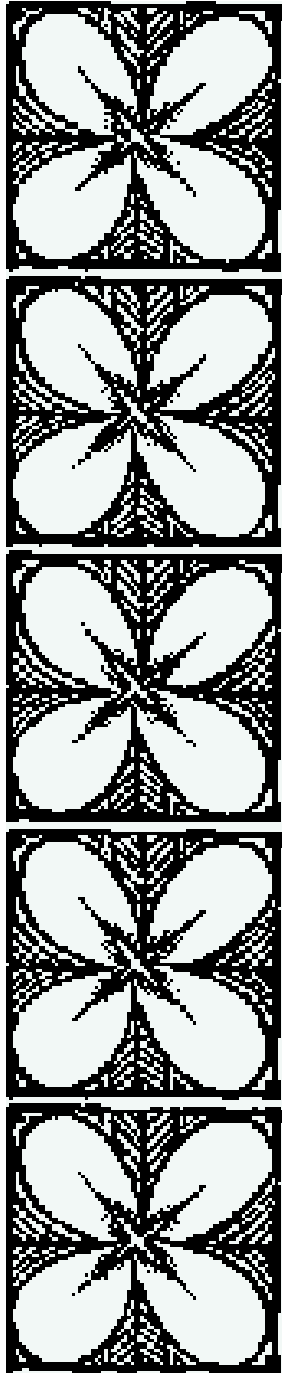


Changing 'Brown' Faces



The changing face of Pacific People in NZ





Vito P Malo (Nonumalo)

Nonumalo Ene Nonumalo

Fasito'o-uta

Mele Tafea-Petelo Nonumalo

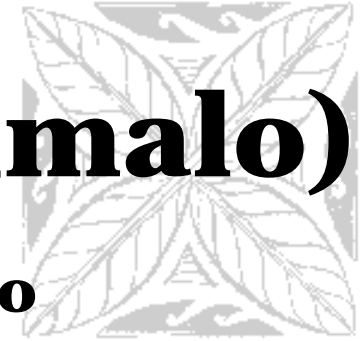
Solosolo

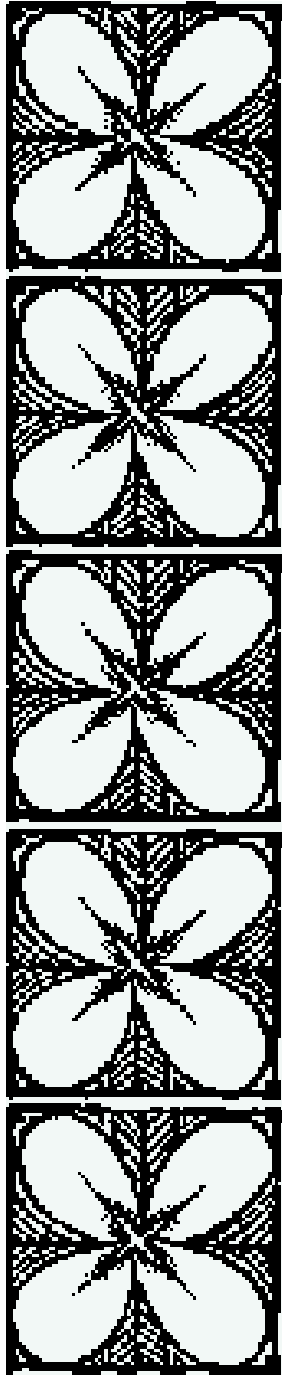
UPOLU, SAMOA

Contracts Manager, Mental Health

Capital & Coast District Health Board

WELLINGTON



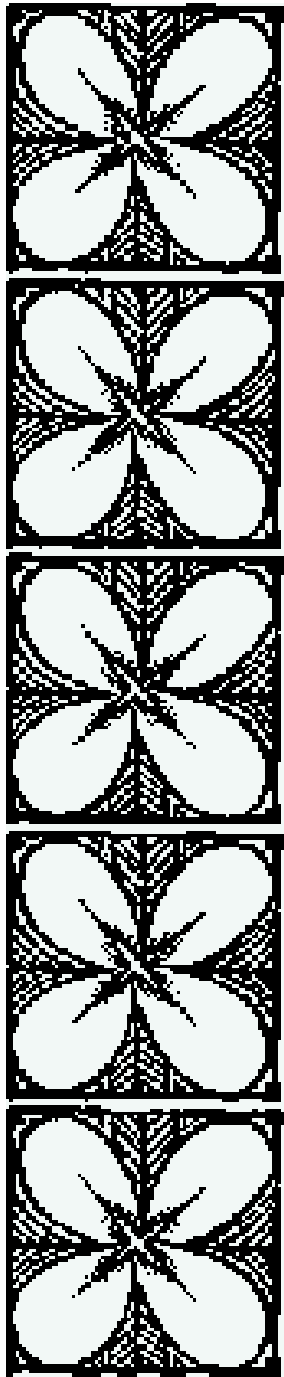


Disclaimer



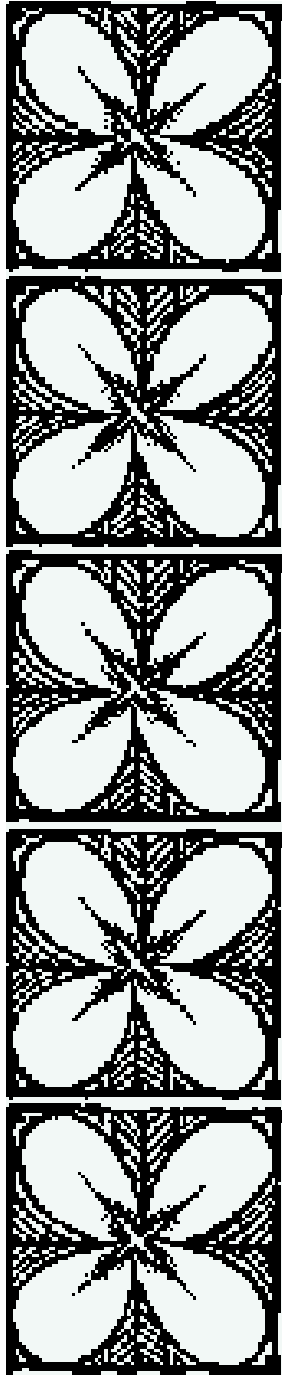
The views within this presentation are not representative of either Capital & Coast District Health Board nor the Ministry of Health. They are views attained from the combination of having worked both in the community managing a Pacific NGO provider and the knowledge that I have gained in the years that I have been employed by C&CDHB. They are not intended as any form of qualitative assessment of Pacific services in New Zealand.





The Current Image of Pacific Services





Being Pacific

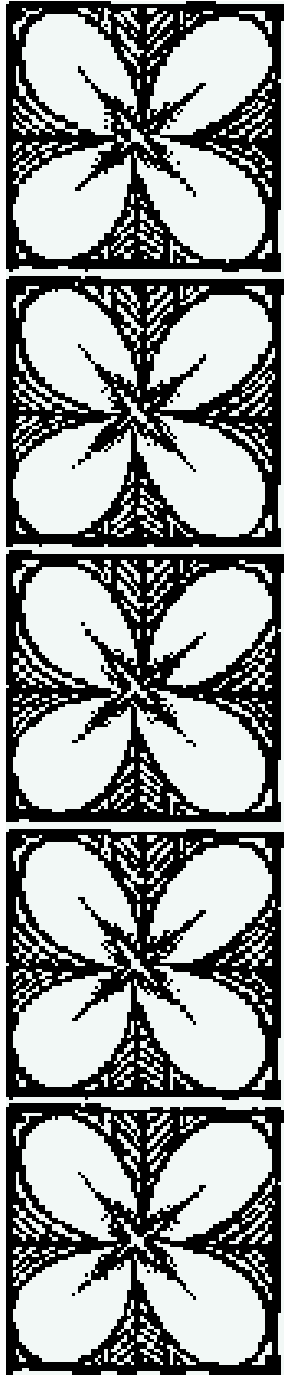


Pacific services have a tendency to apply very Pacific values to their work methodology which sometimes contradict key business areas:

- Never saying 'NO'
- Flexing the limitations of their roles
- Ensuring that whole families are supported
- Doing far more than they are resourced to achieve

**Our work ethic is based on
Passion & Commitment**

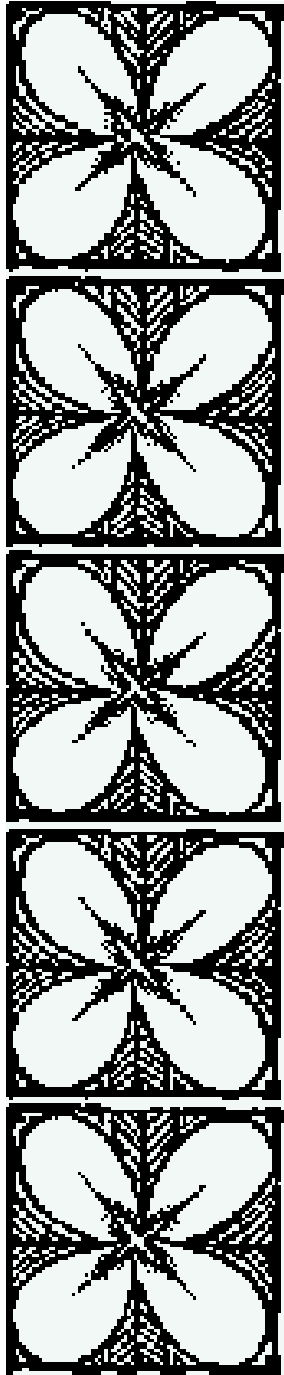




One of my key observations of Pacific services in the past 5 years

**We dedicate so much resource to helping
our people, that we often forget to help
ourselves in terms of strengthening our
businesses**

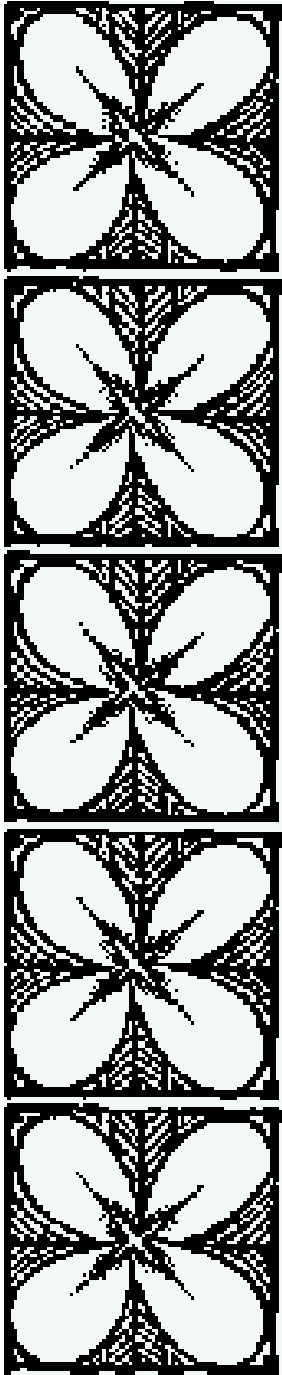




So what can we do?

**Applying mainstream values to
Pacific Services?**

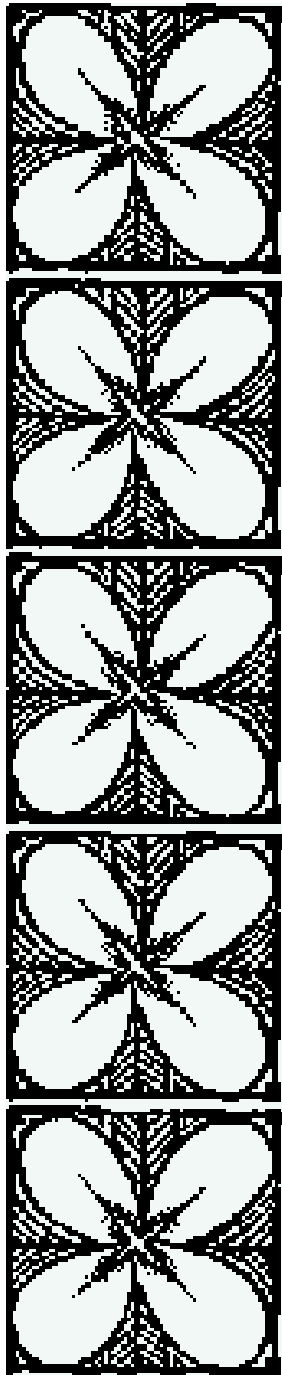




These values are often mistaken for Mainstream Values, but they are essentially values owned by all of us. It is only the application which differs:

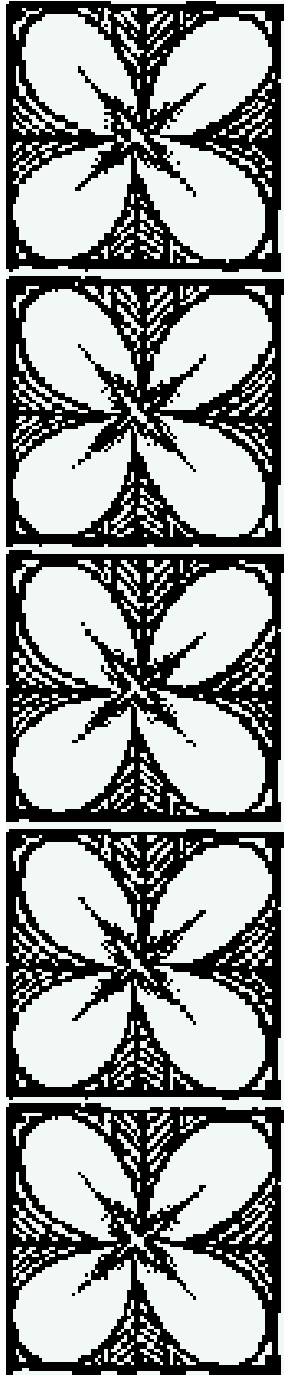
- Quality Improvement
- Management Systems
- Strategic and Business Planning
- Fiscal performance
- Standards compliance





**The face of Pacific is changing ...
the next census is expected to
reveal even more striking changes
in our Pacific Population**





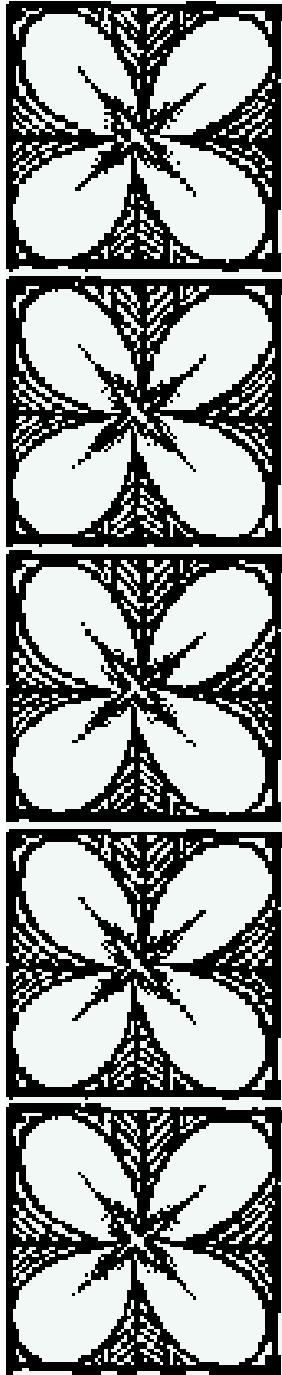
What's changing?



Next census will give more quantitative data.
Some points from previous census:

- Number of Island born versus NZ born
- Predominantly English speaking
- Much larger child, youth and young adult population
- Socio-economic status – increasing median household income
- Other island groups becoming more distinct e.g. Tuvalu, Fiji, Tokelau





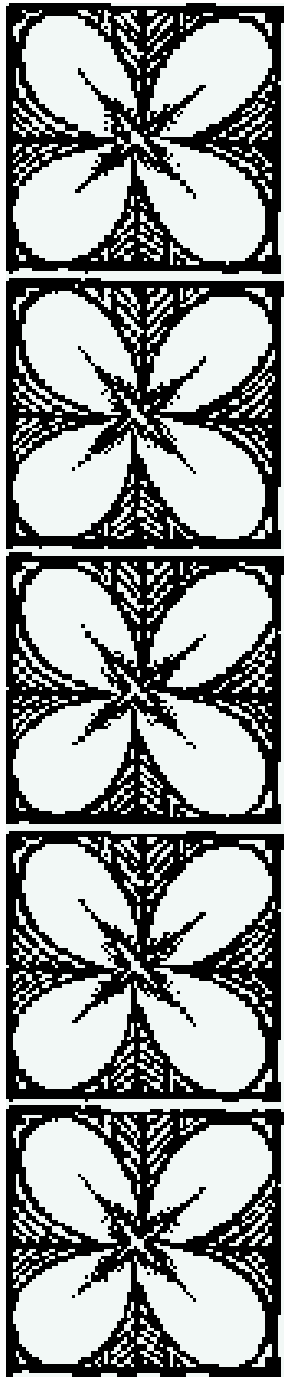
By Pacific for Pacific still?



Some of the questions we may need to ask ourselves in future:

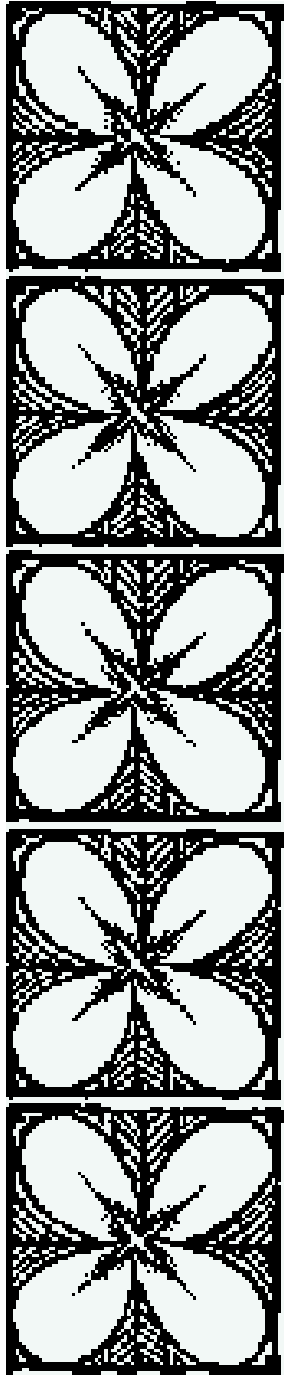
- Who are the people that are going to use these services tomorrow?
- How can we ensure that what we provide is both what Pacific people want and what Pacific people need?
- Who is our potential workforce to achieve this?
- What things are going to make our Pacific services different for our Pacific people in the future?





**So what could this
all mean?**

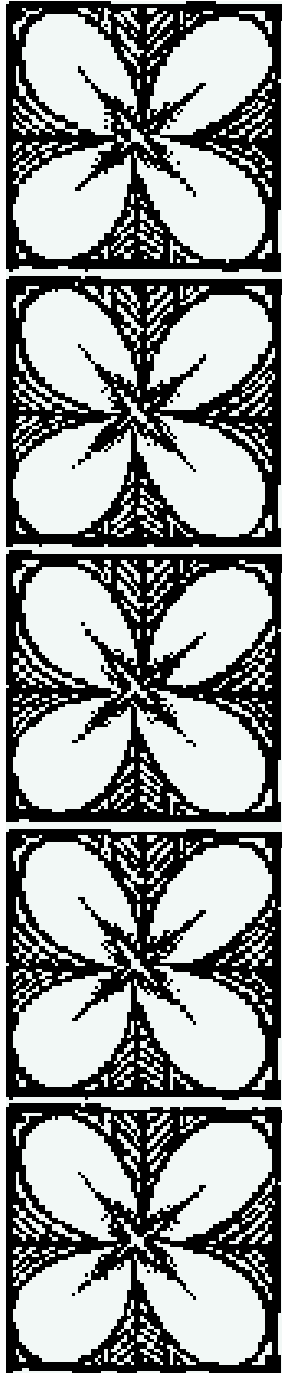




**We have a chance to break the
myth and stereotype of
“questionable” Pacific or ethnic
services**

- NZ born & English speaking workforce
- NZ born & English speaking clientele





We must look at our changing population and:

- ensure that our services still meets their needs and if not adapt to do so
- look at the newer workforce who are going to be coming through – they are as Pacific as anyone in this room, regardless of whether they may speak the language or not
- ensure that we hold ourselves up to be the equal of any palagi/mainstream service and this includes our ability to operate systemically sound services

