

Celebrating Pasefika Proud

10 Years of Mobilising Pacific-Led Change

A Decade of Pacific-Led Innovation

Pasefika Proud began in 2011, in response to a collective call from Pacific communities for Pacific communities to come together and address family violence through cultural strength, community wisdom, and shared responsibility. With support from the Ministry of Social Development (MSD), the programme was launched as a strengths-based, culturally grounded programme of work; one that recognised Pacific communities as leaders of change, not just subjects. Over the past decade, Pasefika Proud has evolved 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 1300+ practitioners and community leaders to prevent and address family violence through the Nga Vaka o Kāiga Tapu Training Programme. Pasefika Proud's journey has been shaped by Pacific values, community wisdom, and a commitment to transformation through cultural strengths. These guiding stars have helped the movement to navigate a decade of challenge and change.

"Let us [Pacific peoples] find solutions to our stuff... you can have terrible things happen in your community and big issues to deal with, but still be proud about your identity. And identity is one of the key things that's going to help our people."

– Youth Participant

Impacts for Pacific Families and Communities

Evaluation findings show that Pasefika Proud-funded activities have created tangible improvements in family wellbeing. These findings are based on talanoa with over 60 stakeholders, a review of more than 350 documents, and analysis of national data through the Integrated Data Infrastructure (IDI).

- **Improved communication and empathy** across generations, especially between parents and children.

- **Cultural affirmation** through language, traditional crafts, and intergenerational knowledge-sharing.
- **Safer homes** with increased awareness of legal rights and responsibilities, and non-violent parenting strategies.
- **Improved access to support** with families feeling more confident seeking help and knew where to go for culturally safe services.
- **Spiritual wellbeing** fostered through faith-based delivery and culturally safe spaces.
- **Family aspirations and youth leadership** supported through mentoring, creative initiatives, and community engagement.

These outcomes reflect a growing foundation of pride, resilience, and relational strength: protective factors that support long-term wellbeing and reduce the risk of family violence.

"Participants [of the programme] are mostly New Zealand born. And that whole day's conference is done through creatives so that the participants who may not have their language or their culture still feel like they can plug into their identity... They feel like they're empowered. They're obviously embraced. They're exploring opportunities."

– Partner 11



Supporting Partners to Lead Change

Pasefika Proud has played a catalytic role in mobilising and building the capability of Pacific providers, churches, community groups, and researchers. Key contributions include:

- **Strategic investment in early-stage initiatives** that helped partners respond to community priorities, moving from vision to action.
- **Flexible and relationally led commissioning approaches** that fostered trust and facilitated responsiveness.
- **Support with capacity building** that helped partners improve governance and strategic planning, build credibility, and unlock further resources.
- **Access to the Nga Vaka o Kāiga Tapu frameworks** that provided a culturally grounded and strengths-based foundation for programme design and messaging.
- **NVOKTTP delivery**, which improved participant confidence, cultural competence, and legal literacy.

Several partners also reported that Pasefika Proud had helped deepen their understanding of community needs and had connected them to a growing network of committed and passionate Pacific leaders.



“They’ve been in this five-day intensive programme... coming in, you could see very defensive body language on day one... by day five, they were complete advocates... willing to sit and discuss how much of a problem this is... ‘Actually, it’s up to us to make the change.’”

– NVOKTTP Facilitator

Navigating the Next 10 Years: Strategic Priorities

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. To sustain and grow Pasefika Proud’s impact, the evaluation identified two types of strategic priorities:

- What Pasefika Proud can lead directly (where resources allow), and
- What Pasefika Proud can support, but which require collaboration across government and sectors.

Priorities for Pasefika Proud:

- Strengthen strategic communication and engagement with partners: Ensure consistent relationships, transparent processes, and regular updates to maintain trust and deepen participation.
- Expand regional delivery of contracts/grants and family violence prevention trainings grounded in the Nga Vaka o Kāiga Tapu Frameworks: Prioritise underserved areas such as Gisborne, the Bay of Plenty, and Hawke’s Bay where family violence rates are disproportionately high.
- Improve inclusion of diverse Pacific communities: Ensure future initiatives are responsive to MVPFAFF+/Rainbow/LGBTQIA+, disabled, multi-ethnic, and New Zealand-born Pacific communities, including tailored messaging and safe spaces.
- Strengthen/Deepen the Nga Vaka o Kāiga Tapu frameworks and associated training programmes: Expand the availability, accessibility, and usability of the frameworks, and explore options to tailor these to different audiences (e.g., youth, churches, elders, professionals).
- Embed robust monitoring, evaluation, and learning systems: Co-design a refreshed evaluation framework with shared indicators, clear roles across the system, and culturally grounded tools, training, and templates to help partners evaluate their work, share insights, and build practice-based evidence.

Priorities Requiring Cross-Sector Collaboration (with Pasefika Proud's Support):

- Explore options to support more holistic funding approaches and to address the wider drivers of family violence.
- Provide more support for recent migrants and RSE workers to ensure culturally safe legal education, early intervention, and navigation support for newly arrived Pacific families.
- Address sexual violence through the development and resourcing of culturally safe education, prevention, and healing services.
- Grow the Pacific family violence workforce and support workforce wellbeing.

Pasefika Proud has laid a strong foundation for Pacific-led systems change. Its emphasis on cultural grounding, community leadership, and strengths-based mobilisation has delivered meaningful outcomes for families and partners alike.

"I wanted to try and highlight it in a different way... what I appreciated at the time was that Pasefika Proud allowed me to have free reign over how we would develop our messaging and how we would address family violence [creatively and from the lens of our target audience]."

– Provider Partner

As we chart the next phase of the journey, sustained investment, strategic collaboration, and a refreshed evaluation ecosystem will be essential. With Pacific values as our compass and communities as our navigators, Pasefika Proud is well-positioned to continue leading transformative change for Pacific families, ensuring that they are supported not only to prevent violence but to thrive.

