



Ministry for
**Ethnic
Communities**
Te Tari Mātāwaka

The Ministry for Ethnic Communities is a separate Ministry but operates as a departmental agency with Te Tari Taiwhenua – Department of Internal Affairs as the host agency.

2022/23

**Te Pūrongo ā-Tau a Te Tari Mātāwaka -
Annual Report of the Ministry
for Ethnic Communities**

Te Kāwanatanga o Aotearoa
New Zealand Government

Ngā Kaupapa

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2022/23 Highlights



Connected engaged communities

4 strategic conferences – three Ethnic Advantage conferences and the EthnicBiz Forum

650 participants



Health awareness and engagements

30 engagement sessions

14 regions

480 participants

11 videos in **19** languages



Extreme weather events support

engagements with **62** community organisations

2,000 visits to our online Cyclone and Flooding Support Hub



Ethnic Communities Development Fund

\$4.2 million funding support

408 projects

Awards

The Ministry earned three Te Hāpai Hapori – Spirit of Service Awards:



Prime Minister's Award
for the Care in the
Community Welfare
Response



Better Outcomes
Award for the
Afghanistan
Resettlement
Response



Special
Commendation for
Policy Excellence





Kupu takamua a te tumu whakarae Chief Executive's foreword

Serving Aotearoa New Zealand, supporting our ethnic communities, and embracing a promising, inclusive future.

As we enter year two of the Ministry's journey, I am proud to introduce this year's annual report of the Ministry for Ethnic Communities.

Reflecting on the past year, it is clear that our success is a shared achievement — one that would not have been possible without the collective efforts of our government and community partners, the trust and support of our ethnic communities and the dedication of our exceptional team in the Ministry.

Looking ahead to the coming decade, projections indicate that ethnic communities will comprise over 25 percent of New Zealand's population. This significant demographic shift creates economic and social advantages for our nation, enriched by its cultural diversity. Genuine inclusion of ethnic people in our communities, irrespective of culture, creed or national origin, is critical to unlocking the economic, social and cultural advantages that ethnic diversity brings for everyone. Everything the Ministry does is aimed at making New Zealand better for everyone in the country.

The Government makes decisions that profoundly affect the lives of New Zealanders every day. The Ministry for Ethnic Communities is the chief advisor to the Government on ethnic communities and their inclusion in New Zealand. Our advice ensures that the Government's decision-making takes ethnic communities' needs into consideration, leaving no-one behind.

All our activities were driven by our published strategy. We have, and continue to play, an essential role as a trusted broker between government agencies and ethnic communities. Government agencies, like the Ministry of Health, the New Zealand Security Intelligence Service and many others, rely on us for our established connections with ethnic and faith-based communities. They seek our expertise to engage effectively with these communities, relying on the Ministry's established relationships, knowledge and insights into each group's unique dynamics.

The Ministry also brokers many connections across diverse communities to promote collaboration and a sense of belonging. This has been particularly important during the times of crisis New Zealand has experienced over the past year. We continue to have a strong focus on building relationships between ethnic communities and Māori. These activities are collectively important to building cohesive communities and ensuring ethnic communities have a stronger voice in engaging with the Government.



I am delighted to highlight some of our most prominent achievements attained this year. We:

- Took swift action in times of crisis to ensure that ethnic communities remained informed, secure and capable of a speedy recovery. We provided vital information and support during events like the Auckland floods and Cyclone Gabrielle through our engagement advisors, our Incident Management team and the Ministry's dedicated website hub for emergencies.
- Successfully established an Analytics, Monitoring and Evaluation function in late 2022 to bolster the Ministry's data and insights capabilities, provide evidence-informed policy advice and monitor outcomes for ethnic communities. Having an established function and more robust Ministry networks in the public sector will continue to improve the accessibility of ethnicity data and address the lack of accurate and up-to-date ethnicity data.
- Disseminated the annual \$4.2 million Ethnic Communities Development Fund to ethnic communities for 408 community-led projects or activities. This funding has played a pivotal role in enabling ethnic communities to celebrate their unique cultures and forge stronger relationships with tāngata whenua.
- Introduced intercultural capability tools, such as an eLearning module and translation guide, to help government agencies include ethnic communities in their policy development and delivery of services.
- Led events like the Ethnic Advantage conferences, Cultural Kōrero and the EthnicBiz Forum to help create and reinforce connections not only across diverse ethnic communities, but also between them and tāngata whenua, mainstream culture and business sectors. These events also created opportunities to learn from each other and build networks that are critical to an empowered civil society.

These accomplishments are only a fraction of our extensive efforts. In the following pages, you will find a comprehensive overview of our accomplishments, the impact we have made in our communities, and the strategic initiatives that have driven our progress.

I want to sincerely thank our dedicated kaimahi in the Ministry for their hard work, and all our partners who worked with us to deliver on our strategy during a tremendously challenging year.

Kia whakatōmuri te haere whakamua – I walk backwards into the future with my eyes fixed on my past.



Mervin Singham

Chief Executive

Te Tari Mātāwaka – Ministry for Ethnic Communities



Ko wai mātau Who we are

Driven by purpose – the why behind our Ministry

Our journey as a Ministry began in response to the recommendations of the Royal Commission of Inquiry following the tragic terrorist attack on Christchurch mosques in March 2019. We have worked to enhance social cohesion and respond to the evolving needs of our increasingly diverse population.

Since our inception on 1 July 2021, we have embraced our role as the Government's chief advisor on matters concerning ethnic communities, ethnic diversity, and their meaningful inclusion within our super-diverse society.

In our inaugural year, we focused on setting solid foundations and developed our 2022-2025 strategy.

As we entered our second year, our focus shifted from planning to action, and we began the implementation of our strategy.

We continue reviewing our plans and work programmes, to ensure that they remain responsive to the evolving needs of our ethnic communities and are still valid in the constantly changing national and local contexts.



From the whakatuki of the EthnicBiz Forum, Auckland, May 2023



Our values

At the Ministry, we start from within by embracing the values we promote among the ethnic communities we work alongside. They act as guiding principles for our mahi to help us build a genuinely inclusive Aotearoa.

We are also committed to demonstrating our respect for tāngata whenua by ensuring an appropriate te ao Māori lens is applied across our mahi. This acknowledgement of our country's rich cultural heritage and the principles of Te Ao Māori is of utmost importance to both our staff and the ethnic communities we serve.

Manaakitanga (Kind)

Encompasses care and generosity, for the purpose of nurturing relationships.



Whakakotahitanga (Inclusive)

Unifying thought, opinion and action for the collective good.



Whakamanawanui (Courageous)

Act valiantly and courageously.



Ngākau Pono (Authentic)

To act with integrity and sincerity.



Our people

Promoting cultural competence and embracing diversity in our team

We are a relatively small agency. Our Ministry has a total headcount of 67 individual employees. As some employees work part-time hours, our total full-time equivalent (FTE) staff number is 66.2.

Our staff numbers fluctuate from one year to another due to the number of graduates on our Ethnic Graduate Programme and because we had additional contractors to help us set up the Ministry in our first year.

Our staff (including graduates*)

67

headcount

Fixed-term: **8**
Permanent: **55**
Contractor: **3**
Other: **1**



Occupation

Chief Executive's office: 3

Policy and Analytics: 19

Strategic Engagement and Partnerships: 23

System Capability and Programmes: 20

Graduates: 2

66.2

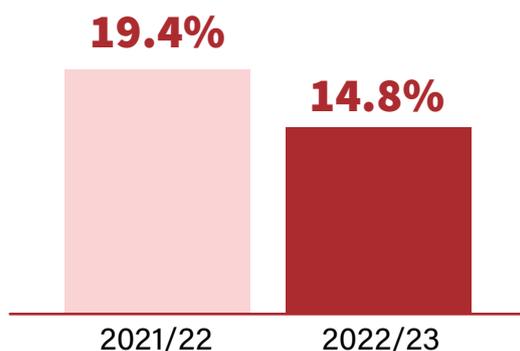
FTE

Fixed-term: **7.6**
Permanent: **54.6**
Contractor: **3**
Other: **1**

* Graduates here refer to staff employed through our Ethnic Graduate Programme, even if hosted by other organisations.

Staff turnover (excluding graduates)

2022/2023: 14.8% (compared to 19.4% in 2021/22)



Papa Pounamu, Kia Toipoto and Whāinga Amorangi

Papa Pounamu is a Chief Executive-led, government-wide, Diversity, Equity and Inclusion Programme (DE&I). It has five priority areas: fostering diverse leadership, building inclusive leadership, building cultural competence, addressing bias and supporting employee-led networks.

Papa Pounamu sits alongside other separate, but related, work programmes to strengthen public service capability for Māori-Crown relationships (Whāinga Amorangi) and closing Public Service pay gaps (Kia Toipoto).

The Ministry's role in supporting DE&I initiatives in the public service is both internal and external:

- Internally, we must ensure that we have initiatives in place to deliver our obligations under Papa Pounamu, Kia Toipoto and Whāinga Amorangi, and build positive and safe workplaces for our kaimahi.
- Externally, given one of the foundational pou is specific to ethnic communities, we ensure that the DE&I work across government includes ethnic communities (as it does Pacific, Māori, disabled, gender and rainbow communities).

To support this work, we provide advice, tools and resources (working with other relevant agencies), to support the public sector with their DE&I initiatives, specifically for intercultural capability and language. The tools and resources we develop are also of value to other workplaces.

Kia Toipoto: Our progress towards a more inclusive workplace

The Ministry has made progress in achieving the milestones outlined in our Kia Toipoto action plan¹.

We do not have a significant gender pay gap and constantly monitor our recruitment and remuneration processes to ensure this is maintained. We produced regular reports on staff demographics, salaries and pay gaps to monitor this aspect. This data played a crucial role in guiding our Human Resource decisions.

Note

1. <http://www.ethniccommunities.govt.nz/assets/AboutUs/Kia-Toipoto-Action-Plan.pdf>



Whāinga Amorangi: Increasing our Māori-Crown capability

The Ministry continued meeting its Whāinga Amorangi obligations and building its ability to engage and partner with Māori more effectively.

Te Arawhiti endorsed our Whāinga Amorangi plan on 30 June 2023, which includes commitments to:

- Te reo Māori
- New Zealand history / Treaty of Waitangi literacy
- Tikanga / kawa (customs / marae protocol).

This year, we have put in place several initiatives to help our kaimahi increase their capability in this space, including:

- Providing learning opportunities covering te reo, tikanga and kawa, te ao Māori concepts, New Zealand history, Te Tiriti, whakawhanaungatanga and racial equity.
- Attendance at the 'Wall Walk', an interactive half-day workshop designed to raise collective awareness of key events in the history of New Zealand's bicultural relations. A large number of our kaimahi attended and advised that the workshop was a great initiative.

Our diverse team

In line with our Ministry's growth, it is essential to foster cultural competence and deepen our understanding of various ethnic backgrounds. We are a diverse mix of ethnicities, reflecting our role and the communities we support.

Employee ethnicity (excluding graduates)

Asian: **43.2%**
 Māori: **9%**
 New Zealand European: **9.1%**
 Other European: **27.3%**
 MELAA: **9.1%**
 Pacific: **2.3%**

Gender split (excluding graduates)

Male: **34%**
 (compared to 36% in 2021/22)
 Female: **66%**
 (compared to 64% in 2021/22)
 Gender pay gap: **-7.8%**
 (compared to -0.5% in 2021/22)

In our Ministry, female employees currently have higher average pay than male employees. This is influenced by our size and the higher proportion of females compared to males, which causes fluctuations in the numbers.

We aim to keep this pay difference as close to zero percent as possible, so it is equitable. We will achieve this by Human Resources providing salary advice to all people leaders for new employees, conducting an annual pay parity process, and regular monitoring of the remuneration ranges and salaries we offer.



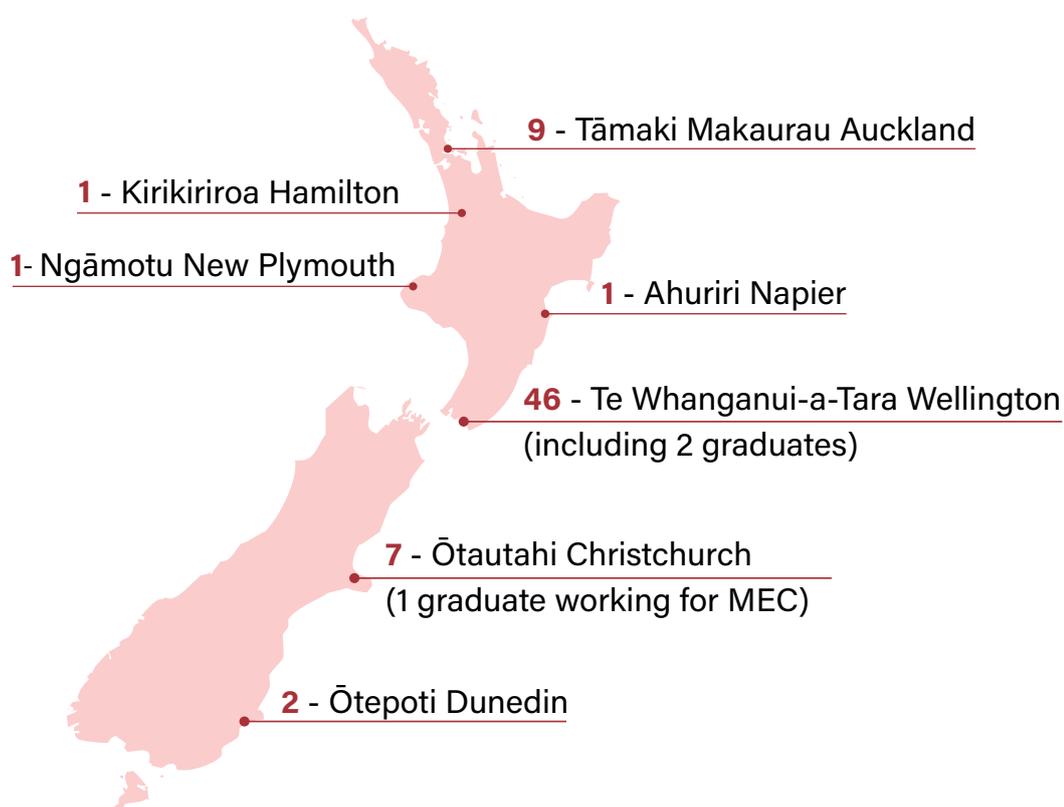
Working nationally with a local presence

While acknowledging the diverse needs among local communities, our Ministry strategically supports ethnic communities nationwide. To represent our nation effectively, we recognise the importance of having team members where our ethnic communities live.

We also connect with our ethnic communities in person and via digital channels where we do not have staff based in their regions.

The importance of our local presence was demonstrated during the extreme weather events that hit the North Island at the beginning of 2023.

Regional presence (headcount total)



Ā mātou mahi What we do

Our functions

The Ministry for Ethnic Communities has three business units in addition to the Chief Executive's Office – System Capability and Programmes, Policy and Analytics, and Strategic Engagement and Partnerships. Some have been expanded so that the appropriate capability and expertise are available to deliver on the Ministry's work programme.

This year, the Ministry continued providing policy advice to support the Minister for Diversity, Inclusion and Ethnic Communities. A significant aspect of this work was collaborating with other agencies to identify how policy options would impact ethnic communities.

The Ministry also provided advice on Ministerial and parliamentary matters, such as Official Information Act requests and written and oral Parliamentary Questions.

The Ministry continued to lead the identification, design and implementation of tools, such as the intercultural eLearning module and the translation guide, to build the intercultural capability and capacity of the public sector.

As a new addition to its functions, the Ministry successfully established the Analytics, Monitoring and Evaluation function. This aimed to bolster the Ministry's data and insights capabilities to provide evidence-informed policy advice and monitor outcomes for ethnic communities.



I am pleased that the work your Ministry has been doing for our community and the wider society has been incredibly valuable at many levels. Whilst it is still 'baby steps' for a new Ministry, what has impressed me is the maturity of planning, the in-depth approach to engagement and the ability to make your services aligned to the needs of our community. Of course, the Comms has been an outstanding feature.

Abdur Razzaq, Chairperson, Federation of Islamic Associations of New Zealand (FIANZ) Royal Commission Submission and Follow-up



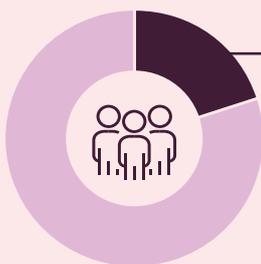
The communities we serve

Aotearoa New Zealand is one of the world's most ethnically diverse countries, with almost 20 percent (approximately one million) of the population identifying as ethnic, 17 percent as Māori, and 8 percent as Pacific according to Census 2018.

By 2033, it is estimated these populations will grow to 25 percent for ethnic communities, 19 percent for Māori and 10 percent for Pacific, respectively, when compared to the total population.

The Ministry's remit includes people who identify as African, Asian, Continental European, Latin American or Middle Eastern. They include former refugees, asylum seekers, new and temporary migrants, long-term settlers and multi-generational New Zealanders.

Ethnic communities are diverse – they represent 20% of NZ's population



Ethnic Communities Composition

76%	11%	7%	3%	3%
Asian	Continental European	African	Middle Eastern	Latin American

76%

Born Overseas



Top five locations

548,022	77,216	53,514	39,057	21,318
Auckland	Christchurch City	Wellington City	Hamilton City	Lower Hutt

Ethnic communities tend to earn less than the general population, even though they are more highly qualified. Several factors contribute to this, including workforce age, recent migration status, how well qualifications match job roles and the industries they work in.

As our ethnic communities are incredibly diverse, they speak more than 160 languages. The most spoken languages among these communities are English, Northern Chinese (Mandarin), Hindi, Yue (Cantonese), Sinitic (other Chinese dialects), Tagalog, Punjabi, Korean, Fijian, Hindi and Afrikaans. Most are born overseas (76 percent).

The number of faiths ranges from 38 in the Middle Eastern community to 45 in the Asian community.



He arotake i te tau

A year in review

Delivering on the Ministry's priorities

Our Strategy 2022-25 has been developed with input from our ethnic communities. Each priority outlined in the strategy is accompanied by a set of actions, which together form the Ministry's work programme.

From 1 July 2022 to 30 June 2023, we designed and delivered several key initiatives addressing each priority.

1. Promoting the value of diversity and improving inclusion of ethnic communities

- Increased ethnic representation on public sector boards and committees.
- Shed light on racism in New Zealand schools for the first time.

2. Ensuring equitable provision of, and access to, Government services for ethnic communities

- Progress made in health engagement and awareness initiatives.
- Community-focused response to the extreme weather events.
- Translation guidance for public sector agencies released.
- Increased inclusiveness and participation for the 2023 Census.

3. Improving economic outcomes, including addressing barriers to employment

- Enhanced relationships with ethnic businesses to unlock their potential.
- Employment, Education and Training initiatives:
 - Employment Action Plan
 - Ministerial Roundtable with ethnic business councils and EthnicBiz Forum
 - The Ethnic Graduate Programme
 - Intercultural capability eLearning modules

4. Connecting and empowering ethnic community groups

- Empowered ethnic communities via funding support.
- Connected and inspired ethnic communities – Ethnic Advantage Conferences.
- Parliamentary events.



Priority 1.

Promoting the value of diversity and improving inclusion of ethnic communities

Increased ethnic representation on public sector boards and committees

This year, the Ministry has taken significant steps to nominate a record number of candidates from ethnic communities to give them greater influence in government decision-making processes on matters that affect them.

We have managed a database of 245 highly qualified individuals identified from our ethnic communities. The number of nominations has increased from 117 in the last year (2021/22) to 239 this year (2022/23), which is a significant improvement.

The Ministry also made 17 endorsements for appointing ethnic candidates to 165 public sector board and committee roles.

To promote the nominations database service and support candidate's governance capability, we have:

- Conducted five online training sessions in collaboration with other nominating agencies, such as Te Manatū mō ngā iwi ō to Moana-nui-ā-Kiwa – the Ministry for Pacific Peoples, Manuatū Wāhine – the Ministry for Women, Whaikaha – the Ministry of Disabled People, and Te Puni Kōkiri – the Ministry of Māori Development.
- Dedicated one of the Ethnic Advantage conference (Auckland) sessions to discuss '[Serving on Public Sector Boards and Committees](#).'

More than doubled board nominations



Note

1. <https://www.ethniccommunities.govt.nz/programmes/nominations/video-serving-on-public-sector-boards-and-committees/>



Case study one

Shed light on racism in New Zealand schools for the first time

Our aim

Reducing and eliminating racism is an integral part of the Ministry's work and aligns with our priorities of emphasising the value of diversity and ensuring equitable outcomes for ethnic communities.

The Education Review Office (ERO), in partnership with the Ministry for Ethnic Communities, wanted to understand the education experiences of learners from ethnic communities and their whānau.

Aotearoa New Zealand is ethnically diverse and is rapidly becoming more so. Ethnic community learners are expected to make up one-quarter of students by 2043.

The study looked at how education meets the needs of our learners from ethnic communities via a Long-Term Insights Briefing.

Our role

In this study, ERO examined the education system's impact on learners' outcomes in ethnic communities. This informs policy development, research and public discourse.

The Ministry advised on ethnic communities and inclusion, aiding ERO by fostering community collaboration. The Ministry contributed to ERO's research and outreach through consultations, workshops and data support.

The outcomes

In November 2022, ERO released a draft report for public consultation. The consultation document was made available in seven languages. Feedback was integrated into the final report published in March 2023, titled 'Education for All Our Children: Embracing Diverse Ethnicities.'

Combining data from surveys, submissions, site visits and interviews, the report marks a significant milestone in addressing diverse learner experiences. It prompts consideration of education system adaptations for thriving ethnic community learners and their whānau.



What this means for all New Zealanders, including our ethnic communities

As New Zealand's schools become more diverse, this report highlights needed opportunities for change to make New Zealand a great place to learn for children and young people from ethnic communities. The report presented several future options to achieve that. For example:

1. Ending racism by setting stronger expectations on tackling it and providing clearer avenues for parents and learners to raise concerns.
2. Develop the skills of teachers to adjust their teaching to meet the needs of learners from ethnic communities and how to identify and combat racism and unconscious bias.

A link to the full report is on the ERO website: [Education For All Our Children: Embracing Diverse Ethnicities](https://ero.govt.nz/our-research/education-for-all-our-children-embracing-diverse-ethnicities)¹ | Education Review Office (www.ero.govt.nz))



From right to left: Mervin Singham, the Chief Executive of the Ministry for Ethnic Communities speaking at the ERO report's launch, Nicholas Pole, Chief Executive/Chief Review Officer of ERO and Ruth Shinoda, Deputy Chief Executive: Head of Te Ihuwaka | Education Evaluation Centre

Note

1. <https://ero.govt.nz/our-research/education-for-all-our-children-embracing-diverse-ethnicities>



Priority 2.

Ensuring equitable provision of, and access to, government services for ethnic communities

Progress made in health engagement and awareness initiatives

Equitable access to health services, including mental health, is a top priority for ethnic communities.

In October 2022, our Chief Executive collaborated with the Chief Executives of Te Whatu Ora (Health New Zealand), Te Aka Whai Ora (Māori Health Authority) and Manatū Hauora (Ministry of Health) on an initiative aimed at incorporating the specific needs and perspectives of ethnic communities into health reforms for Aotearoa New Zealand.

As a result, we initiated the following:

1. Pae Ora – New Zealand Health Strategy engagement workshops

Partnering with the Ministry of Health, we organised nationwide workshops for ethnic communities and health service providers to actively shape Pae Ora – the New Zealand Health Strategy. These workshops were held between February and April 2023.



26

in-person
sessions



14

regions



480

participants



4

online
sessions



Case study two

Community-focused response to extreme weather events

Our aim

In early 2023, the North Island experienced two severe weather events, the Auckland flooding and Cyclone Gabrielle, within a short period. The Ministry proactively worked with our ethnic communities during these challenging times, knowing that approximately 600,000 people from these communities resided in affected areas (based on Census 2018).

We aimed to provide support by linking ethnic communities and service providers with government agencies, influencing the type of support provided and ensuring it met their specific needs. We effectively communicated relevant information through webinars, email, social media, our newsletter, and our website.

Our role

We maintained communication with community leaders and service providers, relying on their first-hand knowledge of the community's unique specific needs and access to information.

We connected ethnic communities and service providers with lead agencies for tailored assistance, including halal food and appropriate shelters.

We collaborated with 62 organisations, helping them secure funding, and facilitated translations.

The Ministry engaged with Chief Executives' Caring for Communities forums to ensure ethnic voices and concerns were considered in decision-making.

The outcomes

Our Strategic Engagement and Partnerships advisors frequently engaged with community organisations, bridging the gap between government resources and the communities' needs.

We also initiated hui with ethnic service providers nationwide to identify each community's specific needs.

We launched the online Cyclone and Flooding Support Hub, a centralised platform on the Ministry's website offering tailored information, mental health support, language assistance and business support.



What this means for all New Zealanders, including our ethnic communities

By providing a wide range of resources and building relationships with ethnic service providers, the Ministry empowered communities to better cope with emergencies and offered a sense of assurance during challenging times.

We are also committed to sustaining the value of the website hub by updating it to become the new [Disaster and Emergency Support Hub](#)¹. This updated version will include information and videos on emergency preparedness, as well as resources to seek assistance and support following specific emergencies.

The new hub will serve as a permanent feature on our website, offering all New Zealanders (including ethnic communities), tailored and targeted information for emergency responses. The videos will be available in 20 languages, making them accessible to many of our communities.

Our ongoing commitment to supporting ethnic communities during crises underscores our dedication to the wellbeing, inclusion and equitable support for all communities throughout New Zealand, fostering resilience and cohesion.

The Hub was accessed approximately 2,000 times from its launch until 30 June 2023.

**The hub has
been accessed
approximately
2,000 times**

Note

1. <https://www.ethniccommunities.govt.nz/resources/disaster-and-emergency-support-hub/>



Unlocking language barriers - our translation guidance for public sector agencies

The Ministry developed comprehensive guidance to assist government agencies in understanding translation processes, making informed decisions about language selections, and improving communications distribution to culturally and linguistically diverse communities.

Ensuring that information is available in languages and formats accessible to diverse communities, and disseminating it through channels where they seek information, is essential to enhancing awareness and accessibility of government services for ethnic communities. This directly aligns with Priority 2 of the Ministry's Strategy.

This guidance is the result of collaboration with other government agencies, including Te Tari Taiwhenua – the Department of Internal Affairs, Te Manatū mō Ngā Iwi o Te Moana-nui-a-Kiwa – the Ministry for Pacific Peoples, and Te Taura Whiri i te reo Māori – the Māori Language Commission. It also includes insightful case studies from the Department of the Prime Minister and Cabinet (DPMC), Immigration New Zealand (INZ) and the National Emergency Management Agency (NEMA).

The need for this guidance was evident from the numerous requests to the Ministry and the Department of Internal Affairs Translation Service from other government agencies seeking advice on which languages to translate their information into.

We are committed to keeping the guidance up to date.

The [translation guidance](#)¹ is comprised of three parts:



1

Part One explains the translation process and identifies key things to consider before commissioning translations.



2

Part Two provides information to help choose which languages you may want to make your information available in.



3

Part Three sets out what we know about media consumption habits of some of Aotearoa New Zealand's ethnic communities.

Note

1. <https://www.ethniccommunities.govt.nz/resources/guides-and-how-tos/unlocking-language-barriers/>



Increased inclusiveness and participation for the 2023 Census

The Ministry played a significant role in making the 2023 Census inclusive and community-focused.

We worked in partnership with Tātuaranga Aotearoa – Stats NZ and their Census team to make the Census process accessible and supportive for our communities.

One of the key activities was providing information in 27 languages on the 2023 Census website. This allowed individuals with diverse language needs to participate effectively in the Census.

Engaging with our communities was crucial in understanding their unique requirements. We identified specific areas where support was needed, such as in Invercargill, where we connected the community with the Census team to establish assistance stations at the Invercargill Central Library.

To keep our communities informed about the Census, we utilised various platforms, including newsletters and social media channels. We also collaborated with ethnic leaders to record video messages in their mother tongues, emphasising the importance of participating in the Census.



Priority 3. Improving economic outcomes, including addressing barriers to employment

Case study three

Enhanced relationships with ethnic businesses to unlock their potential

Our aim

At the Ministry, we aim to foster an inclusive and thriving economy by unlocking the potential of ethnic businesses in Aotearoa New Zealand. We believe embracing diversity and actively supporting ethnic businesses will create a more coherent and productive economic landscape.

Our role

In line with the Ministry's priorities, we have implemented further measures to bolster the economic empowerment of our ethnic communities and businesses.

In April 2023, we organised a Ministerial Roundtable, bringing together leaders from business councils, ethnic business communities and relevant ministers.

Less than a month later, our first EthnicBiz Forum was held in May. The Forum saw an excellent turnout with more than 100 participants, and served as a valuable two-way communication channel between government officials, business leaders and associations, academia, and business owners.

The Forum's speakers, panelists, and attendees contributed to its success. Sponsors included the Bank of New Zealand (BNZ) and the Auckland Business Chamber of Commerce.



From our first EthnicBiz Forum – 23 May 2023



The outcomes

The [Ministerial Roundtable and EthnicBiz Forum](#)¹ yielded positive outcomes, developing relationships and connections with the ethnic business community.

The Forum highlighted the significant contribution of ethnic businesses to the Auckland economy, representing approximately 30 percent or \$33 billion ([Auckland Policy Office report, June 2022](#)²). It emphasised the growing role of ethnic communities in shaping Aotearoa New Zealand's socioeconomic fabric.

The Ministry also received positive feedback from those who attended both the Roundtable and the Forum. One of the comments was 'The Forum was well-organised and informative. I enjoyed the panel discussions as they were impactful. Good Forum to meet and discuss ideas.'

- 40 ethnic businesses took part in the first Ministerial Roundtable.
- Over 100 attended the first Ethnic Business Forum.
- Out of the participants who filled in the feedback survey:
 - 93.24 percent said they were satisfied with the EthnicBiz Forum event
 - 93.33 percent said they would consider attending another EthnicBiz Forum or similar events in the future.

What this means for all New Zealanders, including our ethnic communities

By creating an inclusive environment where ethnic businesses can thrive, we contribute to building a cohesive and thriving economy that benefits all New Zealanders.

Our ongoing initiatives and discussions with key stakeholders reinforce our commitment to promoting the value of diversity and supporting the economic growth of ethnic communities.

Notes

1. <https://www.ethniccommunities.govt.nz/news/ethnic-businesses-come-together-for-the-first-ethnicbiz-forum/>
2. <https://static1.squarespace.com/static/575e7fd9b09f95d77dded61a/t/63bb3b3d54b80b700eaef6d5/1673214783958/2022.06.29+Ethnic+Communities+and+their+economic+contribution+%5BFinal%5D.pdf>



Employment, education and training initiatives

Ethnic Graduate Programme

The [Ethnic Graduate Programme](#)¹ is an integral part of the [Former Refugees, Recent Migrants, and Ethnic Communities Employment Action Plan](#)², representing a significant initiative that has proven successful over the last four years.

During the year, we continued with intake two of the programme and confirmed the establishment of intake three.

Intake two has ran from February 2022 to August 2023. It consisted of 14 graduates across 10 public sector agencies.

Intake three will involve the Ministry recruiting 16 graduates who will be placed with six agencies. These agencies include Inland Revenue, the Ministry of Transport, the New Zealand Customs Service, the New Zealand Intelligence Community, the New Zealand Police and the Public Service Commission.



The second intake of our Ethnic Graduate Programme

Notes

- <https://www.ethniccommunities.govt.nz/programmes/ethnic-communities-graduate-programme/>
- <https://www.ethniccommunities.govt.nz/resources/research-and-reports/former-refugees-recent-migrants-and-ethnic-communities-employment-action-plan/>



Employment Action Plan

We are involved in the Former Refugees, Recent Migrants, and Ethnic Communities Employment Action Plan, launched on 25 March 2022, which falls under the [Aotearoa New Zealand's Employment Strategy](#).¹

This action plan requires collaboration between the Ministry for Ethnic Communities, the Ministry of Social Development, the Ministry of Business, Innovation, and Employment (especially Immigration New Zealand – INZ), the Ministry for Women and the Ministry of Education. The plan focuses on addressing employment barriers faced by former refugees, recent migrants and individuals from ethnic communities.

Intercultural Capability eLearning Module

This year, we undertook initiatives to enhance the intercultural capability of agencies and employers to break some barriers to ethnic communities' employment. This included updating our eLearning modules on the Ministry's website.

Our [Intercultural Capability eLearning Module](#)² promotes the benefits of ethnic diversity and increases people's cultural understanding, enabling them to better interact and communicate with people from different backgrounds.

Following the module update and promotion, we observed a 276 percent increase in webpage visits.

To ensure the modules remain relevant and practical, we plan to update them again with Census 2023 data and incorporate any changes based on feedback received from learners.

276%
increase in
webpage
visits

Notes

- <https://www.mbie.govt.nz/business-and-employment/employment-and-skills/employment-strategy/aotearoa-new-zealands-employment-strategy/>
- <https://www.ethniccommunities.govt.nz/resources/guides-and-how-tos/intercultural-capability/>



Priority 4. Connecting and empowering ethnic community groups

Empowered ethnic communities via funding support

We recognise the abundance of capabilities and skills within our ethnic communities. To provide genuine support, the [Ethnic Communities Development Fund](#)¹ (ECDF) plays a vital role in enabling communities to grow their skills, celebrate their culture and take part in society.

During the 2022/23 financial year, \$4.2 million of funding was distributed across over 408 projects.

over
\$4,200,000
of funding across
408 projects

In a notable development, the Ministry added the management of the ECDF to its core functions. The Ministry reviewed this function in 2022/23 and then worked with Hapai Hapori to transition the management and administration of the fund to the Ministry for the 2023/24 year.

Operating the fund in-house will enable closer alignment between the needs of ethnic community groups applying for funding and the priorities outlined in the Ministry's Strategy.

The following are examples of the positive impact ECDF made for our ethnic communities:

Visual Arts Project – Auckland

This project showcased the value of diversity and improved the inclusion of ethnic communities.

The ECDF provided funding to five talented creative practitioners from diverse ethnic backgrounds who developed captivating works of art, exploring transcultural spaces, and delving into themes of identity and culture in Aotearoa New Zealand. The result was a three-week public exhibition that showcased their impressive creations.

Women's Development Programme – Christchurch

This initiative focused on enhancing the wellbeing and personal growth of ethnic women. It offered diverse free weekly programmes and activities, to foster social connections and intergenerational and intercultural dialogue and empower women to participate actively in their communities.

Note

1. <https://www.ethniccommunities.govt.nz/funding/ethnic-communities-development-fund/>



Parliamentary events

Throughout this year, the Ministry has assisted in organising a diverse range of parliamentary events and cultural celebrations, including Eid, Diwali and Chinese New Year. Approximately 1,200 individuals attended, representing various ethnicities, alongside members of Parliament, members of the diplomat corps and government officials.

A striking aspect of these gatherings was witnessing individuals from diverse backgrounds mingling and sharing their traditions and stories, fostering a profound cultural exchange and enrichment.

Organised at Parliament, these celebratory occasions held immense meaning for participants, nurturing a strong sense of belonging and solidarity within the broader society. They played a pivotal role in extending a warm welcome to all ethnic New Zealanders, making them feel at ease and at home, while simultaneously offering the wider population the opportunity to embrace other cultures.



From the Parliament Chinese New Year celebration – February 2023

Cultural Kōrero 2023 - Auckland: Celebrating diversity in the arts

The Ministry organised the Cultural Kōrero event in Auckland in May 2023 to promote the diversity of the creative and performing arts sectors in Aotearoa New Zealand.

The event served as a platform for representatives from the creative arts sector and various ethnic communities to come together, explore shared experiences, and discuss challenges in the vibrant arts field.

The event featured a variety of speeches, performances and an exhibition. The event also featured a Taonga Pūoro performance by musician Rob Thorne, who later joined Māori and Indian artists in a captivating finale.

A highlight of the Cultural Kōrero was the official launch of Professor Edwina Pio ONZM's new book, [Aotearoa & Bharat Māori-Indian](#)¹, released by the Ministry earlier in 2023. As Aotearoa New Zealand's first Professor of Diversity, she presented an excerpt from her book. Professor Pio delved into the early connections between Māori and Indians, the themes that unite them, and the inspiring stories of individuals with Māori and Indian heritage.



From Professor Edwina Pio's speech at the Cultural Kōrero event – 12 May 2023

Note

1. https://www.ethniccommunities.govt.nz/assets/News/MEC_2022_Aotearoa-Bharat-Maori-Indian_DIGICUT.pdf



Ethnic Women's Empowering Leadership and Voice Hui

In March 2023, the Ministry organised the Ethnic Women's Empowering Leadership and Voice Hui at the Jubilee Hall in Parnell. This event brought together around 30 attendees from across the country, both in person and online, for a pan-ethnic women's gathering. The purpose of this hui was to create a platform for ethnic women leaders to connect and share their ongoing leadership journeys.

The event proved to be a valuable platform for empowering and amplifying the voices of ethnic women leaders, encouraging a shared journey of growth and leadership within the community.



A group photo from the Ethnic Women's Empowering Leadership and Voice Hui – 21 March 2023

Case study four

Ethnic Advantage Conferences: Celebrating diversity, uniting Aotearoa New Zealand

Our aim

This year, the Ministry introduced its Ethnic Advantage conference series to provide people from diverse ethnic backgrounds with a platform to connect, inform and grow together.

During the 2022/23 financial year, the Ministry organised three conferences – [Ōtepoti Dunedin in November 2022](#), [Ōtautahi Christchurch in December 2023](#) and [Tāmaki Makaurau Auckland in May 2023](#).

These events aimed to celebrate and recognise the significant contributions of ethnic communities to the socioeconomic landscape in Aotearoa New Zealand.

Our role

As an organiser and facilitator of these conferences, the Ministry created a comprehensive programme of significant topics and an inclusive, inspiring environment where representatives from various ethnic communities and government organisations could come together.

The conferences and the topics they discussed align with our four Strategy priorities.

The outcomes

Participants expressed gratitude for the opportunity to connect with others from diverse backgrounds, share their cultural heritage, and engage in meaningful conversations on important topics.

Keynote speakers, panel discussions and breakout sessions covered various themes – diversity, equity, inclusion, funding tips and cultural competence.

They also gained insights into the challenges faced by ethnic communities and explored avenues for progress and collaboration.



I love the theme: The Ethnic Advantage. And that's something that I feel like is perhaps not talked about often enough. And so, for us to spend a whole day talking about it and really, really framing it up the way we want to, I think it's a fantastic opportunity.

Abbas Nazari,
Christchurch's Ethnic Advantage conference's key speaker and the author of 'After the Tampa', a best-selling book.



What this means for all New Zealanders, including our ethnic communities

The Ethnic Advantage conferences aimed to highlight the contributions of our ethnic communities to Aotearoa New Zealand and the value their diversity adds.

The outcomes of these conferences positively impact all New Zealanders, promoting a culture of respect, appreciation, and cooperation where every individual feels heard, valued and included.

- Over 500 participants.
- Out of the participants who filled in the feedback survey, an average of almost 90 percent were satisfied with the experience the conferences provided. The same average percentage said they would consider attending another Ethnic Advantage conference in the future.



From one of the breakout sessions discussions – Ethnic Advantage conference, Auckland – 13 May 2023

Awards

Te Hāpai Hapori – Spirit of Service Awards

Te Hāpai Hapori – Spirit of Service Awards 2022 acknowledged the Ministry's contributions to the public sector, earning us three awards:



Prime Minister's Award for the Care in the Community Welfare Response

This award recognised the Ministry's efforts in collaborating with other agencies to safeguard the public from the challenges posed by COVID-19. This joint agency response ensured the provision of essential welfare, health support and food to those in need during the pandemic.



Better Outcomes Award for the Afghanistan Resettlement Response

The Ministry's joint agency response was honoured with the Better Outcomes Award for exemplary work in facilitating the safe arrival and resettlement of more than 1,700 evacuees from Afghanistan into Aotearoa New Zealand.



Special Commendation for Policy Excellence

The Strategy and Policy COVID-19 Group within the Ministry was awarded a special commendation for their outstanding contributions in providing robust system-level advice. The dedication required to translate policy into legislation promptly during the COVID-19 crisis was recognised and appreciated.



Te ara whakamua The way forward

Advancing together – productive delivery and sustainable outcome

Our Ministry is dedicated to fostering social cohesion, promoting inclusivity, and valuing the rich tapestry of cultures that make up our nation. We strive to build a stronger and more harmonious Aotearoa New Zealand – a legacy that will resonate throughout generations to come.

Empowering ethnic communities benefits all New Zealanders. We will persist in investing in initiatives that bring about lasting positive changes, leading to economic, social and cultural prosperity for everyone in Aotearoa New Zealand.

Achieving system changes that improve the wellbeing of ethnic communities is a complex and long-term focused journey. We will target our work to the areas of the biggest impact and work collaboratively with others to achieve this goal.

We will only achieve sustainable, holistic and long-term positive outcomes for our ethnic communities through robust evidence-based policy advice, constructive partnerships with communities, and collaborative work across the government and private sectors.

Collaboration is the cornerstone of progress in our changing world. Working with others leads to more efficient and effective results. As we look back at our achievements and milestones from the past year, we remain dedicated to progressing on our journey with a clear focus on delivering our strategic priorities alongside others.

This means building on the dynamic alliances we have developed with government agencies, community organisations and the private sector.

By pooling resources and expertise, we will catalyse transformative solutions that address the multifaceted challenges faced by our ethnic communities and New Zealand society.

We are committed to reflecting the voices of those we serve through meaningful work. Our journey is rooted in our belief that unlocking the potential of our ethnic communities has enduring benefits for everyone in Aotearoa New Zealand.



Te Tauākī Noho Haepapa Statement of Responsibility

I am responsible, as Chief Executive of the Ministry for Ethnic Communities (Te Tari Mātāwaka) for the accuracy of any end-of-year performance information prepared by the Ministry, whether or not that information is included in the Annual Report.

In my opinion, the Annual Report fairly reflects the operations, progress and organisational health and capability of the Ministry for Ethnic Communities.



Mervin Singham

Chief Executive

Te Tari Mātāwaka – Ministry for Ethnic Communities

29 September 2023

