

Celebrating Pasefika Proud

10 Years of Navigating Change Together

Our Journey Begins: The Story of Pasefika Proud

In 2011, Pacific communities came together with a shared vision: to stop family violence and build strong, safe, and proud Pacific families. With support from the Ministry of Social Development, Pasefika Proud was born: a movement led by Pacific peoples, grounded in Pacific cultures, values, and wisdom. Over the past 10 years, Pasefika Proud has grown from a small programme into a national movement. Pasefika Proud hasn't done all this work alone. It acts as a seed funder — helping early-stage ideas take root and grow, while working alongside other government and community services to support long-term change. In this way it has supported the development of over 200 community initiatives, eight cultural frameworks (the Nga Vaka o Kāiga Tapu frameworks), and the training of more than 1,300 leaders and practitioners to prevent and address family violence through the Nga Vaka o Kāiga Tapu Training Programme. Pasefika Proud has navigated through challenges and change, always led by the voices and values of our communities; our guiding stars.

"It made us more aware and understanding... Everyone has something going on in their life... we learned a lot about other people's struggles like ... the problems and the challenges [other Pacific young people] face, and how you can help them, and how you can, like, do better for them."

– Youth Participant

Positive Impacts for Pacific Families and Communities

Pasefika Proud has helped families across Aotearoa feel more connected, confident, and culturally proud. These insights come from over 60 talanoa with families, providers, and facilitators, a review of more than 350 documents, and national data. Together, they show how Pasefika Proud has made a real difference. Here's how Pasefika Proud has helped Pacific families over the last 10 years:

- **Stronger relationships:** Parents and children are talking more openly, with greater empathy and understanding.
- **Better access to support:** Families felt more confident asking for help and knew where to go for services that respected their culture and values.

- **Cultural pride:** Families are reconnecting with their languages, traditions, and values - especially youth and those born in New Zealand. Those from smaller ethnic groups feel seen and included as part of Aotearoa's Pacific communities.
- **Safer homes:** Families are learning about their rights and responsibilities, how to manage conflict, and how to support each other through tough times.
- **Spiritual wellbeing:** Faith-based programmes have created safe spaces for reflection and healing.
- **Hope for the future:** Families are setting goals, building leadership, and dreaming big for the next generation.

Even small initiatives have made a big difference, helping families feel supported, celebrated, and inspired to lead change.

"It helped me with my kids... I can be honest with my children, as honest as I can, especially my girls. Now, I share with them how I'm feeling, what I'm going through, and I encourage them, as a father should do."

– Parent Participant



Helping Pasefika Proud Partners to Help Us

Pasefika Proud has also helped its partners – Pacific providers, churches, community groups, and researchers – to support Pacific families more confidently and effectively. Many started as volunteer-led groups or small community activities and are now trusted organisations with skilled teams and strong governance. Partners told us that Pasefika Proud has helped them by building strong relationships with them, offering flexible funding, and being open to the different needs of different Pacific communities. Pasefika Proud's approach helped to build trust, grow impact, and connect partners to a wider movement of Pacific change-makers.

The Nga Vaka o Kāiga Tapu Training Programme has helped partners to achieve this change. These trainings – available to partners and communities – are grounded in ethnic-specific Pacific values and delivered by facilitators who understand Pacific cultures and experiences of violence. They've helped community leaders, youth, and professionals (such as social workers and counsellors) feel more confident in working with Pacific families to address family violence and build their wellbeing.

“Especially those people that work here, like [the church members who coordinate the group]...We can get help from them as well.”

– Parent Participant

Charting the Course Ahead: Priorities for the Next 10 Years

Pasefika Proud's journey is not yet over: Pacific families continue to face higher levels of family violence, and more support is needed to meet the scale of need. As we look to the horizon, our vaka must gather a fleet, continuing to adapt and grow to ensure our families reach safe harbours. Here's where we need to focus:

- **Celebrate Pacific success:** Keep uplifting our Pacific stories, leaders, and cultures.
- **Include everyone:** Support MVPFAFF+/Rainbow/LGBTQIA+ and disabled communities and keep pace with young Pasifika, multi-ethnic Pasifika, and new-to-New Zealand Pasifika, making sure all Pacific people feel welcome no matter what their background is.
- **Reach more regions:** Deliver programmes and activities to Pacific communities all over Aotearoa, including those in the regions, such as Gisborne, the Bay of Plenty, and Hawke's Bay.
- **Support recent migrants and RSE workers:** Help newly arrived Pacific families and individuals to understand NZ laws and access support.
- **Address sexual violence:** Collaborate with others to create safe, culturally grounded ways to talk and heal.
- **Grow our workforce:** Support ministries such as Health and Education to train more Pacific practitioners and support their wellbeing.
- **Strengthen the Nga Vaka o Kāiga Tapu frameworks and associated training programmes:** Expand the availability, accessibility, and usability of the frameworks and tailor the programme to different audiences.
- **Improve access to services:** Ensure families can find culturally safe help when they need it.
- **Learn and grow together:** Build better ways to track progress, share stories, and learn from what works – so we can keep improving together.

“For my family, I hope that they want to grow in their faith individually, first of all, but I also hope that they want to grow in their career and not forget their identity and who they are, where they come from, their culture, their support, their everything, you know.”

– Youth Participant

Pasefika Proud has helped us journey together toward safer, stronger families. But the journey continues, and with our values as our compass, our communities as our crew, and our cultures as our vaka, we are ready to navigate the next 10 years with courage, love, and pride.

