



RINGA HORA

Services

Workforce Development Council



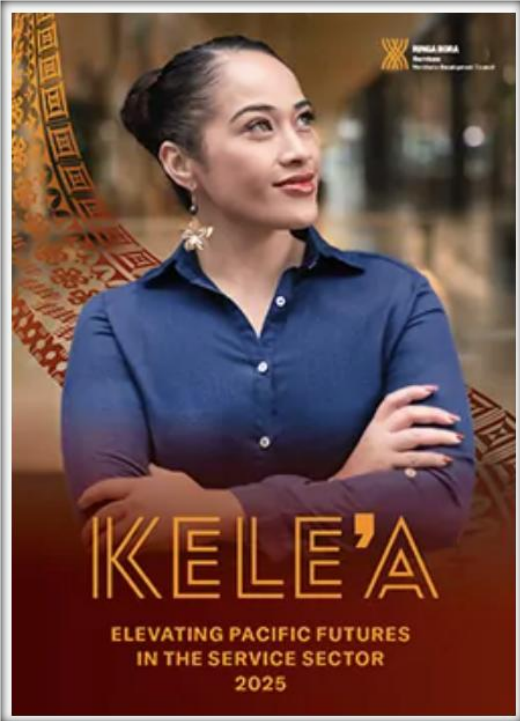
***Warm Pacific
greetings.***

Moses 'Alatini





Strategic Advisor Pacific, Ringa
Hora WDC

Outline

- Objectives
- Pacific Peoples in Aotearoa
- Pacific Peoples in the Service Sector in Aotearoa
- Key themes
- Conclusions



Objectives

-  Demonstrate the value of the Pacific workforce, learners & businesses to the Service Sector
-  Showcase & share stories of 'Pacific Role Models'
-  Kele'a is a tool to strengthen Pacific workforce development
-  Alignment with Ringa Hora's Workforce Development & Industry Action Plans

Ringa Hora – Workforce Development Council

- 🎯 Skills Leadership:
- 📘 Qualification System Products:
- ⚖️ Moderation:
- 🧩 Programme endorsement:
- 💡 Advice to TEC:
- 🤝 Brokerage and advisory services:

Industry (Service sector)

- Aviation & Airport
- Business & Professional
- Cleaning
- Contact Centres & Industry Support
- Financial & Advisory
- Government, Security & Defence
- Hospitality & Food
- Real Estate & Rental
- Retail & Distribution
- Tourism & Travel

Mana Moana Pacific Outcomes Framework

Pacific cultural values

Fakateagaaga | Spirituality

— ><>< —

Aro'a | Love

— ><>< —

Faka'apa'apa | Respect

— ><>< —

Vuvale | Family

— ><>< —

Ola Fetufaaki | Reciprocity

— ><>< —

Soalaupule | Consensus and
collectivism

— ><>< —

To **amplify** Pacific voices
and **unite industry**
leadership with workforce
development forging a **future**
anchored by **equity**,
innovation and
transformation.



- Historical migration and legacy
- Demographic growth and youthfulness
- Social and economic challenges
- Emergence of Pacific entrepreneurship and economic influence

PACIFIC PEOPLES IN THE SERVICE SECTOR

- Strong representation in specific industries
- Educational disadvantage impacts career advancement
- Workforce diversity and cultural strengths
- Barriers to career progression

THE SERVICE SECTOR

► Pacific workers increasing

2017

81,700



2022

103,600

27%↑

Increase over 5 years

► Proportion of Pacific peoples

2015

2022

7% → 9%

► Gender representation

Men

Women

46% | 54%



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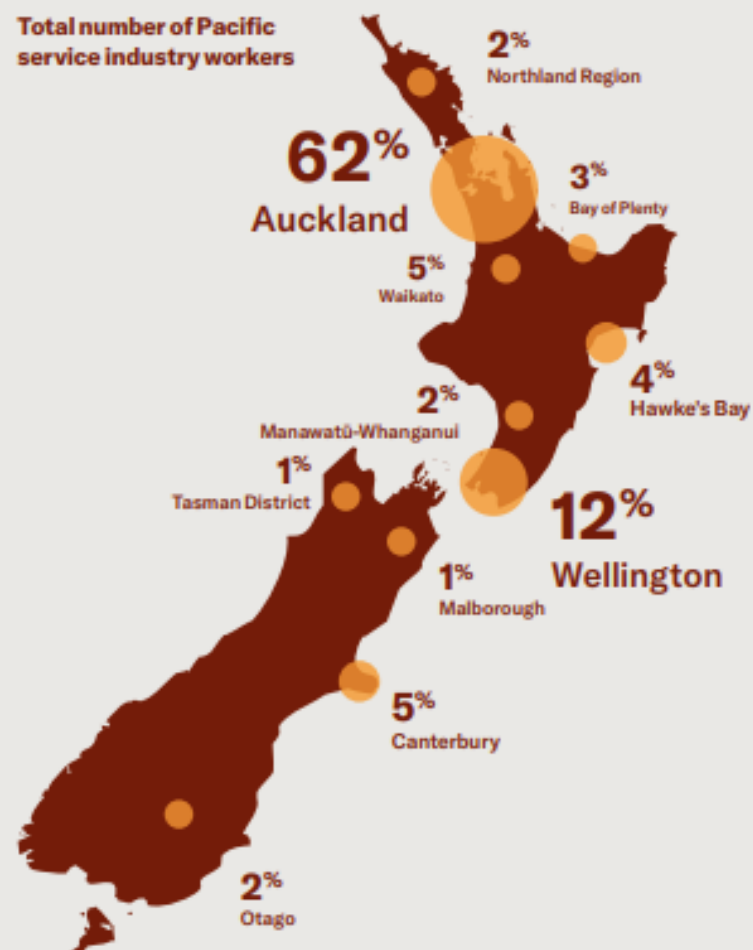
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► Employment by Region

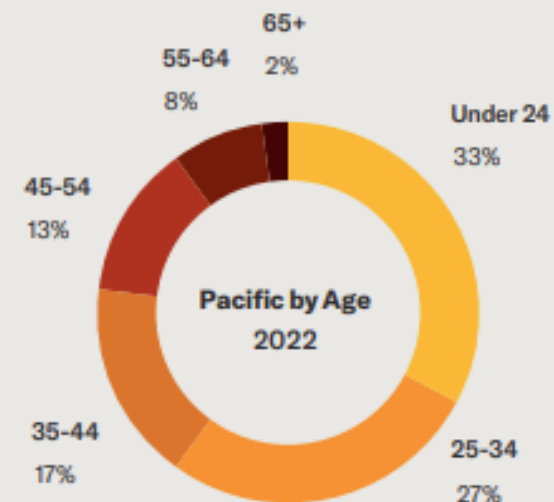
2022

103,600

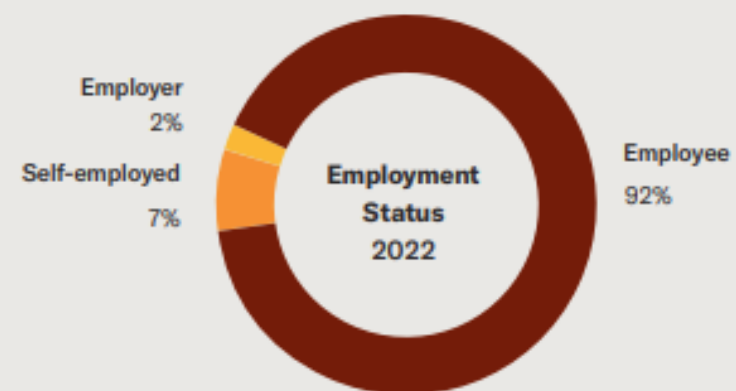
Total number of Pacific service industry workers



► Pacific by Age

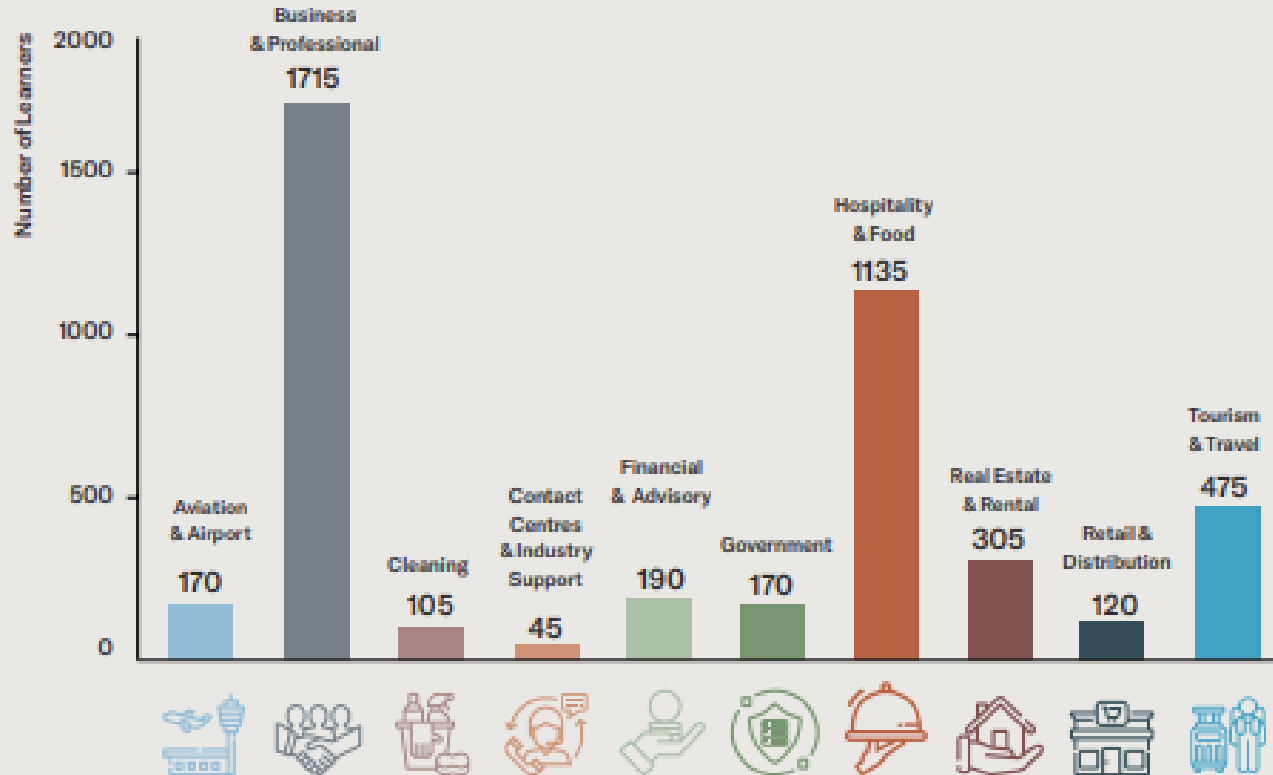


► Employment Status



Pacific Learners

► Pacific learner enrolment data (total of 4430 learners)
2023



- Decline in learner numbers
- Dominance in entry-level qualifications
- Age trends by sector
- Need for culturally responsive support
- Access and equity challenges

Pacific learner enrolment data, (total 4430), 2023

Level	Programme	Qualification	Total
2	30	105	135
3	1230	975	2205
4	305	1035	1340
5	60	655	715
6	5	30	35
7 (non degree)	0	0	0

Key themes



**Value of the
Pacific workforce**



**Skills
& mindset**



**Family influence
& culture**



**Career pathways
& education**



**Capability
building**



**Career
aspirations**



**Cost
& access**



**Industry role
& influence**

Value of the Pacific workforce



- **Havaiki Kai Pacific Catering** incorporates **family** and **cultural traditions** into its operations.

Temehari Laumemea Tauga
Porirua, Wellington

Skills & mindset

Started as a **loader** at Auckland Airport then moved into **Airfield safety** compliance investigator.

"Career in aviation demonstrates a commitment to lifelong learning"

Naibuka Sivo
Aviation & Airport Services, Auckland



Family influence & culture



- **Family owned and operated**, with three distinct businesses (*recruitment, business & training*) **people focused solutions** across the motu.

LM4 Group

Waikato, Auckland, Tauranga, Christchurch

Capability Building

Determination, from selling newspapers in Samoa to 12yrs at Tauranga City Council.

"Driven by a vision to honour the aspirations of his ancestors"

Aifa'i Esera,
Business Professional, Tauranga



Industry role & influence



Empowers Pacific entrepreneurship
by supporting initiatives that help
Pacific businesses thrive.

*"I started Honor Impact to amplify the
meaningful
impact created by our communities
everyday"*

Roschelle Marshall
Business Professional, Auckland

Career pathways & education

Creates pathways for Pacific individuals to thrive in the industry.

"Turned challenge into an opportunity & now the #1 agent at Ray White Māngere 2020-2025"

Pat Lapalapa
Real Estate, Auckland



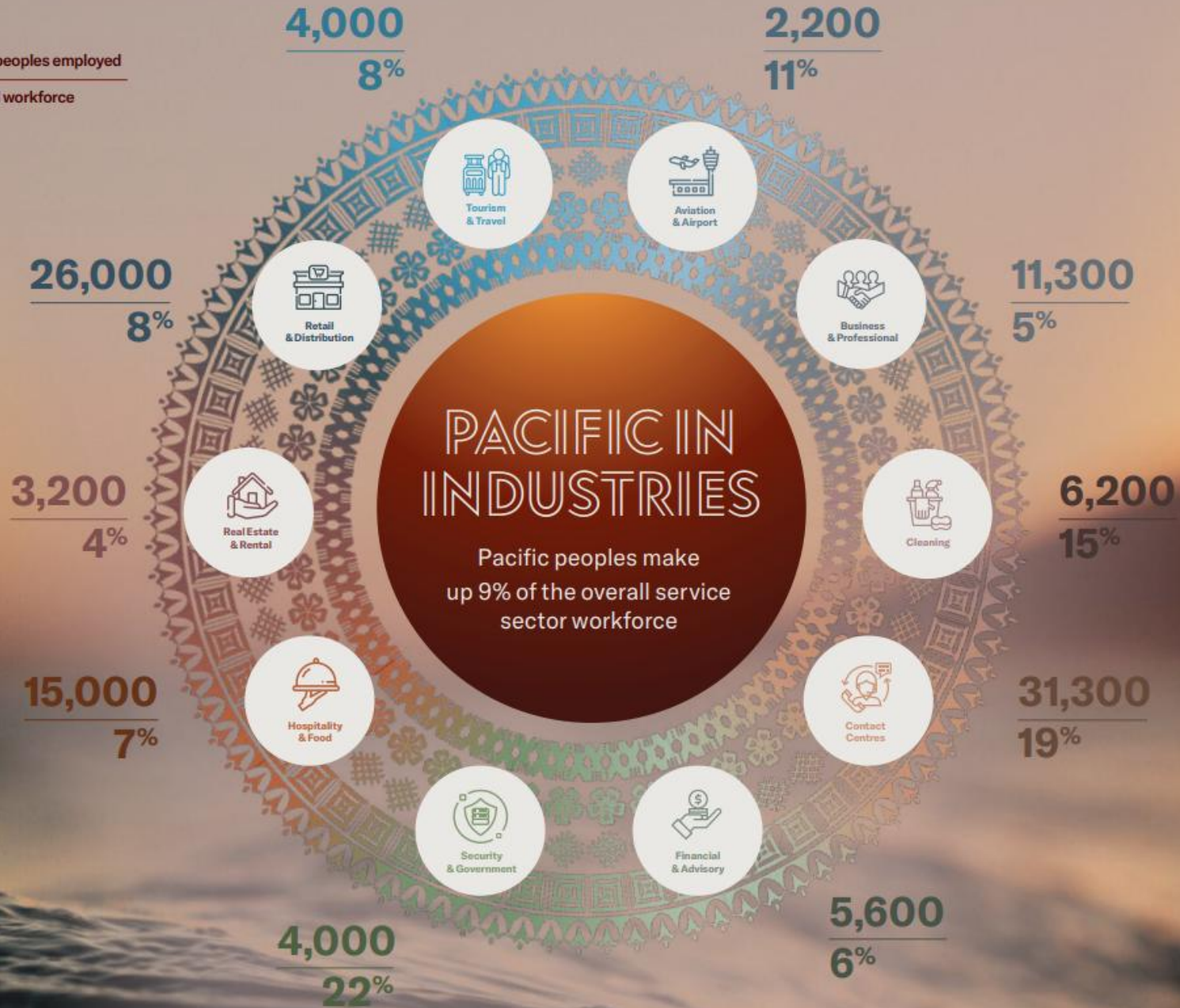
Key

Number of Pacific peoples employed

Percentage of total workforce



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PACIFIC PEOPLES IN THE SERVICE SECTOR

The Path Forward: Call to Action

- Recognise Value
- Remove Barriers
- Build Pathways
- Collaborate

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**A future where Pacific
People thrive**

- Equity
- Innovation
- Transformation

Conclusion

To drive *meaningful* progress, organisations should consider:

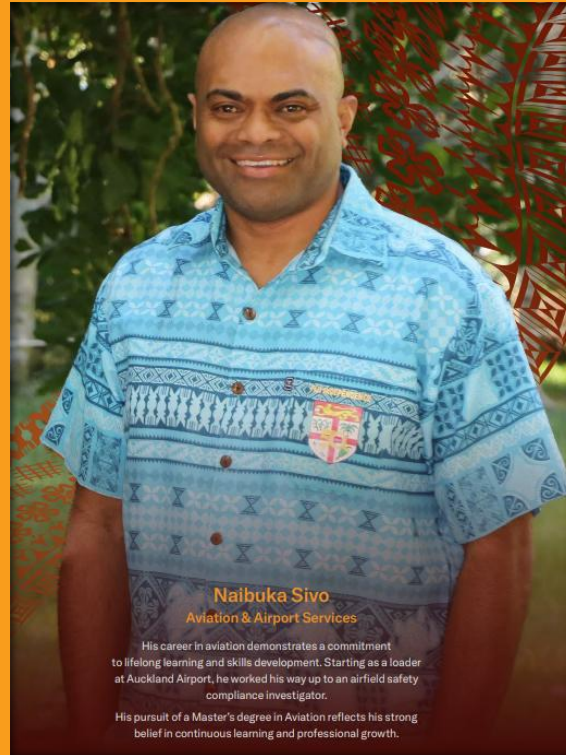
- ▲ Implement recommendations within workforce strategies.
- ▲ Strengthen industry collaboration for a unified approach to workforce development.
- ▲ Monitor progress to ensure Pacific workforce aspirations are met.



Kele'a: Elevating Pacific futures in the Service sector



Mālō ‘Aupito.





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Questions?

