



**MOANA**  
PASIFIKA

# The Moana Pasifika Wave


FOUNDED 2021



# CONTENTS.

<b>For Pasifika by Pasifika</b>	<b>6</b>
Our story	8
The Moana Pasifika Trust	10
<b>Our Board Members</b>	<b>12</b>
<b>Our Community Initiatives</b>	<b>22</b>
Achieving Tangible Social Impact	26
Moana Pasifika Community Schools Programme	28
New Moana Pasifika Sporting Initiatives	32





**We should not be defined by the smallness of  
our islands but in the greatness of our oceans.  
We are the sea, we are the ocean. Pasifika is us.**

*Professor Epeli Hau'ofa*



A large school of fish swimming in deep blue water. The fish are small and silvery, moving in a coordinated pattern. The water is a rich, dark blue, and the overall scene is dynamic and vibrant.

# For Pasifika by Pasifika





## OUR STORY.

Just as the ocean connects the many islands of Moana Pasifika, it connects us to the places Pasifika people have made new homes. Aotearoa, Australia, Japan, the USA. Our ocean has carried us to new lives and new opportunities. But no matter how far we travel, we still hear the call. It speaks to something deep within us. We are Moana Pasifika. Moana Pasifika is us.

It is a call to our pride in our people, our culture and our future. For many of us, sport has been the wave that has lifted us up and carried us to success beyond a sporting code, in business, education, social enterprise and new cultural ventures. As both a sports team and a movement, our vision for Moana Pasifika is to harness the greatness of Pasifika, to be that rising wave for our people, lifting us up and improving all of our lives.

That's why, from the very start, we've set up Moana Pasifika as a not-for-profit organisation that will put everything we can back into our Pasifika communities. That's why Moana Pasifika has been designed, built and run by Pasifika people. And that's why we want to be the most impactful and influential sporting movement in the Pacific.

Our mission is to champion the awesome power of Pasifika people and culture, and put it on a global stage. To encourage participation in sport. And to develop and support our youth. Pasifika people have always been at our best when we work as one for the common good. Our Super Rugby franchise is the starting point of our movement, and we will expand into new sporting codes and ventures as our wave rises. We will develop pathways for our youth to pursue aspirations in sports and other career opportunities. Our focus will always be on improving the lives of all Pasifika people.

Image: Moana Pasifika players with Safata College students at the conclusion of their parade with the Royal Samoa Police Band in Apia, Samoa.

**Moana Pasifika.**  
**For Pasifika. By Pasifika.**

# THE MOANA PASIFIKA TRUST.

The Moana Pasifika Trust (MPCT) was created to provide assistance, development and support to Pasifika people through sport, to connect with youth and promote the health and wellbeing benefits that can be achieved.

MPCT strives for outcomes that will benefit Pasifika people and communities through empowerment, cultural connection and leadership. Sport is an

enabler to bring communities together. We will serve our communities, treating everyone with respect, celebrating who we are as people, and valuing every member of our Pasifika families.

We are the builders of aspiration and hope for our people – the rising wave for all Pasifika. Moana Pasifika can provide the pathway to elevate and improve the lives of all Pasifika people,

using sport as an engagement tool to deliver this impact. As a non-for-profit, the Moana Pasifika pathway is and will continue to be the factor that sets Moana Pasifika apart and delivers the greatest impact. The core pathway activities and community programming has begun with targeted pilots, however gaps in access to funding, capability and resources are preventing a wider roll-out to achieve Moana Pasifika's vision.



**The objectives and purposes of the Trust are to carry out Charitable Purposes in Aotearoa New Zealand and the Pacific to:**

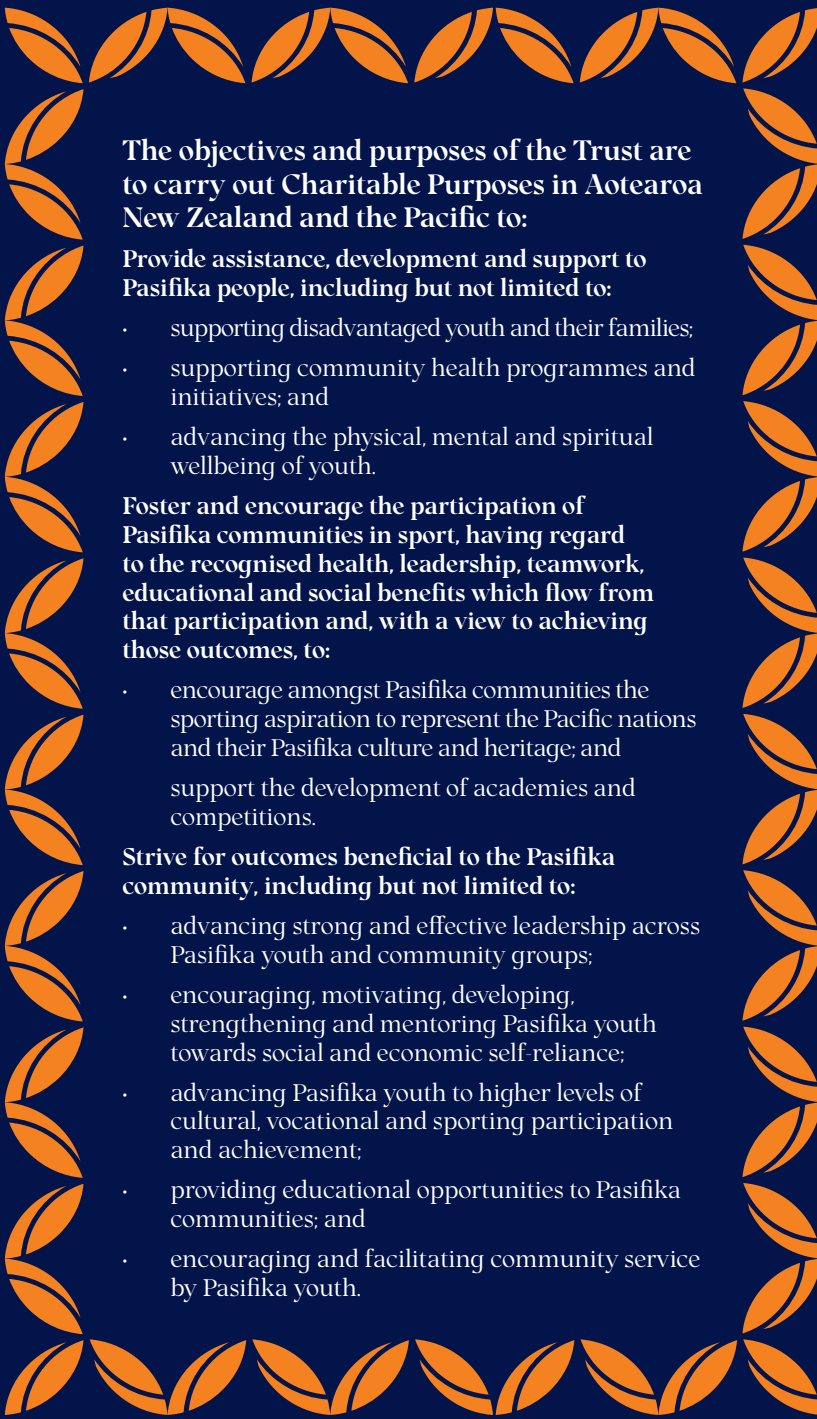

**Provide assistance, development and support to Pasifika people, including but not limited to:**

- supporting disadvantaged youth and their families;
- supporting community health programmes and initiatives; and
- advancing the physical, mental and spiritual wellbeing of youth.

**Foster and encourage the participation of Pasifika communities in sport, having regard to the recognised health, leadership, teamwork, educational and social benefits which flow from that participation and, with a view to achieving those outcomes, to:**

- encourage amongst Pasifika communities the sporting aspiration to represent the Pacific nations and their Pasifika culture and heritage; and
- support the development of academies and competitions.

**Strive for outcomes beneficial to the Pasifika community, including but not limited to:**

- advancing strong and effective leadership across Pasifika youth and community groups;
  - encouraging, motivating, developing, strengthening and mentoring Pasifika youth towards social and economic self reliance;
  - advancing Pasifika youth to higher levels of cultural, vocational and sporting participation and achievement;
  - providing educational opportunities to Pasifika communities; and
  - encouraging and facilitating community service by Pasifika youth.
- 
- 





# Our Board Members



## **Tuifa'asisina Sir Bryan Williams**

*KNZM, MBE, SOM, LLB (Auckland)*

**Patron of Moana Pasifika**

Born in New Zealand to parents born in Samoa and Rarotonga, Tuifa'asisina Sir Bryan Williams has had a long and highly respected career as an All Black, lawyer, coach and administrator, including governance roles with the Pacific Island Youth Leadership, the New Zealand Sports Hall of Fame and the New Zealand Rugby Foundation. He is also a former President of the New Zealand Rugby Union and a Life Member of the Ponsonby District RFC.

His international rugby career lasted from 1970 to 1978 in which he played 113 matches (including 38 international tests) and scored 66 tries in all matches as an All Black. In addition to his playing success, Sir Bryan has been a highly regarded and successful coach at club, 1st XV, provincial and national level, including coaching Manu Samoa. He is a Life Member of the Auckland Rugby Union, and a Life Member and Patron of the New Zealand Barbarians Rugby Club.

In 2013, Sir Bryan was appointed a Companion of the New Zealand Order of Merit, for services to rugby. He was promoted to Knight Companion in 2018.

He has been a champion and advocate for Pasifika rugby and people throughout his life and brings many years of leadership, management and governance experience to the table. Sir Bryan is a great communicator and influencer, building long lasting relationships and enabling teams to perform at their best.



## **La'auli Savae Sir Michael Jones**

*KNZM, BA, MA, BPlan (Auckland)*

**Chairperson**

La'auli Savae Sir Michael Jones has a wealth of public and private sector experience having worked and served in tertiary education and Pacific economic and social development both in Aotearoa and across the region. He is an advocate for, and champion of, Pasifika by Pasifika solutions and services.

Sir Michael is passionate about building Pasifika leadership, capability and capacity to be the 'head and not the tail'. He also passionately believes in the role sport, and rugby in particular, plays in empowering and transforming individuals and communities. Much of his time is spent in developing and deploying initiatives and programmes that ensure young people realise and fulfil their potential, and in leading community empowerment and change.

He holds a number of senior leadership and governance roles in a cross section of private and public organisations nationally, regionally and at grassroots. In 2003, he was inducted into the International Rugby Hall of Fame recognising his considerable commitment and achievements in rugby as an All Black and as a coach and player for Samoa. In 2017, he was invested as a Knight Companion of the New Zealand Order of Merit for services to the Pacific community and Youth in NZ.



## **Debbie Sorensen**

*D.C.C.T, CMIInstD, NZRPN*

**Vice Chairperson**

Debbie Sorensen is the CEO of the Pasifika Medical Association Group of charitable companies and Pasifika Futures the Whanau Ora Commissioning Agency for Pacific families in New Zealand. Debbie has been instrumental in the development of Pacific health services in New Zealand over the past 30 years including as the first Chief Advisor Pacific Health to the Minister of Health. She has led the development of the Pasifika Medical Association group over the past 15 years transforming it into the largest Non-Governmental Pacific organisation in the region.

Debbie is an experienced Company Director holding current governance roles as Vice Chair Moana Pasifika Rugby and a Trustee of the Milford Foundation. She has recently been appointed as a member of the Te Niwha Steering Group – the Infectious Diseases Research Platform. She is a member of the Health Advisory Committee for the Privy Council to His Majesty King Tupou VI

and is a Strategic Advisor to Te Marae Ora Cook Islands. Debbie is a member of the Pacific Expert Advisory Committee to Hon Minister Barbara Edmonds and has previously served for 11 years as a trustee of the Fred Hollows Foundation, was a founding Chair of Make a Wish Pacific and is a Chartered Member of the New Zealand Institute of Directors. Debbie was invested in 2015 as a Commander of the Royal Crown of Tonga by His Majesty Tupou V for her work in the health sector in Tonga.

Debbie has a passionate interest in sport and has a long association with Rugby League. She was the first female Rugby League referee including refereeing an International Curtain raiser in Papua New Guinea and in New Zealand. She has supported schoolboy club rugby for many years and First XV rugby. She has been actively involved in supporting Toa Samoa and the New Zealand Kiwi team and is passionate about the rise of Women's Rugby.





## **Fa'atili 'o Pukolei ma Fonua'eiki 'Aminiasi Kefu**

*LLB (Waikato), LLM (Victoria),  
GDPSM (Massey)*

**Trustee**

Fa'atili 'o Pukolei ma Fonua'eiki 'Aminiasi Kefu is a Crown prosecutor at the Office of the Manukau Crown Solicitor, Kayes Fletcher Walker (KFW). Before joining KFW in June 2019, he worked in the Attorney General's Office of Tonga for 22 years after being admitted to the New Zealand bar in 1997. In 1998 he spent six months secondment with the Office of the Auckland Crown Solicitor, Meredith Connell. 'Aminiasi is an alumni of Tonga High School and Nelson College, and is a law graduate from Waikato University, and also holds postgraduate degrees from Victoria University of Wellington (LLM) and Massey University (GDPSM). 'Aminiasi is a Senior Counsel in Tonga, and was a New Zealand Prime Minister's Fellow in 2009.

'Aminiasi was Honorary Solicitor for the Tonga Rugby Football Union (TRFU) from 2000 to 2009, before being appointed as a director of the Tonga Rugby Union Authority (TRUA) in 2010

to 2012, the statutory body established to take over rugby administration in Tonga for the 2011 Rugby World Cup. After TRUA transferred the administration of rugby to the Tonga Rugby Union (TRU) in 2012, 'Aminiasi continued as World Rugby Observer to the TRU from 2012 to 2018. 'Aminiasi was also chairman of the Oceania Rugby Judicial Committee from 2012 to 2019. 'Aminiasi is part of the panel of the New Zealand rugby judiciary for the Bunnings NPC and Farah Palmer Cups.



## **Tiana Epati**

*BA/LLB (Auckland)*

**Trustee**

With connections on her father's side who is from the villages of Salemoa and Fale'alupo, Tiana is a senior litigation lawyer with expertise in serious criminal trials and criminal appeals. She was admitted as a barrister and solicitor in September 2000 after graduating from Auckland University with a BA/LLB. For many years she was a Crown Prosecutor in Auckland and Wellington.

Tiana previously worked at the Crown Law Office in 2008 before moving to Gisborne in 2012, where she now works as a criminal barrister.

In 2019, Tiana became just the fourth woman to be President of the New Zealand Law Society. That same year, online blog "LawFuel" named her "Lawyer of the Year" for the fresh voice and leadership she brought to the role. Since the first President was elected in 1897, the national lawyers' organisation and regulator has had 30 Presidents. Tiana was the first President of Pasifika descent and one of the youngest people to ever serve in the role. She finished as President in April 2022.



## **Tevita Funaki**

*BCom (Otago) PGDipPM (Unitec)*

**Trustee**

Born in Auckland and raised in Tonga during his youth, Tevita completed his education in Dunedin obtaining a BCom at Otago University. He subsequently pursued a complementing Postgraduate Diploma in Project Management and Harvard studies including Strategic Perspectives in Non Profit Management and Behavioural Economics.

Prior to joining The Fono in July 2010 as CEO, Tevita was the Pacific Health Manager for ProCare Health Ltd and the National Pasifika Liaison Advisor for Massey University.

Currently, Tevita is the Chairman of the ProCare Health Ltd and its Pacific Advisory Board, Oceania Career Academy, Ministry of Social Development Pacific Governance Group and Unitec Fono Faufautua, Trustee of Foundation North and Moana Pasifika Community Trust, and Director of ProCare Network (Co-op) Ltd. He is also a member of the Police Commissioner National Pacific Forum and Waitemata District Commander Pacific Advisory Group.



## **Sara-Jane Erika**

*BA(Hons), BA/LLB (Auckland), MInstD*  
**Trustee**

Sara-Jane is a Director of ECG, a boutique consultancy providing advice on strategy, leadership, and the Pacific economy for both public and private sector clients. She has experience in executive management and crisis media communications. Her insights and experience allows her to easily connect with community, corporate and government organisations. She currently serves as a trustee/director on Foundation North and Good Shepherd NZ.

In 2017 she won the “Emerging Leader” award from Governance NZ, Women on Boards and in 2020 was recognised as a 40 Under 40 Business Leader from the University of Auckland Alumnus. In the same year she was also a finalist in the “NZ Women of Influence” awards for her contribution to Arts and Culture and is an alumnus of Leadership NZ and Global Women Breakthrough Leaders 2022 cohort.

An admitted Barrister and Solicitor to the High Court of NZ, she is married with four young children aged 13, 9, 8 and 7.

Moana Pasifika Board Members: Back row: Fa’atili ‘o Pukolei ma Fonua’eiki ‘Aminiasi Kefu, Sara-Jane Erika, Tevita Funaki. Front row: Tiana Epati, La’auli Savae Sir Michael Jones, Tuifa’asisina Sir Bryan Williams, Debbie Sorensen.







# Our Community Initiatives



Moana Pasifika Board Chairman La'auli Savae Sir Michael Jones and Moana Pasifika players volunteer at the Village Community Trust Foodbank during the COVID 19 pandemic.





# TAUTUA

TO SERVE SELFLESSLY

# ACHIEVING TANGIBLE SOCIAL IMPACT.

We believe in the power of Moana Pasifika to create a platform for social change for all Pasifika people. To achieve this vision, Moana Pasifika is currently engaged in a project to structure, measure and articulate its social impact.

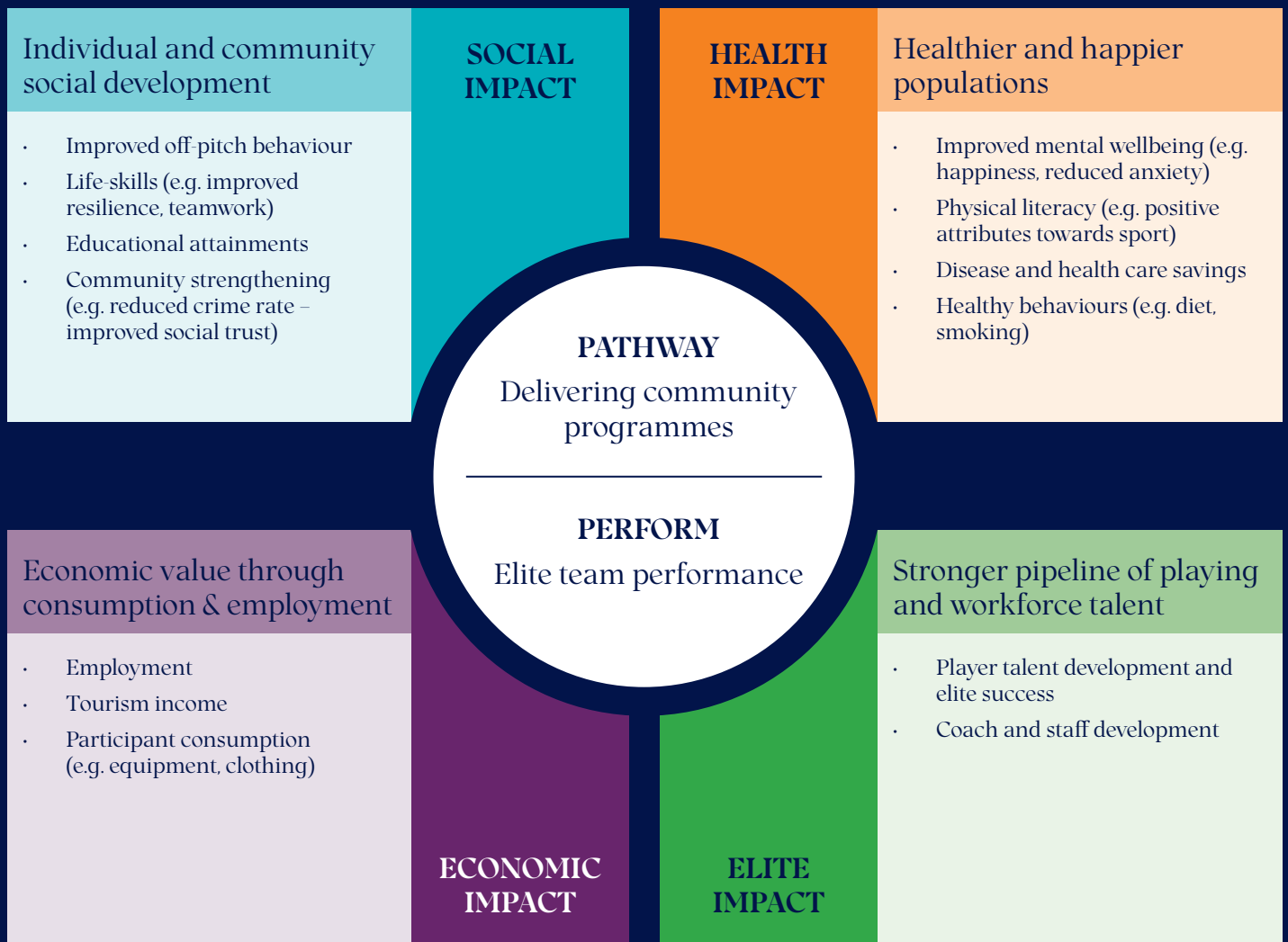
#### **This will allow Moana Pasifika to:**

- Make the case for investment and unlock new funding from potential public and private funders.
- Track and monitor the performance of Moana Pasifika's social programming.
- Understand the strengths and gaps in Moana Pasifika's programming to identify opportunity to increase social impact.
- Build social cohesion and pride in the Pasifika community.

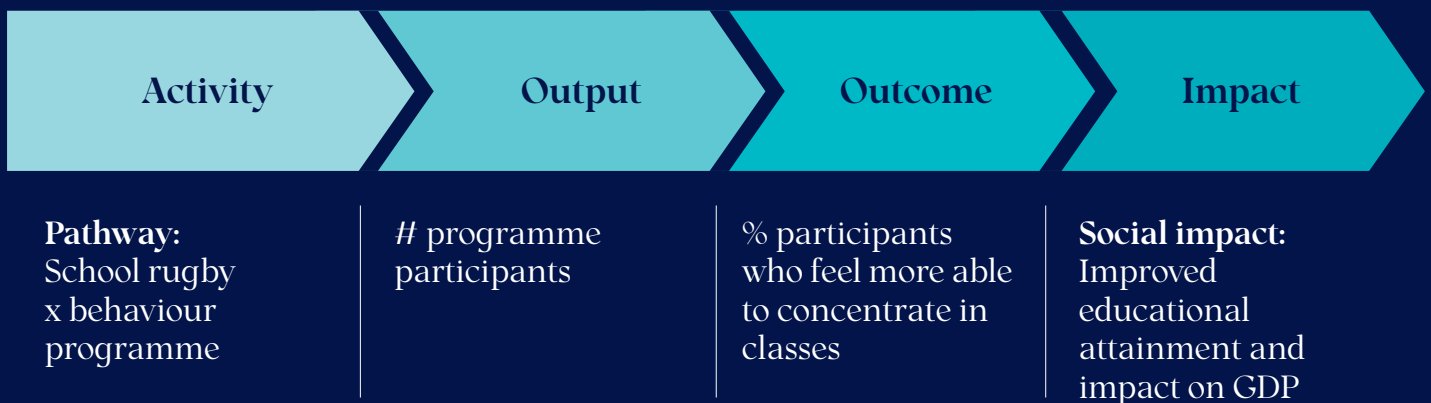
#### **The project will deliver four key outputs:**

1. Tailored Moana Pasifika outcomes framework and intervention logic to demonstrate Moana Pasifika across social, health, economic and performance indicators.
2. Systems to enable long-term measurement of Moana Pasifika's impact against the established framework and logic.
3. Pilot report to identify the current and potential impact of Moana Pasifika and establishing the framework with key stakeholders.
4. Toolkit allowing ongoing data collection templates.

## 1. Moana Pasifika social impact framework



## 2. Moana Pasifika intervention logic example





# MOANA PASIFIKA COMMUNITY SCHOOLS PROGRAMME.

Participation rates of Pasifika young people in sport and physical activity has been severely impacted by COVID-19 – rates are at the lowest levels in recent times. This is due to Pasifika families being disproportionately affected by the pandemic.

Playing sport, having fun and being part of a team has the potential to re-engage youth in physical activity and movement and more broadly, keep them engaged in their education.

Moana Pasifika has the platform and the ability to bring this together; to

help our young people find joy in being connected to their wider community and get them active and participating in sport again.

# PROVIDING PATHWAYS FOR OUR YOUTH.

## Rugby in Schools

Moana Pasifika is partnering with a range of Auckland schools to identify specific needs to support their boys and girls rugby programmes.

Moana Pasifika players and staff are regularly involved throughout the year, supplying rugby gear and equipment and sharing of skills to grow connections with schools and enhance their rugby initiatives and objectives.

### Moana Pasifika partner schools:

- Aorere College
- De La Salle College
- Glen Eden Intermediate School
- Glen Taylor School
- Howick College
- Kelston Boys' High School
- Liston College
- Marist College
- Mt Albert Grammar School
- Mt Roskill Grammar School
- One Tree Hill College
- Onehunga High School
- Otahuhu College
- Pacific Advance Secondary School
- Richmond Road School
- Sacred Heart College
- Southern Cross School
- St Mary's College
- St Paul's College
- St Peter's College
- Tamaki College
- Wesley College

---

## Sports Festival

Our inaugural sports festival in November 2022 focused on encouraging participation in sport and physical activity, school and community pride and having fun through connecting with Pasifika culture.

---

## Sports Holiday Programme

Beginning with Year 5-8 students from Decile 1-3 South Auckland schools, the Sports Holiday Programme is all about enhanced physical and mental wellbeing and providing examples of positive role models and community leaders for young people. The Sports Holiday Programme also provided opportunities for parents to participate and strengthen family connections.

---

## Leadership Camp Programme

Empowering young leaders through culture and community will help strengthen leadership skills and promote goal setting for young Pasifika transitioning into high school (Year 9) and their families. Held over the summer school holiday period, students and families will also be engaged throughout the year to provide wrap-around support and further guidance.

Image top left: Moana Pasifika players taking a training session with the Onehunga High School Girls Rugby team. Top right: Tomasi Alosio with school students from Leififi College in Apia after speaking at assembly. Bottom left: Henry Taefu with students from Vaiola College, Savai'i after their full school parade for the team. Bottom right: Moana Pasifika players after taking the Under 14 Rugby team training session at St Peter's College, Auckland.







# NEW MOANA PASIFIKA SPORTING INITIATIVES.

## Under 20's Rugby

An inaugural Moana Pasifika Under 20's team participated in the 2023 Bunnings Super Rugby U20 Tournament. Incredible interest was shown in representing the Moana Pasifika team with over 500 Pasifika youth completing an Expression of Interest (EOI) form, spanning 11 countries. This is a significant development of professional pathways for Pasifika youth from the Pacific, Aotearoa and Australia, and provided exposure against up-and-coming players from other Super Rugby franchises.

## Women's Rugby

Moana Pasifika are continuing to provide opportunities for girls and women to showcase their rugby talents on a bigger stage. Our inaugural sports festival in November 2022 brought eight Under 15 teams together from throughout the Auckland area for a sevens tournament, confirming a deep Pasifika talent pool exists. The next step is working with both New Zealand Rugby and World Rugby to enable a Moana Pasifika professional women's team to participate in professional competition in 2024.

## Netball

Netball is another sport Moana Pasifika is targeting for its ability to be a vehicle for change for Pasifika women and girls, given its large participation numbers and rich talent pool. We are collaborating with a number of parties to explore professional opportunities in 2024.

Top image: Samoa's Ana Mamea charges towards the try line during a curtain raiser match between Manusina XV and Samoa Women's A before Moana Pasifika played the Melbourne Rebels. Bottom image: Moana Pasifika U20s team in action at the 2023 Bunnings Super Rugby U20 Tournament in Taupo.





