating to law and order issues to ensure they meet the needs of Pacific communities.

We champion Pacific values in action by:

- Delivering Yavu and Kapasa training for government agencies and non-government organisations that support law and order.

Monitoring progress and outcomes*

To measure progress for this strategic priority area, the Ministry will monitor data relating to the:

- Proportion/number of Pacific individuals employed as police
- Number of Pacific Liaison Officers in each district of New Zealand
- Reported impact of and community satisfaction with Pacific Wardens' services
- Number of Pacific children and young people with serious and persistent offending behaviour
- Number of Pacific youth in programmes that seek to promote healthy lifestyles and prevent risky behaviours

* The Ministry will engage with the Ministry of Justice, New Zealand Police, and other relevant agencies to ensure the monitoring progress and outcomes data relating to Law and Order is accurate and up to date, but is not responsible for delivery against these measures as they are the responsibilities of their respective agencies.

Spotlight on Pacific values in action

Magafaoa | Family: Many Pacific peoples live in extended families. The family is the centre of the community and way of life; every person belongs to a family, aiga and kainga, and every family belongs to a person, contributing to a strong and defined sense of identity and belonging.

The justice system in Aotearoa is built on western concepts of individualised justice but the impacts of participating (whether as an offender or a victim) in the system radiate beyond the individual. Traditional approaches to justice in Pacific cultures operate within the context of the strong relational ties between and across families. Restorative justice approaches that emphasise repairing harm and fostering reconciliation, bringing families and those affected together, are more aligned to cultural practices of Ifoga (Samoan concept in which offenders and their families take responsibility for the actions of the offender and seek to redress the wrong with the victim and their family) and Fakalelei (a similar but less formal and more adaptable concept in Tongan communities focused on mending, repairing, improving, and reconciling).⁴¹

⁴¹ <https://www.abuseincare.org.nz/reports/from-redress-to-puretumu/from-redress-to-puretumu-4/1-1-introduction-3/1-1-introduction-3#:~:text=One%20survivor%20explained%20it%20as,to%20use%20them%20at%20all.&text=Our%20practices%20may%20change%20but,of%20the%20cultural%20traditions%20remain.>

Monitoring progress and outcomes across all strategic priority areas

Delivering outcomes for Pacific communities in the five priority areas is the Ministry's core business. We already assess the impact of our existing programmes and will continue to do this as part of our day-to-day work.

To better influence and advocate for our longer-term strategic goals and outcomes, we need to monitor the right data and, where possible, improve the visibility of regional, gender, age, and ethnic-specific data within the broader category of Pacific data. This will allow us to provide more nuanced views on the experiences and needs of Pacific peoples as well as better develop targeted approaches to improving outcomes.

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To **make progress** in the strategic priority areas, the Ministry will:

Develop, use, and disseminate quality data and insights

Foster and maintain strong relationships

Invest in local, Pacific-led solutions and support

Collaborate with key government agencies

Champion Pacific values in action



To **measure progress** in each of the five strategic priority areas, the Ministry will **monitor data** relating to:



① Economic Growth

Lift Pacific economic contributions and strengthen the Pacific business sector to increase revenue, scale, and create jobs

- Proportion/number of sustainable exits from a benefit into employment following an employment intervention
- Number of Pacific businesses
- Employment statistics
- Median hourly income for Pacific peoples, by gender



② Health

Support access to essential health services and promote the health and wellbeing of Pacific families and communities

- Reported barriers to accessing primary health care
- Proportion/number of Pacific individuals who access mental health and addiction services
- Proportion/number of Pacific individuals employed in the health sector



③ Housing

Support the supply of affordable, fit-for-purpose homes for Pacific families

- Proportion of Pacific recipients of Housing Support Products who are not on the Housing Register after 90 days
- Rates of Pacific homeownership, by region
- Reported rates of housing security for Pacific peoples, by region
- Demographic trends
- Proportion/number of Pacific households engaged in programmes aimed at improving housing conditions



④ Education

Boost skills and employment opportunities and invest in Pacific languages, cultures, and identities to improve outcomes and grow the talent New Zealand needs

- Rates of attendance and participation for Pacific learners in primary and secondary education
- Rates of school leaver qualification attainment for Pacific learners in secondary education
- Rates of completion and progression for Pacific learners in tertiary education to Level 7 Bachelors degrees or higher
- Proportion of speakers of Pacific languages, by language and age
- Rates of language transmission in households, by language
- Number of children and young people learning, and learning in, Pacific languages in schooling, by language and region



⑤ Law and Order

Ensure Pacific communities are safe and supported by investing in culturally responsive justice initiatives

- Proportion/number of Pacific individuals employed as police
- Number of Pacific Liaison Officers in each district of New Zealand
- Reported impact of and community satisfaction with Pacific Wardens' services
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- Number of Pacific youth in programmes that seek to promote healthy lifestyles and prevent risky behaviours

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