

■ PACIFIC ENGAGEMENT

“I am not an individual; I am an integral part of the cosmos. I share divinity with my ancestors, the land, the seas and the skies. I am not an individual, because I share my tofi (an inheritance) with my family, my village and my nation. I belong to my family and my family belongs to me. I belong to my village and my village belongs to me. I belong to my nation and my nation belongs to me. This is the essence of my belonging.

– Tui Atua Tupua Tamasese Ta’isi Efi, Samoan Head of State



ASB Community Trust

Te Kaitiaki Putea o Tamaki o Tai Tokerau

supported by **ASB**



Graduation by John Bailey. Copyright, Auckland Festival of Photography



Talofa lava, Malo e lelei, Ni sa bula vinaka, Kia orana,
Taloha ni, Fakaalofa lahi atu, Fakatalofa atu, Kia ora

Working together: ASB Community Trust and the Pacific community

ASB Community Trust is developing its first Pacific Strategy to support our work with Pacific organisations in the Auckland and Northland regions.



ASB Community Trust and Pacific Communities: Working together

ASB Community Trust is committed to enhancing equity for Pacific communities by ensuring that our programmes are accessible and meet the needs of Pacific communities.

ASB Community Trust is developing its first Pacific Strategy to support our work with Pacific organisations in the Auckland and Northland regions.

To help us achieve this, ASB Community Trust will be holding a series of fono (meetings) with Pacific communities, where we will be listening to what communities have to say about how the Trust can support them.

What you share with us at these meetings will help us to develop a Pacific Strategy for ASB Community Trust .

These meetings will also be an opportunity for communities to hear a little more about ASB Community Trust and what areas we currently support.

Who are we?

ASB Community Trust is an independent grant-making organisation supporting the work of not-for-profit groups in Auckland and Northland.

Founded on the sale of its shares in the ASB bank, the Trust has made grants worth almost \$700 million since being formed in 1988.

Our vision is to enhance equity and enrich society in Auckland and Northland.

To be eligible for funding, organisations need to be an incorporated society or charitable trust in Auckland and Northland and meet the Trust's eligibility criteria.

What we do

We fund projects and organisations that:

- Reduce poverty and disadvantage
- Protect the environment
- Preserve our heritage
- Support art and culture
- Encourage recreation and sport
- Improve learning outcomes
- Improve health outcomes
- Improve social outcomes

ASB Community Trust Strategic Plan 2008-12

Our strategic plan underpins all our work between 2008 and 2012. It is a touchstone against which all the Trust's decisions are measured.

Our vision

“To enhance the lives of all the peoples of our region by wisely allocating, equitably sharing and responsibly managing the resources that we hold in trust for present and future generations to allow inter-generational equity”

Our Mission

The Trust will contribute to the enhancement of equity and the enrichment of society in Auckland and Northland by supporting groups and proposals that:

- Work with or for the diverse peoples of our region to address social issues, meet educational and community needs, improve equity between groups and reduce poverty through innovative educational, social and economic programmes
- Will enable citizens to become actively involved in society by participating in community activities, the arts and culture, and sport and recreation
- Will improve the quality of the physical environment
- Will preserve landscapes, sites and buildings and other artefacts that are of cultural or historical significance

The Trust's aims for Pacific communities:

- Consult and work with Pasifika organisations in our region to ensure that the Trust's programmes and policies provide effective outcomes for these communities
- Support organisations that work with or for Pacific communities to address issues and priority needs;
- Support projects that empower and enable outcomes that are particularly important for the wellbeing of Pacific people through innovative social and educational programmes;
- Raise the Pacific Community's awareness of the ASB Community Trust

The growth of Pacific Communities

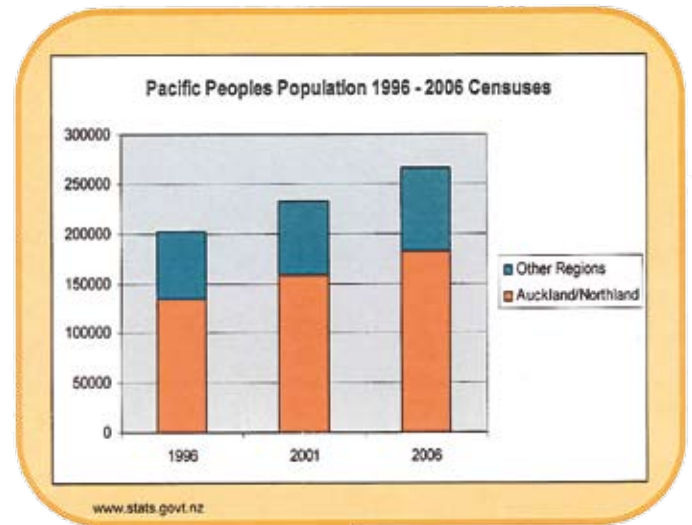
Pacific peoples have been migrating to New Zealand for more than two generations. The changing patterns of migration and the emergence of the New Zealand-born Pacific generation have meant that Pacific people have had to adapt to an evolving culture, while trying to maintain their own traditional values.

The history of Pacific people in New Zealand dates back to the late nineteenth century and during the World Wars, when they migrated in search of work. Migration from the Pacific Islands increased significantly as New Zealand's industrial development required more labour, especially in the manufacturing and industrial sector in areas such as Auckland, Wellington, Hamilton and Dunedin.

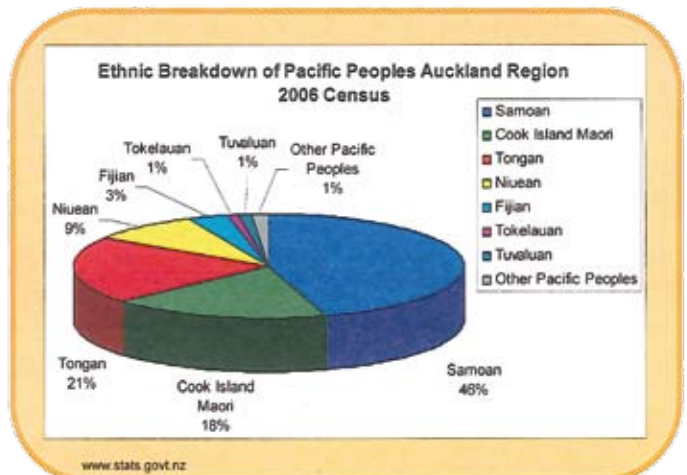
In the early 1980s, the Pacific population in New Zealand grew rapidly. By the 1996 Census, the number of Pacific people in New Zealand had grown to more than 202,000 and made up nearly six percent of the total population. In 2006, the Pacific population in New Zealand totalled 266,000 and now makes up 6.6 percent of the overall New Zealand population. The Pacific population increased by 14 percent between 2001 and 2006. Graph 1 outlines the growth of Pacific communities in New Zealand since 1996.

The population of Auckland and Northland is just under 1.5 million which is over a third of New Zealand's population. A high percentage (68%) of the New Zealand Pacific population have made Auckland or Northland their home.

Graph 1



Graph 2



Tell us what you think

We want to hear from you

The Trust wants to develop a Pacific Strategy to meet the needs of Pacific Communities. To help us do this we are keen to hear from Pacific Communities. We welcome ideas and input from Pacific communities, which will help improve our work with Pacific organisations in our region.

ASB Community Trust will be holding a series of fono (meetings) with Pacific communities in April/May 2010, where we will be listening to what communities have to say about how the Trust could better support them.

What you share with us at these meetings will help us to develop a Pacific Strategy for ASB Community Trust.

The purpose of the meetings is to find out:

- how much Pacific communities know about the Trust;
- what experiences Pacific communities have with the Trust regarding funding;
- what the real issues and priorities are for Pacific communities;
- how the Trust can improve its work with Pacific organisations in order to improve the social and educational outcomes of their communities.

If you would like to attend the fono (meetings) and contribute to the development of our Pacific Strategy, please contact our Grants Advisor, Peter Stowers:

- Auckland (09) 360 0291
- Freephone 0800 272878
- Email: Pacific@ASBCommunityTrust.org.nz
- Website: www.ASBCommunityTrust.org.nz

“The Trust has articulated a desire to ‘respond’ to the needs of Pacific communities, and in particular their social providers, to contribute to the goal of enhancing equity in the Auckland region. To do so meaningfully requires a degree of understanding of how Pacific communities are held together. In a cultural sense, the proposed process has been designed to ‘activate’ the ‘va’ between the Trust, and Pacific communities. The calling of the proposed meeting (‘fono’) is a statement by the Trust that they have a responsibility to Pacific communities. Pacific communities respond to each other, through a complex process of constantly negotiating and renegotiating the responsibilities of one person, to another, and therefore, the appropriate responses one should have to another”.

– Wilmason Jensen , ASB Community Trust Trustee



For further information contact: Peter Stowers, ASB Community Trust,
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