

Nga Tangata  
Oho Mairangi



# A Pasifika City?

## Auckland as a Pacific Hub and Destination

Paul Spoonley and Trudie Cain

International Metropolis Conference

Tampere, Finland

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MINISTRY OF BUSINESS,  
INNOVATION & EMPLOYMENT  
HIKINA WHAKATUTUKI



MASSEY  
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UNIVERSITY OF NEW ZEALAND



National Institute of  
Demographic and Economic Analysis  
*Te Rānanga Tātari Tātauranga*

THE UNIVERSITY OF WAIKATO



# Pacific Migration to Auckland: A Brief Chronology

- 1950s-1960s      Labour migration
- 1973              Racialisation (“overstayers”)
- 1980s              Lesa Case/Citizenship (Western Samoa) Act 1982
- 1990              New Zealand-born Pasifika
- 2000s              ...



# Political Mobilisation

- 1970s-1980s
  - Asserting citizenship and settlement rights
- 1990s
  - Breakthrough decade
    - Sport
    - Music
    - Theatre/art
- New Zealand-born
  - Polycultural capital



*International*  
AOTEA CENTRE, AUCKLAND, NEW ZEALAND  
*Conference*  
JULY 27TH - JULY 30TH 1999

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# Pasifika in Auckland

- Auckland is the largest Pasifika city in the world
  - 177,936 Pasifika Aucklanders (13.7% of Ak. Poptn.)
- 56.8% of Pasifika Aucklanders were born in Ak
- Pasifika in Auckland are diverse:
  - Samoan Aucklanders (50%); Tongan Aucklanders (23%); Cook Island Maori Aucklanders (20%); Niue Aucklanders (10%); Fijians, Tuavaluan and Tokelauan Aucklanders (5%); and 11 other smaller Pasifika communities
- Pasifika in Auckland are young:
  - 45% aged under 20 years



# Pasifika Population Growth

|                        | Population at 30 June |         |         |         |         |         | Change 2006–21 |                  |
|------------------------|-----------------------|---------|---------|---------|---------|---------|----------------|------------------|
|                        | 1996                  | 2001    | 2006    | 2011    | 2016    | 2021    | Number         | Average annual % |
| <b>New Zealand</b>     | 229,300               | 261,800 | 301,600 | 345,000 | 388,800 | 433,700 | 132,100        | 2.5              |
| <b>Auckland region</b> | 150,800               | 175,900 | 203,000 | 232,000 | 260,800 | 290,200 | 87,200         | 2.4              |

Source: Statistics New Zealand

# Residential distribution

- Two-thirds (67%) of the Pacific population in New Zealand lives in Auckland
- Concentrated in different parts of Auckland, primarily, west and south:
  - 49% live in the south (Manukau)
  - 28% live in central Auckland; and
  - 15% live in the west (Waitakere)





# Age Distribution (1996-2021)

Median age of Auckland's residents in 2011

- Pasifika 22.2 years
- Maori 22.9 years
- Asians 30.3 years
- Europeans 38.2 years



# Socio-economic Outcomes

- **Educational outcomes:** lowest performing across all ages; 35% with no qualifications, compared with 25% of all New Zealanders
- **Employment:** Higher unemployment rate (14.4% - March 2010 quarter) compared with all other ethnic groups; Over-represented in non-skilled/low-skilled occupations
- **Housing and home ownership:** Higher household occupancy rates, 4.3 compared to 2.8 for NZ pop; Half of all Pacific children live in a crowded house; Lowest home ownership rates (44%)
- **Health outcomes:** 23% of PI children obese, 62% of PI adults obese; 26% of PI adults smoke; 10% of PI adults diagnosed with diabetes; PI adults less likely to be physically active (46%) than the general population (54%)

# Council's Strategic Context

- Auckland Plan
  - Putting children and young people first
  - Focusing on those most in need
  - Enabling communities and individuals to flourish
- Governance and Participation
  - Pacific elected representatives
  - Pacific Peoples Advisory Panel
  - Youth Advisory Panel
  - Moana Pasifika – Staff Network



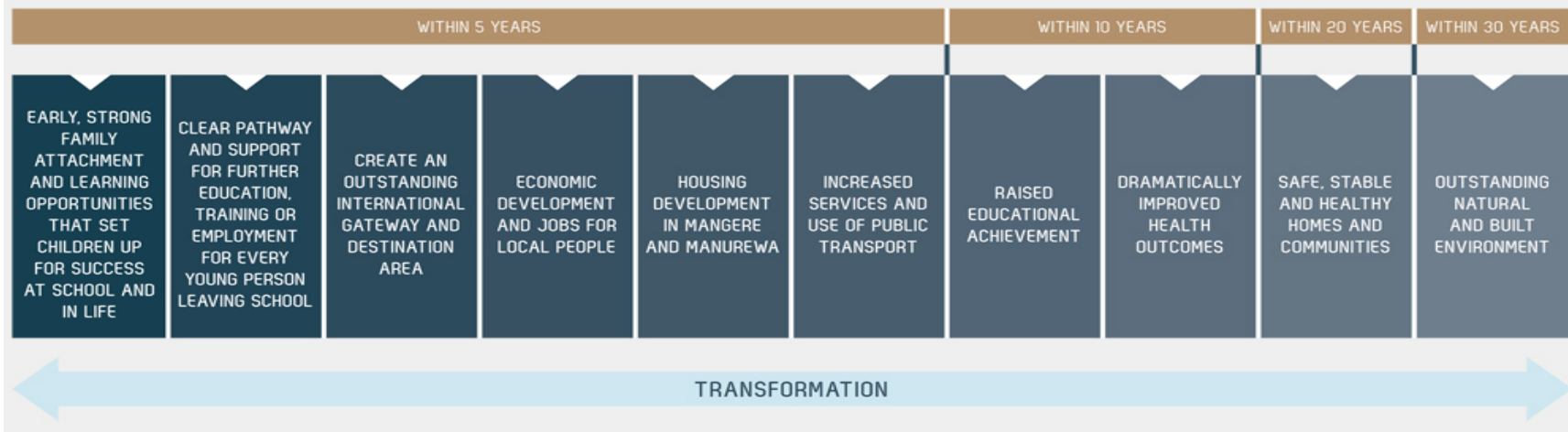
# Auckland Economic Development: The Southern Initiative

- Working *with* communities - developed in partnership with government agencies, the local community and other key stakeholders
- Targeted response
  - 293,000 people in the south
- South Auckland focus, designed to improve:
  - educational achievement;
  - economic development;
  - job growth;
  - public transport;
  - housing; and
  - social conditions



# The Southern Initiative

## PRIORITIES WE WILL FOCUS ON



# The Southern Initiative

‘... a long-term programme of co-ordinated investment and actions to bring about transformational social, economic, and physical change ... an opportunity to improve the quality of life and wellbeing of local residents dramatically, reduce growing disparities, and increase business investment and employment opportunities, for the benefit of all of Auckland and New Zealand’.

(Auckland Plan, p.239)



# Auckland Economic Development Engagement in New Governance Structures

## **Pacific Peoples Advisory Panel**

Established by Auckland Council as a requirement of the Local Government (Auckland Transitional Provisions) Act 2010 (section 86)

**Role:** To identify and communicate to the Council the interests and preferences of Pacific peoples in Auckland, in relation to:

- the content of the strategies, policies, plans and bylaws of the Council;
- any matter that the panels consider to be of particular interest or concern to Pacific peoples of Auckland; and
- to advise the Mayor and the Council's governing body and local boards, of the Council's processes and mechanisms for engagement with Pacific peoples and communities in Auckland

External review to inform Mayor and the Council's governing body on the future of the panel

# Entering the Political Arena

## **Rev Uesifili Unasa**

- Chairman of AC's Pacific Peoples Advisory Panel;
- University of Auckland chaplain; and
- Contender for the Auckland mayoralty



## **Rev Unasa's challenge:**

- 'Is it really a liveable city for Pacific people?
- The Southern Initiative - good PR but has no money
- 'Pacific communities desperately need voices and policies that address the acute and serious issues confronted by Pacific communities ... poverty, social housing, education and job opportunities'
- 'We are called ... to take a risk and put our people at the heart of our city's life. To be bold and courageous by building villages, city families and communities where all can participate, valued, honoured and where no one is left behind or alone ... People make the city. Strong, resilient and empowered communities build the future'



# UNASA FOR MAYOR

A better Auckland for everyone.

A portrait of a middle-aged man with dark hair, smiling, wearing a dark pinstripe suit, white shirt, and patterned tie. He has his arms crossed. The background behind him is a gradient from blue to yellow, with a city skyline visible in the lower left.

**INVEST  
EMPOWER  
INCLUSIVE**

**INVITATION - MAYORAL CAMPAIGN LAUNCH - ALL WELCOME**  
1-2pm, Sunday 11th August, 2013. Mt Eden Village Centre, 449 Mt Eden Road

# Comments from the blogosphere ...

‘This guy is very left wing’

‘This candidate would rather local government get involved in these areas [housing, employment, education, poverty], and to pay for them, he's effectively calling for a rates increase’

‘I hope he doesn't speak on behalf of all Pacific people for the rest of his campaign. He might be a Samoan but that doesn't make him the token Pacific candidate’

‘I like this guy ... however, whoever is advising him to run mayor has rocks in their heads. Len Brown has all of South Auckland in his corner’

‘He has walked the same path and knows the struggles that many people within our [Pacific] community go through’



# Concluding Comments

- Pasifika are important to Auckland
  - Historic, cultural and economic legacy
  - Contribute to Auckland's diversity and vibrancy
- Pasifika 'human resources' provide distinct and multiple opportunities
  - High birth rates
  - Youthful populations
  - Engaged, educated people
- Pasifika are taking their place on Auckland's political stage
  - What will the social and economic outcomes of this presence be?



Will NCEA stop your kids getting a job? • Oz and NZ – the same only different

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## Older and browner

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What our changing population means for your business

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