



ASB Community Trust

Te Kaitiaki Putea o Tamaki o Tai Tokerau

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ASB COMMUNITY TRUST

Engaging with Pacific Communities



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



Introduction

The ASB Community Trust ('the Trust') is committed to a vision of equitable funding. A high priority in the Trust's strategic plan is the development of a Pacific Strategy to ensure accessible and equitable funding to Pacific communities. In 2010, the Trust began a dialogue with the seven largest Pacific communities and youth in the Auckland area, and with Pacific communities in Northland, to inform its Pacific Strategy. This paper explains the reasons for the dialogue and offers a brief account of the journey so far. It also highlights matters discussed in recent fono and records observations and lessons, next steps and conclusions.

Why dialogue with Pacific communities?

Many Pacific Island organisations and communities in Auckland and Northland are working with people in greatest need in the region. But the Trusts' data shows that Pacific Island groups are less likely to apply to them for funding and when they do apply their applications have higher decline and withdrawal rates. Many Pacific Island groups do not know about the Trusts' funding opportunities or struggle to meet the eligibility criteria. Anecdotal evidence also indicates some confusion among Pacific peoples about the purposes of the Trust and its relationship with the ASB Bank.

Compelled by the Trust's vision, mission and strategic plan, Trustees resolved to take action to readdress this inequity in the Trusts' funding. Wilmason Jensen, a former Trustee and Samoan community member, issued this challenge, *'The Trust has enough knowledge of social statistics but what's missing is the voices of Pacific peoples. Let's go to Pacific communities and seek to engage in a meaningful way. The best way to learn about Pacific peoples is to engage with them. Calling fono will tell Pacific communities that the Trust recognises its responsibility to them.'*

The Trust embraced this challenge to engage meaningfully with Pacific communities and in 2010 embarked upon a two month intensive community engagement process. According to Chloe Harwood, the Trust's Research and Policy Manager, 'The relationship with Pacific communities needs to inform everything we do and reflect who we are as an organisation. Secondly it was also important to not regard relationship-building as an activity and responsibility of just the Grants Team, all Trustees and staff were invited to participate.'



ASB Community Trust Grants Advisor Peter Stowers with other Trust representatives, at the Northland fono.

An ethnic specific approach

Between April and June 2010, the Trust hosted a series of ethnic specific fono for the seven largest Pacific communities across its region: Samoan, Tongan, Cook Island, Fijian, Niuean, Tokelauan and Tuvaluan communities. Other Pacific peoples and youth were invited to pan-Pacific gatherings in Auckland and Northland. The twelve fono were advertised on Pacific radio channels, by word of mouth and through diverse email networks.

The purpose of each fono was to introduce the Trust to participants and find out:

- How much Pacific communities knew about the Trust;
- What experiences Pacific communities had had with the Trust regarding funding;
- What were the issues, priorities and dreams for particular Pacific communities; and,
- How could the Trust improve its work with Pacific communities and organisations?

The Trust created a Pacific Engagement Team to lead the initiative, consisting of its Pacific Advisor (Peter Stowers), Grants Manager (Karyn McLeod), Research and Policy Manager (Chloe Harwood) and Grants Administrator (Marilou Sambajon). The Team received advice and support from the Trust's Maori and Pacific Education Initiative Project Manager (Moi Becroft) and Project Administrator (Annie Johnson), and from members of its Grants Team.

In navigating relationships with Pacific communities, the Trust invited a member of each community to act as a community coordinator, working together and alongside Trust staff. Trust contributors met with community coordinators for a day at the outset of the engagement process to discuss purposes and planning, and again at the end for an evaluation. The Trust's Pacific Advisor acted as the key point of contact in between and worked closely with community coordinators to organise the ethnic specific fono. Community coordinators provided valuable advice, opened doors to community networks, helped to organise and run meetings, translated information, and offered moral support and encouragement to Trustees and staff.

At each fono, Trust staff arrived early to extend a warm welcome and work behind the scenes. The Trust's Pacific Advisor roamed the room before the formalities commenced, making connections and introducing people to one another.

The spirited engagement of the first fono featured throughout the series. Initial reserve gave way to lively interaction and keen interest kindled through a mix of hospitality, Trust presentations, honest feedback and challenging questions by participants, enquiry-focused conversations in small groups, and large group discussions. The two hour meetings concluded with a nourishing table of food, particularly welcome at evening sessions by participants coming straight from work.

Participants received a take-home pack, including a written survey and information on the Trust. This information was also translated into their own language by the community coordinators. The twelve question survey covered a sweep of enquiry including prior awareness, knowledge and experience of the Trust; challenges facing Pacific communities as well as their priorities and dreams; and improvements to the Trusts' performance. In total, 128 participants completed the survey; two thirds during the fono and others returned surveys to the Trust using a pre-paid envelope.



ASB Community Trust staff and the team of community coordinators who helped make the engagement process a success.

Pacific Community Coordinators

- Mrs Losalia Milika Aleva for the Tongan community
- Mr Sadaraka Puroku for the Cook Islands community
- Mr Isaia Vakaruru for the Fijian community
- Mr Patrick Lino for the Niuean community
- Mrs Meiemia Scotty for the Tuvaluan community
- Mr Foa'i Foa'i for the Tokelauan community

Peter Stowers, the Trust's Pacific Advisor, coordinated engagement for the Samoan community

In total, 568 people took part in twelve fono. On average, attendance ranged from 20-30 participants to around 70-90 attendees. A mix of people attended, including youth and elders; New Zealand and Island born members; community leaders, agency workers who spoke as community members; bilingual speakers and those who preferred to talk in their own languages, and other community members, workers and volunteers.

Five Trustees and 19 staff attended one or more fono. While some felt initial anxiety, it was soon washed away in the face to face meeting. Trustees and staff spoke of a sense of privilege and humility in listening to participants' stories, and gratitude for the frankness and kindness participants expressed towards one another and Trust representatives.



Some fono findings

Many fono participants shared their sense of confusion about what the Trust is and does, as well as questioning its relationship with the ASB Bank. Around half of survey respondents thought the Trust was the ASB Bank. Fono participants also addressed the selection of Trustees head on, asking, 'How are Trustees selected?' 'Where are our people among your decision-makers?'

While Pacific communities in different parts of the region face particular challenges, the fono highlighted some common concerns felt by members of the Samoan, Tongan, Cook Island, Fijian, Niuean, Tokelauan and Tuvaluan communities. Youth spoke of challenges they face at home, at school, and in the community, which were echoed by many other participants. Many talked about the importance of 'respecting and caring for elders' and 'recognising and encouraging their contributions to community activities'. Communities named their commitment 'to maintain and promote their language, culture and identity' as well as to find ways 'to foster greater unity within and across Pacific communities'. Communities also placed value on having 'a cultural home or centre that invites people to gather and share resources'. Leadership development, mentoring and support' (within communities and among youth) was discussed, and migrant concerns named including 'language barriers', 'immigration issues', 'integrating into New Zealand society' and 'maintaining ties with home'.

Fono highlighted a need for capacity-building within Pacific groups and organisations, including 'strengthening governance and management', 'advice on funding', 'strategic planning' and 'financial sustainability'. A number of obstacles to funding were recorded, including 'language used in application forms', 'lack



of knowledge of funding opportunities' and 'hard to meet funding criteria'.

Pacific communities 'value education highly' and 'want our youth to succeed' but significant challenges create barriers to educational achievement. Communities recognise that 'education, training and good job opportunities' are crucial for development. The over-representation of Pacific peoples in measures of social deprivation was also

recognised and concern expressed about the damaging impact of 'inadequate housing', 'health issues', 'poverty', 'racism and discrimination', 'domestic and other forms of violence' and crime. Other priorities emerged in discussion including: 'fostering community wellbeing, confidence, competency and self-reliance', 'promoting healthy living' and 'strengthening families and communities'.

Dreaming of the future

When asked to name dreams for what their community could look like in ten years time, similar aspirations were expressed across the fono.

Participants described 'happy', 'friendly', 'welcoming', 'healthy', 'vibrant', 'proud', 'self-reliant' and 'well-educated' Pacific peoples and communities.

Participants imagined a future in which Pacific communities are thriving 'economically, socially, politically as well as 'physically', 'spiritually, emotionally, mentally' and 'culturally'.

Participants look forward to Pacific peoples and communities 'contributing positively in all spheres of New Zealand society', including leadership in

'business, sports, politics, professions and community'. Participants dreamed of Pacific groups providing 'good examples of strong, well-functioning organisations'.

Many dreamed of 'our community working together' and achieving 'greater unity' within and across Pacific communities. Communities dreamed of having their 'own centre', 'where our people can meet', 'express ourselves', 'understand the issues that are a major factor in our survival' and 'take part in cultural activities' and 'community events'.

Youth want a future in which 'we have the chance to be the best we can be' and 'dream the big dream'.

Observations and lessons

Community coordinators reported that ‘participants were grateful for the opportunity’ to meet face to face with Trust representatives, using a familiar process in local surroundings. Many participants noted their appreciation in survey responses and encouraged ‘more meetings like the fono’.

In some consultation and engagement processes, community members play a relatively superficial role and are invited late to the design and decision-making table. In this case, community coordinators were invited early to co-design an ethnic specific approach and play a pivotal role. According to Ann Hartley, the Trust Chair, ‘Without community coordinators, we couldn’t have done it. Community coordinators offered crucial guidance, insight and support that made risk-taking possible. They embraced the opportunity to work with Trust staff and, from our perspective, things ran smoothly because of a shared willingness to engage in thoughtful planning and effective teamwork.’

The fono stirred interest in the Trusts’ programmes and community action. One community coordinator reported that participants ‘went home full of ideas and excited about the funding opportunities and some have already begun to work on proposals’. Another noted that, ‘Afterwards, I was approached by two organisations to see if we could umbrella their projects under our incorporated society. They were going through funding criteria and realised they needed an umbrella organisation.’ Another coordinator commented that, ‘Our people are now thinking about a ‘Niue

House and showing leadership’.

Pacific peoples are often treated as one group but, Ann Hartley, the Trust’s Chair, observed that ‘An ethnic specific approach helped us to see more clearly the rich diversity within and among Pacific communities, and the valuable work being done by Pacific groups across our region’. Fono participants told stories of the histories of their nations, the way their

different communities work and the challenges they face across the region. The fono led Trust representatives to consider that different responses may be required within and across communities to make headway on common concerns.

Karyn McLeod, the Trust’s Grant Manager, reflected that, ‘by the nature of who we are (as a philanthropic organisation) the Trust can create space to bring people together’. The fono not only created space for larger Pacific communities but also for the presence and voices of smaller communities and youth, allowing them to listen and speak for themselves among themselves.

“An ethnic specific approach helped us to see more clearly the rich diversity within and among Pacific communities.”
 – ASB Community Trust Chair Ann Hartley

Community coordinators noted that smaller communities may not always feel heard in broader gatherings and respect for the size and interests of larger groups encourages a humble approach. Youth may feel more reserved in the presence of elders and more freedom to express themselves in a gathering of peers. From the Trusts’ point of view, ‘A pan-Pacific approach may have only attracted representatives of groups, instead of achieving the broader engagement of ethnic specific and youth focused fono’.

TRUST ENGAGEMENT WITH PACIFIC COMMUNITIES AND YOUTH – THE NUMBERS

10

Ethnic specific fono with the 7 largest Pacific communities in the region: Samoan, Tongan, Cook Island, Fijian, Niuean, Tokelauan and Tuvaluan communities

19

Trust staff and 5 Trustees attended one or more fono

128

Survey respondents

568

Fono participants including: youth and elders; New Zealand and Island born; community leaders, agency workers; bilingual speakers and those who prefer to talk in their own languages, and other community members, workers and volunteers

2

Pan-Pacific fono for Pacific communities in the North, youth and other Pacific peoples

7

Community coordinators (including the Trust’s Pacific Advisor)

*3 MONTHS, APRIL THROUGH JUNE 2010



Fono participants and community coordinators confirmed the importance of delivering information in the language of participants. While translation requires resourcing, and it can be challenging to find a common language for communities who relish dialects, there are many benefits. According to community coordinators, ‘Translating information into various languages helps to create understanding,’ ‘gives people the right perspective’ and ‘reduces the possibility of misunderstanding.’

The Trust set out with an ambitious agenda for each fono. In responding to a number of searching enquiries, many participants told stories to convey their point of view. One community coordinator explained that, ‘This was the first meeting with a funder for our community and people were excited and wanted to tell their vision and dreams. Our people had lots of ideas and points to share, and we felt the pressure of trying to get from number seven to number twelve in a short space of time.’ Another coordinator noted, ‘It’s important to time things, otherwise the meeting would go on and on. It’s also important to be clear with participants that, as you try to learn from us, at the same time we try to learn from you.’ Trust staff agreed that the full agenda ‘didn’t allow enough time to talk’ and ‘some conversations were not quite finished in places.’ Next time, to create more space for rich storytelling and dialogue, the Trust will prioritise matters of interest and create an agenda focusing on fewer items.

In delivering presentations, Trust staff became more aware of ‘the importance of visuals’ as a tool ‘to engage Pacific imaginations.’ A community coordinator reflected that, ‘There needed to be a more visual perspective of what the Trust had done overall in the community; not just dollar amounts. Next time, put up slides to show who has applied before and received funding. Visual examples of major projects funded by the Trust will help to give confidence to our people.’

The fono series invited Trustees and staff to ‘step into unknown territory’ and ‘step out of our comfort zones’ so as to enhance their understanding of Pacific communities. After the fono series, Peter Stowers, the Trust’s Pacific Advisor, reflected that, ‘Allowing staff and Trustees to have an experience of

purposeful engagement was a far better way for them to see and understand Pacific communities, than pouring over research and statistics about our people.’

Hosting twelve fono over a few months required an investment of time and funds. But the opportunity to meet face to face with so many Pacific peoples, organisations and communities and better appreciate their interests, has confirmed the value of this investment. On an organisational level, fono have challenged the Trust to reflect critically on its processes and its approachability to Pacific organisations who apply for funding.

Jennifer Gill, the Trust’s Chief Executive Officer, noted, ‘We have to think about the language used in our application forms as well as explain funding criteria, including the need for statistical information and audited financial accounts.’

While the Trust does not fund religious purposes, participants and community coordinators noted that ‘some Pacific churches provide social services and do not consider this work to be separate from other church activities.’ This discussion has challenged Trustees and staff to think about how to fund certain activities based at a church, such as an early childhood centre, without comprising Trust obligations or, as one community coordinator put it, ‘opening a floodgate of requests.’

Finally, engagement with Pacific communities has challenged the Trust to reflect further on the scope and role of philanthropy in addressing the challenges facing Pacific communities. Jennifer Gill reflected that, ‘Some of the larger issues facing Pacific communities may be beyond the scope of philanthropy and are likely to require government leadership and intervention to create meaningful change. The Trust may have a role to play in drawing attention to such issues when in dialogue with members of parliament and relevant government agencies, or with other funders.’ The Trust is also testing the merits of major philanthropic investment in promising innovations aimed at tackling significant social problems, through its Māori and Pacific Education Initiative, which seeks to lift the educational achievement of Māori and Pacific youth.

“ALLOWING STAFF AND TRUSTEES TO HAVE AN EXPERIENCE OF PURPOSEFUL ENGAGEMENT WAS A FAR BETTER WAY FOR THEM TO SEE AND UNDERSTAND THE PACIFIC COMMUNITY THAN POURING OVER RESEARCH AND STATISTICS ABOUT OUR PEOPLE”

– ASB Community Trust Grants Advisor Peter Stowers

Next steps

Over the next year, the Trust will continue the journey of engagement with Pacific communities and youth in the region by working to ensure that its strategies, policies and processes deliver more accessible and equitable funding to Pacific communities. Staff will take time to consider how the Trust might best respond to issues and priorities of Pacific communities through its first Pacific Strategy, which will be published on its website in the coming year.

Staff will continue to build relationships, raise awareness and foster understanding within and across Pacific communities in its region, and use a growing database of Pacific peoples and organisations for communication purposes. The Trust will harness or create opportunities to meet with government and other funders to discuss matters highlighted in the fono. It will host funding fono to share information with Pacific communities about the Trust's grant programmes and processes. Staff will also maintain relationships with community coordinators. Some things will be done sooner than later, to keep momentum going and reflect seriousness of purpose, recognising that other things will take time to do properly.

Conclusion

The Trust knows from past experience that reaching out to communities can raise expectations, lead to an avalanche of applications and put extra pressure on staff to deliver on philanthropic commitments. According to Jennifer Gill, 'As a regional funder, we accept that we cannot be all things to all people in our communities. But we also recognise the duty

to listen to our communities and respond in manner that implements the Trust's vision, mission and strategic plan. In the meantime, we do not expect Pacific organisations to wait for the

Trust's Pacific Strategy and encourage those wanting to explore funding opportunities to contact our staff before making an application. We'll do our best to respond.'

Respectful community engagement fosters trust, confidence and a spirit of goodwill among all participants. It also invigorates the challenge to act with vision, integrity and moral purpose. Ann Hartley, the Trust Chair, reflects that, 'Our recent engagement with Pacific communities represents important groundwork for the Trust. Fono offered us an opportunity to meet with and listen to Pacific peoples as well as to talk about who we are and what we are

able to do. Important things came out, which we will work on. Pacific peoples haven't been able to participate fully with the Trust and we will work with Pacific communities to make this happen. We're grateful for the contributions of former Pacific Trustees (including Wilmason Jensen and Soana Pamaka, whose term of appointment ended in 2010) and other Pacific leaders who contributed to our Maori and Pacific Education Initiative. In 2010, we welcomed Unasa Enosa Auvā'a as a Trustee. Their voices join the voices of fono participants to challenge us to uphold our vision of equitable funding and to remind us that Pacific peoples are important in the history of Auckland and Northland. Pacific peoples have worked hard to build the region in different ways. We want Pacific communities to flourish and to participate actively in ongoing regional developments.'

"We recognise the duty to listen to our communities and respond in a manner that implements the Trust's vision, mission and strategic plan."

*— ASB Community Trust
CEO Jennifer Gill*



How can ASB Community Trust improve its work with Pacific Communities in Auckland and Northland?

In responding to this enquiry, fono participants advised the Trust 'to develop and implement strategies, policies and programmes useful to Pacific communities', and suggested a number of ideas. Below is a brief summary.

More face to face engagement and in a relevant way

Many participants supported the initiative to meet with Pacific communities through ethnic specific fono and want more 'face to face engagement' undertaken 'in a relevant way'. Such engagement will help to 'improve communication' and 'strengthen relationships between the Trust and Pacific communities' as well as foster 'a better understanding of the funding process', 'of each Pacific community' (and their interests) and 'of the Trust'. Suggestions included: an annual Trust road show or twice yearly meetings.

Better allocation of funds

Participants strongly supported the Trust's vision of equitable funding for Pacific groups and communities and advocated for 'a better allocation of funds' to make its vision a reality. Participants also suggested that the Trust 'look at sustainable funding over two to three years'; 'recognise applications from church groups doing the work for the people'; and 'open the doors to applications from individual island groups' as well as 'from their community as a whole through mandated organisations'.

User-friendly language and translation of key information

'Language' was named as a 'barrier to accessible funding'. Some ideas were to 'translate key information into Pacific languages and plain English' (such as a bilingual application form), 'produce an information pack in Pacific Island languages, including a glossary of terms, or provide 'access to translation services' or 'assistance with application forms'.



More Pacific people contributing to the work and decision-making of the Trust

Many participants advocated for more Pacific peoples contributing to the work and decision-making of the Trust. Some ideas were: 'Pacific representation on the Trust to reflect the population of the region'; 'advisory representation' (such as a Pacific Island advisory group to assess applications) and 'more Pacific staff as funding advisors'.

Review the grant-making process

Fono participants 'want an easy application form that is easily accessible'. 'Hard to meet eligibility criteria' and 'reporting requirements' pose a significant barrier for Pacific groups that are under-resourced, have limited capacity, minimal structure and/or are unfamiliar with the grant-making process. Some would appreciate the opportunity 'to present their case for funding verbally', while others asked for 'feedback on declined applications'.

Resources and advice to assist communities with applications

Participants agreed that Pacific groups, organisations and communities 'need advice on funding options', 'assistance to prepare and file applications to fit ASB guidelines', and 'help to meet funding criteria' (eg governance, audited accounts, charitable status, funding administration and reporting requirements). Some ideas were to provide 'an 0800 helpline', 'designate consultants to work with groups' or employ 'more Pacific funding advisors'.

Better advertising and promotion

Participants encouraged the Trust to 'work through Pacific media, churches and community groups to engage with Pacific communities'. The Trust could take further steps to 'raise awareness of the Trust and its programmes', 'present an image distinct from the ASB Bank' and 'advertise funding workshops'.

Host funding workshops

Many participants suggested the idea of the Trust 'hosting free funding workshops' to 'share information about available funding', 'talk us through the grant process' and 'teach our people how to fill in forms'. Another suggestion was to 'follow-up with groups interested in making an application'.



Funding for Pacific Groups and Communities

During fono discussions, participants suggested a number of ways the Trust could invest in the development of Pacific groups and communities. These included, a 'first time fund' or 'small development fund'; 'capacity-building support'; funding for 'resources' and 'community-building activities'; support for 'key roles', 'networking' and 'working together'; and 'leadership development and mentoring'. Pacific groups also want to continue or initiate, own and sustain community wellbeing initiatives across a number of areas: language and culture, healthy living, education and employment, housing, family support, youth development and migrant issues.

Finally, a few words of advice to the Trust from individual participants:

- 'Respond positively to cultural differences'
- 'Be empathetic and supportive when meeting our people'
- 'Say what you're going to do and deliver on your promises'
- 'Take more actions to walk the talk'

IN TAKING THIS JOURNEY, OUR PACIFIC ADVISOR, PETER STOWERS, GAVE THE FOLLOWING COUNSEL: 'BE HONEST; SAY IT HOW IT IS AND KEEP IT REAL FOR PEOPLE,' STEEPED IN SAMOAN IDENTITY AND CULTURE AND ALWAYS AWARE OF THE BIGGER PICTURE, PETER'S LEADERSHIP, HUMOUR AND HUMILITY WERE INSTRUMENTAL IN FORGING RELATIONSHIPS WITH THE COMMUNITY COORDINATORS AND FACILITATING ENGAGEMENT WITH THE SAMOAN COMMUNITY.

– Karyn McLeod, Grants Manager



Community Coordinators share highlights and reflections

TONGAN COMMUNITY COORDINATOR:

A highlight for me in this journey was bridging the gap between funder and community; the knowledge gap and the relationship gap. Another highlight was the interaction and networking among our people. It was the first time for Tongan leaders to come together to talk about funding. The fono created an open forum to understand each other and people were handing out business cards to one another. Respecting culture is important and the Trust is following the right protocols. We know we are migrants here and, through its actions, we can see that the Trust recognises that we are Pacific and that our Pacific identity is important to us.

NIUEAN COMMUNITY COORDINATOR:

The Trust did the right thing by coming to our communities and talking with them first. The level of awareness about the Trust has risen in our community and more people now understand that it's not a bank. Hopefully awareness will continue to grow. People are now talking about the 'Niue House', which reflects an issue of unity and a need for leadership and coming together. The fono increased awareness within participants themselves about what they can do: 'Why are we not doing this; we have this problem, what can we do?' Now people are talking about things. What the ASBCT meeting has done is make Niue people realise that it's time to get a handle on the issue.'

FIJIAN COMMUNITY COORDINATOR:

The word that comes to me is 'receptive'. The Trust saw the need and I feel grateful that it saw fit to come down to our level and meet us on our ground so you (the Trust) might understand what is important to us and our future. The level of awareness of

the Trust in our community has risen. Our community needs to think more before seeking funding; we need to develop a strategic plan for the Fijian community and encourage people to talk before applying for funding. Since the fono we have run a series of meetings; on Monday 60 people attended a meeting on education.

TUVALUAN COMMUNITY

COORDINATOR: It was a good idea to have a fono for our community and good to see the people who did turnout, as they might be people who seek funding from the Trust. The fono was the first time for our people to find out about the Trust. What worked well was that all the ethnic groups received their translations. We need another meeting to be more informed about what is happening. The door is open now and we can start a conversation. It is important to remind people to see Trust staff before the application goes in.

COOK ISLAND COMMUNITY

COORDINATOR: We wouldn't be part of this group if the Trust hadn't raised the idea with us. The Trust had an idea, and put its idea into action. The idea became a reality. Previously, many people in my community had never heard of the Trust and had been left in the dark. Because of the name, others had labelled the organisation as a bank. We now have a better understanding of the Trust. The fono showed us that the Trust had a vision of engaging with Pacific people. Our people don't see other organisations reaching out like this; the Trust is stepping in the right path to engage a relationship.

TOKELAUAN COMMUNITY

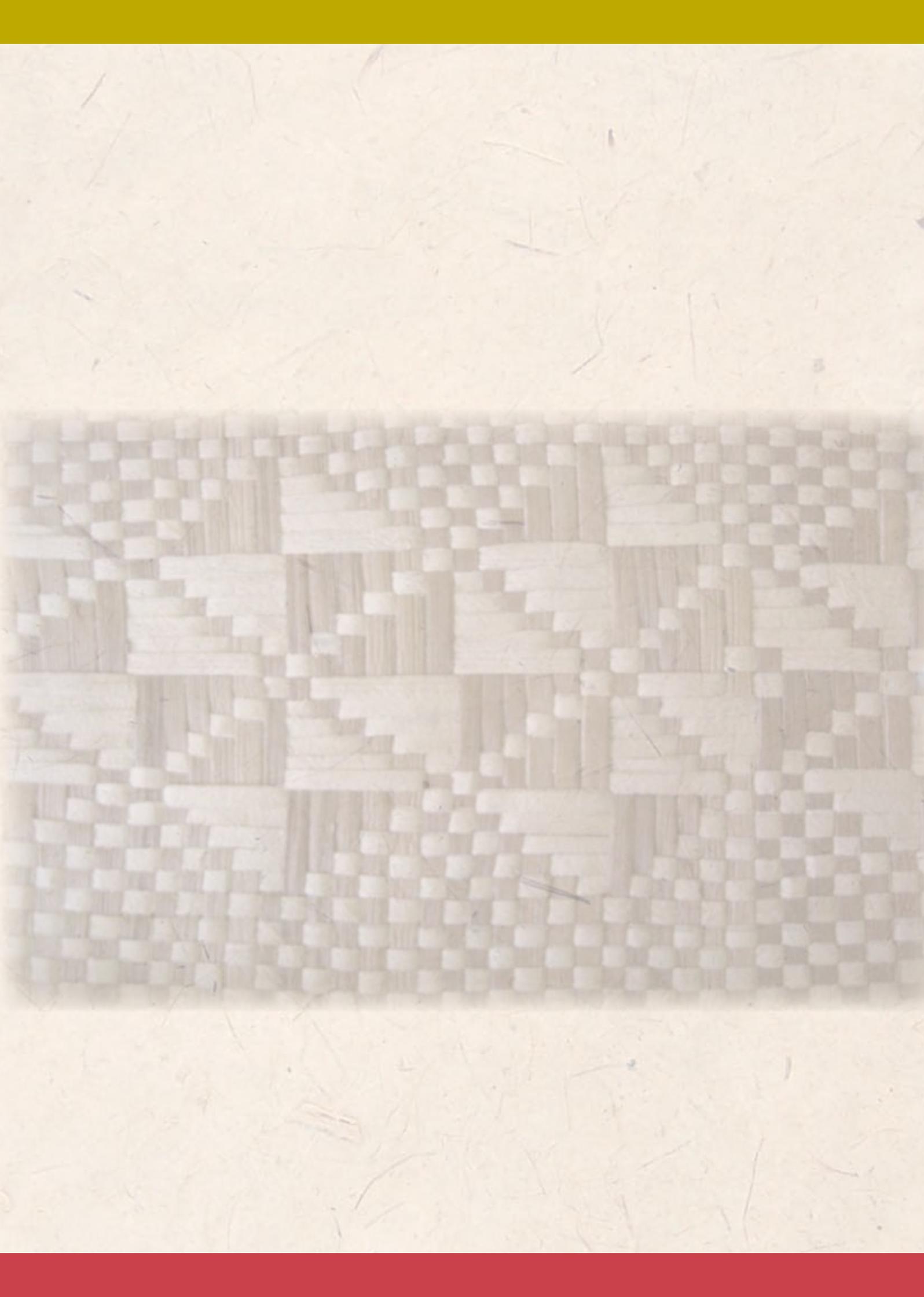
COORDINATOR: When the Trust came along, they convinced us that this

initiative will benefit our people in the long run. For a minority group like Tokelau, the meeting was so important. It provided an opportunity for our community to find out about the Trust for themselves for the very first time. A mix of people attended: old and young; New Zealand born and those not so good at speaking English. Our people were very pleased with the presentation and our old people were pleased to see information written in their own language. Since the fono there have been quite a few announcements in our community and follow-up with people.

SAMOAN COMMUNITY COORDINATOR:

In this journey, I wore two hats: as the Samoan Community Coordinator and as a Trust representative. The fono achieved open communication; we communicated a lot better and both ways. I see the willingness and support of Trustees and staff for a Pacific Strategy. The Trust has the heart to have a better understanding of our Pacific communities and needs Pacific communities to understand us. The whole process of the fono was a huge learning experience for the Trust, and enhanced understanding. The fono process also shows how we, Pacific peoples, can adapt our cultural practice to the environment in which we find ourselves and make it work for everyone.

"The whole process of the fono was a huge learning experience for the Trust, and enhanced understanding. The fono process also shows how we, Pacific peoples, can adapt our cultural practice to the environment in which we find ourselves and make it work for everyone."





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© ASB Community Trust, 2010. In writing this paper, Frances Hancock reviewed fono records and survey data, attended an evaluation meeting involving Trust staff and community coordinators, and interviewed Trust contributors. For further information contact: Peter Stowers, ASB Community Trust, 50 Ponsonby Road, PO Box 68-048, Newton, Auckland 1145 Phone: 09 360 0291 or 0800 272 878; or Email: Pacific@asbcommunitytrust.org.nz. Web: www.asbcommunitytrust.org.nz