

New Zealanders' Perceptions of the Pacific

2022
Report



PACIFIC
COOPERATION
FOUNDATION

Authors

Pacific Cooperation Foundation and Kantar Public New Zealand

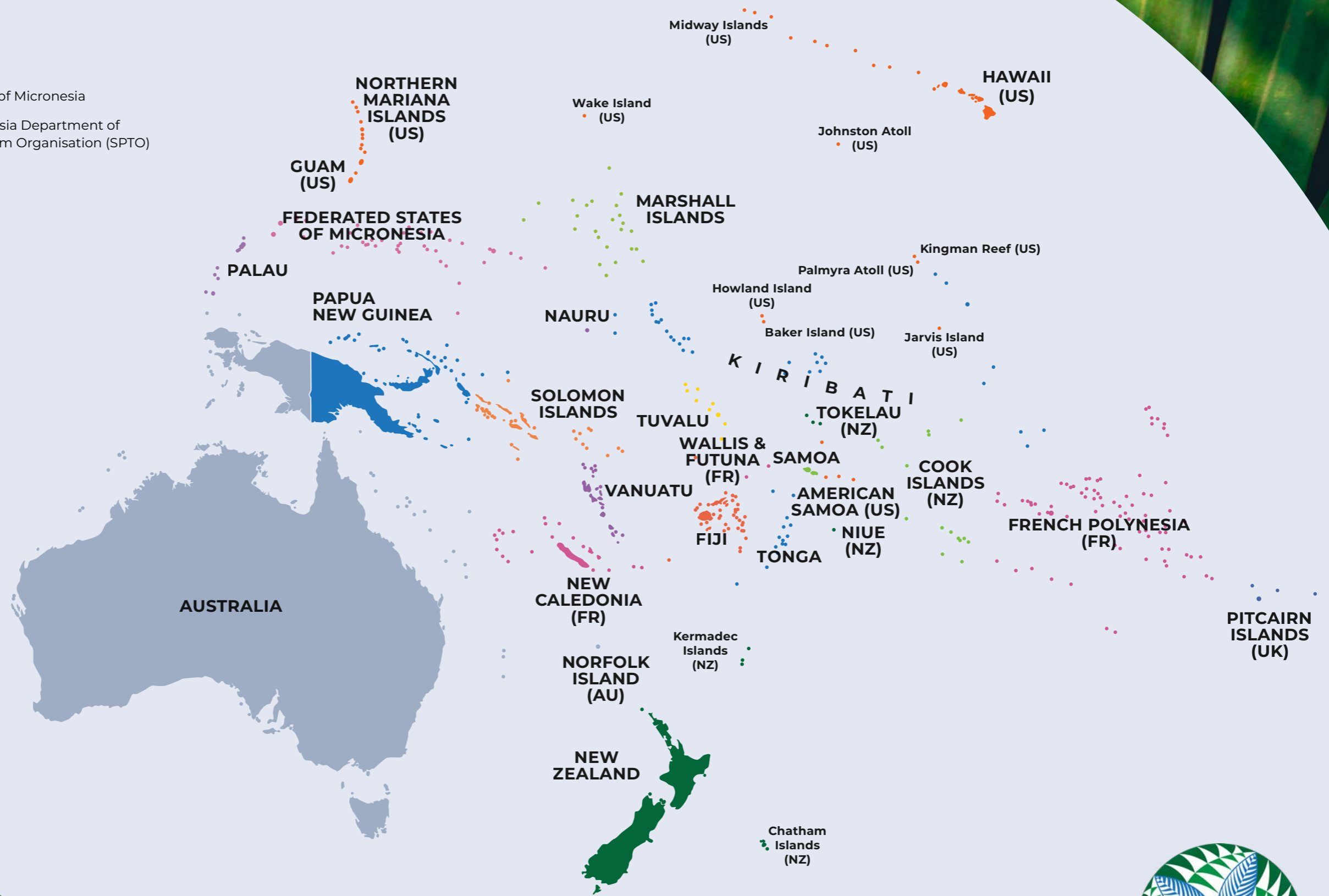
Design

Motion Bunny

Front cover photo

Traditional dance, Yap, Federated States of Micronesia

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Introduction

Kia Orana, Ni sa bula, Fakaalofa lahi atu, Gude, Talofa lava, Talofa Ni, Mālō e lelei, Fakatalofa atu, Halo, la ora, Halo olketa, Mauri, lakwe, Hafa adai and Kia Ora



The Pacific Cooperation Foundation (PCF) has endeavoured since 2003 to make a difference in Aotearoa New Zealand and other Pacific countries by strengthening identity, amplifying voices, and deepening relationships between New Zealanders and people from the Pacific region.

The *Perceptions of the Pacific* report does a deep dive into these relationships, and is the most comprehensive and provoking research on New Zealanders' perceptions of the Pacific region also known as the Moana Oceania, and its peoples.

Our report is modelled on the "New Zealanders' Perceptions of Asia and Asian Peoples" survey, which the Asia New Zealand Foundation initiated and has led for 25 years.

Our Early Relationships

New Zealand's history with Pacific nations has evolved over the decades, and so too have our perceptions of Pacific peoples. We've seen the migration of Pacific peoples to New Zealand in the 1950s and 1960s give rise to polarising views, wherein Pacific peoples were regarded more as short-term migrants who would help to fill the rapidly growing requirement of an able and available workforce.

The initial wave of Pacific migrants who comprised the workforce stayed on, continued to work in various sectors and with the passage of time became an integral part of New Zealand. Today Pacific peoples make up around 8% of our total population and contribute to New Zealand's economy and the diverse culture of our society.

About the research

At the heart of this research is a robust and nationally representative survey of over 2,300 New Zealanders. This is supported by in-depth qualitative research. Five online focus groups were held, to ensure we heard the voices of [New Zealanders of varying ethnicities. This study is grouped into three parts: Our History, Our Present, and Our Future. Some themes such as racism and identity carry over across the sections.

Our History

In *Our History*, we discuss New Zealanders' perceptions of the history between New Zealand and the Pacific. The shadow of our racist past is recognised and acknowledged by New Zealanders. For example, 85% of New Zealanders are aware of the events surrounding the Dawn Raids*. However, it is encouraging to

see that reconciliation has not gone unnoticed, with 63% of Pacific peoples believing the formal apology for the Dawn Raids has created a positive impact and closure for them and for Pacific peoples overseas.

Our Present

The section on *Our Present* delves into the current perceptions and knowledge that New Zealanders have of the Pacific region and unearths some controversial findings. The findings indicate that there is an opportunity for New Zealanders to learn more about their Pacific neighbours and to examine current perceptions, as 54% say they only know a little about Pacific nations.

In spite of limited knowledge about the Pacific region, most New Zealanders hold Pacific peoples in high regard, with over 90% perceiving them as being kind, family orientated, fun, respectful and loyal. However, the study also highlighted that many participants in the qualitative discussions believe that systemic racism exists and continues to negatively impact Pacific peoples in New Zealand.

A large proportion of New Zealanders (82%) share concerns about larger powers such as China or the United States attempting to increase their power base in the Pacific region. This demonstrates a somewhat tainted perception of the relationships between Pacific nations and China as well as, Pacific nations and the US. Indeed, New Zealanders' anxiety may well have increased as the research was completed ahead of the more recent issues surrounding security agreements between China and Pacific nations.

The impacts and implications of climate change for Pacific nations are at the forefront

of people's minds. New Zealanders are aware of the role the world needs to play in mitigating the impacts of climate change. Viewing this situation through a local lens, they are also aware of the role New Zealand must play, to contribute to support our Pacific neighbours. Half of New Zealanders (51%) share a high level of responsibility for climate refugees coming in from Pacific nations.

Our Identity, Our Future

Through the *Perceptions of the Pacific* report, we see a snapshot of not only what New Zealanders think of the Pacific, but also how they view themselves.

New Zealand is home to approximately 400,000 Pacific peoples. The report demonstrates how New Zealanders' perceptions of the Pacific will impact how we interact with the rest of the region. Further, the insights provided through this study will enable PCF to advocate and advise on strategic Pacific-New Zealand issues and opportunities.

The report also demonstrates New Zealanders' potential to broaden the horizons of identity and inclusion. Looking ahead, it gives us an opportunity to understand our status in the Pacific region and examine how we could develop and enhance our unique identity as a Pacific nation.

Anne Fitiseanu

Board Chair

Pacific Cooperation Foundation

*The Dawn Raids were an enforcement action undertaken by the New Zealand government in the mid-1970s to the early 1980s, on those Pacific Islanders who were considered to be illegal overstayers.

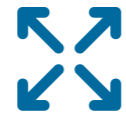


FIGURE 1

Facts about the Pacific



Total population of Pacific region¹
12,326,150



Total land area²
819,563 km²



New Zealand export value³
>NZD \$2 billion



Pacific Island export value to New Zealand⁴
NZD \$1.1 billion



Value of New Zealand tourism to region⁵
NZD \$633 million



Approved New Zealand aid to the Pacific region between 2021 and 2024⁶
NZD \$1.55 billion

Highest GDP⁷



Papua New Guinea
NZD \$45.64 billion

GDP per capita⁸

NZD \$5,005.80

Lowest GDP⁹



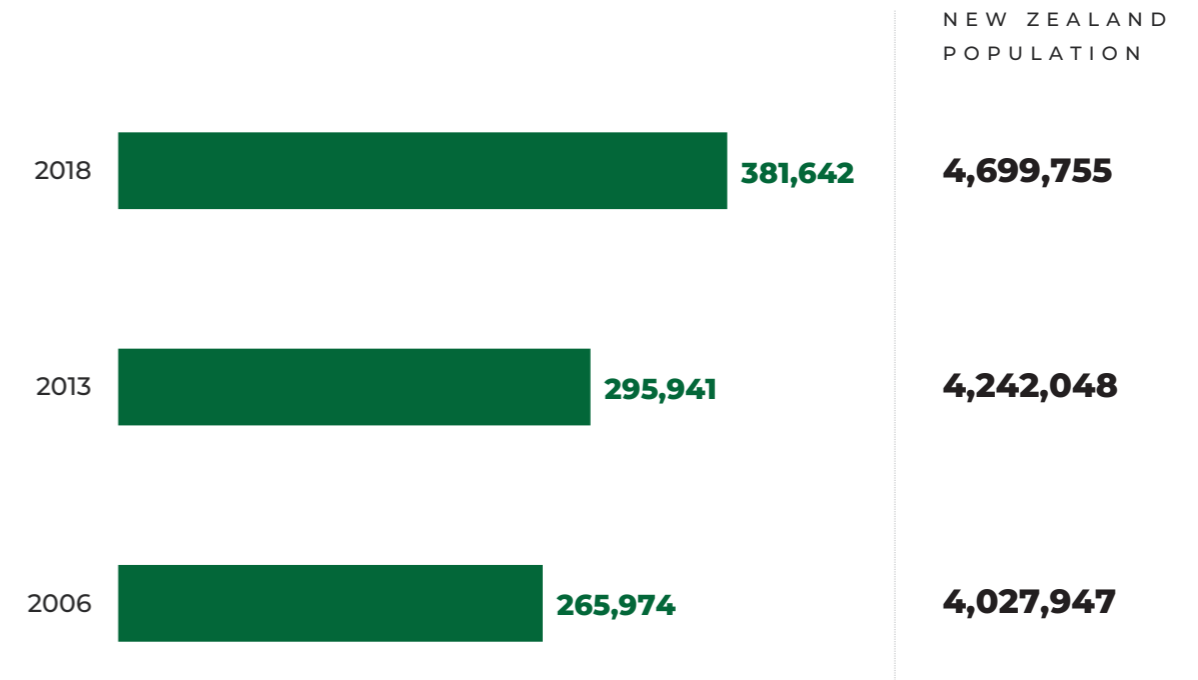
Tuvalu
NZD \$108.31 million

GDP per capita¹⁰

NZD \$9,082.49

FIGURE 2

Census 2018: Pacific Peoples in New Zealand



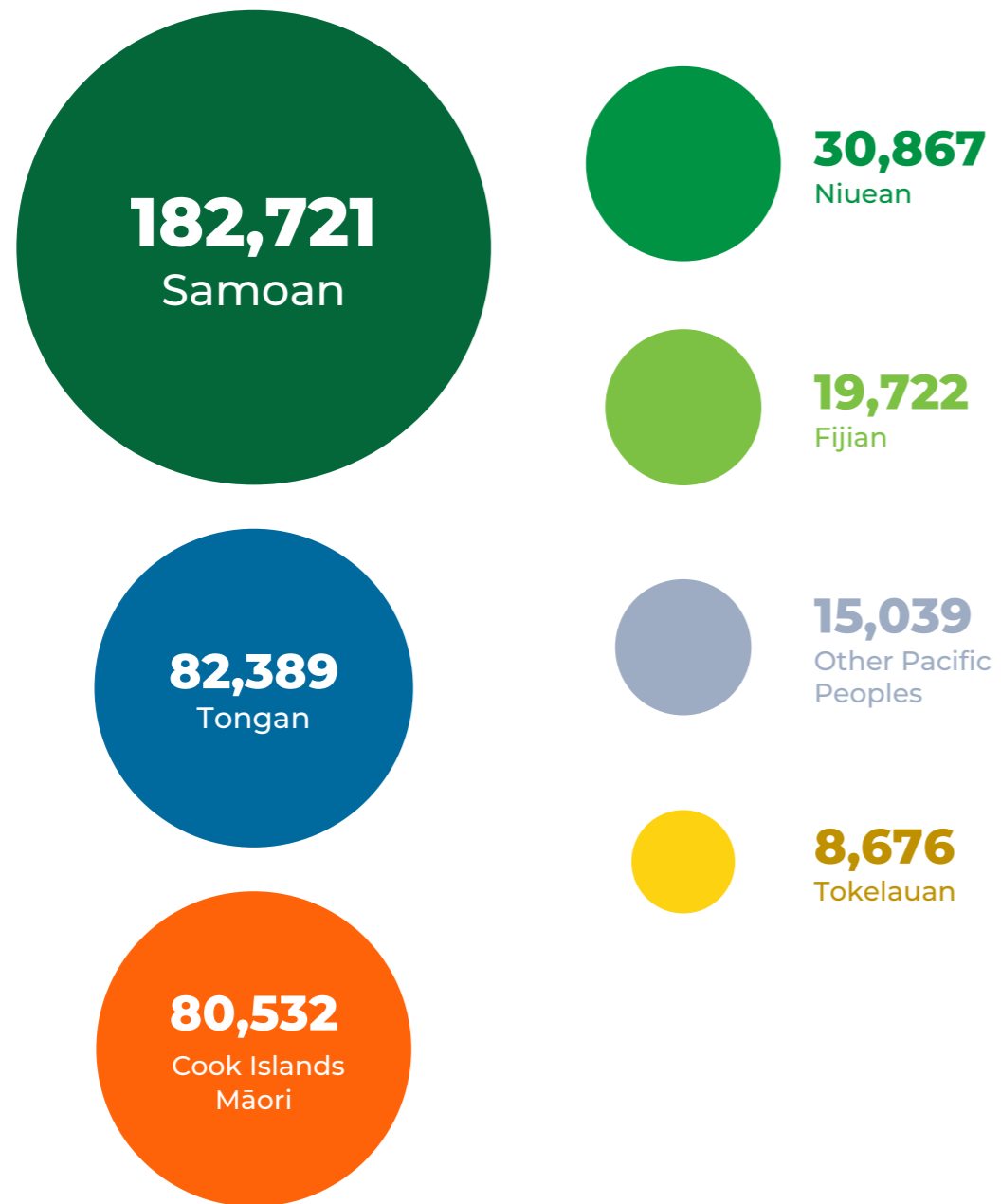
Source: Statistics New Zealand, Census 2018



Business people in a meeting, New Zealand, photo by Natalia Catalina

FIGURE 3

Largest 7 Pacific ethnic groups in 2018 New Zealand census



Our approach

This report presents the results of a survey of 2,339 New Zealanders aged 15 years and over conducted from 3 to 24 February 2022. The results have been weighted so that they are representative of New Zealanders by age within gender and location.

It also includes insights from five qualitative focus groups. The groups were held online between 11 and 20 April 2022. They included three groups with different Pacific respondents and two groups with a mix of New Zealanders from other ethnicities.

Survey sub-group differences

Throughout this report, only statistically significant differences at the 95% confidence level between sub-groups of the survey populations are presented, unless otherwise specified.

Context for the survey

Responses are inevitably influenced by events happening at the time the survey is conducted. The following topics, issues and media reports occurred around the time of the survey fieldwork and may have contributed to New Zealanders' perceptions:

- ◆ Events surrounding the anti-mandate protests on Parliament grounds in February 2022
- ◆ The publishing of the Intergovernmental Panel on Climate Change (IPCC) report on 28 February
- ◆ International travel restrictions to Pacific nations due to the COVID-19 pandemic
- ◆ The eruption of Hunga Tonga–Hunga Ha'apai in Tonga on 15 January 2022, and the subsequent tsunami
- ◆ The signing of the security agreement between the governments of China and the Solomon Islands.

Part 1

OUR HISTORY



Tahiti.

Pacific events in New Zealand

1250–1300

The first Polynesians migrate to New Zealand from East Polynesia.¹

1900s–1940s

- ◆ **1901:** the Cook Islands and Niue became New Zealand's first colonies and protectorates.
- ◆ **1918:** New Zealand took control of Western Samoa (following the end of World War I) under trusteeship through the League of Nations and later the United Nations.
- ◆ **1925:** Tokelau comes under New Zealand control.

1950s–1970s

The New Zealand Government invites migrants from the Pacific region to fill labour shortages as a result of post-World War 2 economic development.

- ◆ **1962:** Western Samoa gained its independence and signed a Treaty of Friendship with New Zealand.

1974–1976

Pacific communities are targeted in the “Dawn Raids”, where police officers and other officials conducted targeted raids in the homes of Pacific families, often late at night or early in the morning. They would arrest and deport previously invited migrants who were now deemed overstayers by the government.

August 1st, 2021

Prime Minister Jacinda Ardern made a formal apology on behalf of the government for events surrounding the Dawn Raids to Pacific communities in New Zealand and overseas. She also announced education and training scholarships as part of the apology.²

¹John Wilson, 'History - Māori arrival and settlement', Te Ara - the Encyclopedia of New Zealand, <http://www.TeAra.govt.nz/en/map/1449/map-of-pacific-migrations> (accessed 28 June 2022)

²Ministry for Pacific Peoples



Nauru shoreline. Credit MFAT NZ, Getty Images

New Zealand's history with the Pacific

How do we perceive our past with the Pacific?

This section asks New Zealanders to reflect on our history with the Pacific, the impact it has had on them, and what they believe the New Zealand Government should do as a response.

Key findings

- ◆ New Zealanders are more likely to believe colonisation has had a negative impact on Pacific nations than positive.
- ◆ There is high awareness of the Dawn Raids, and strong support for the recent apology offered to Pacific communities, albeit a minority feel this is not enough.



New Zealanders are more likely to believe colonisation has had a negative impact on Pacific nations than positive.

Almost half of all New Zealanders believe that colonisation has had a negative impact on Pacific nations, while 32% view it as positive (see figure 4). A further 7% feel it has not had a notable impact or do not feel able to express an opinion (13%). Colonisation was defined in the survey as the policy or practice of acquiring full or partial political control over another country, occupying it with settlers, and exploiting it economically.

“None of them have done a good job on colonisation. Whether it be here, Australia or the US... However, we're not in a bad place. There's room for improvement. It is changing. There's a lot more recognition of the cultural aspects [of the Pacific] and New Zealand is a melting pot of the South Pacific.”

55-64 years, male, Samoan

“We introduced diseases, alternative religion, used their resources without good compensation.”

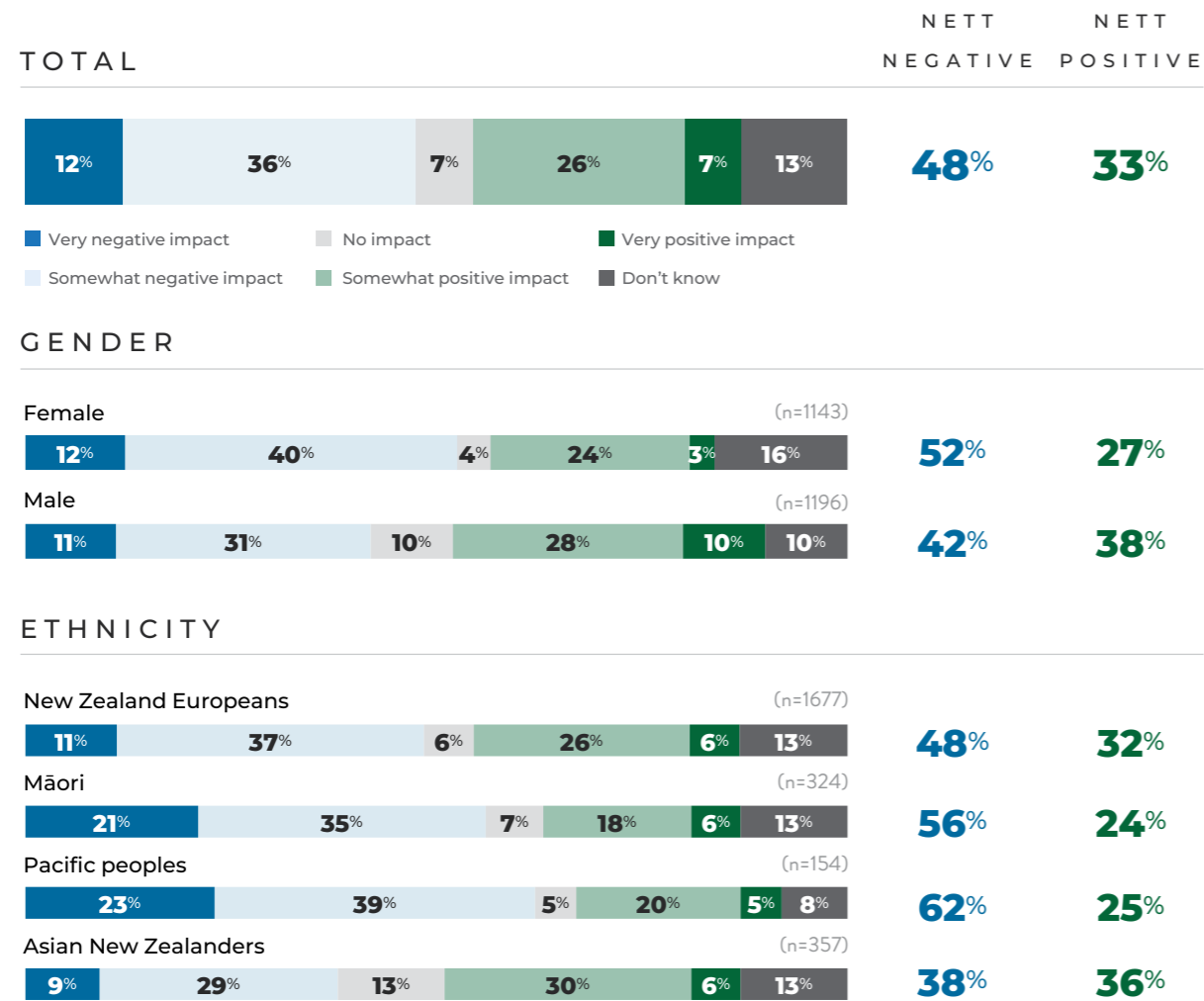
65+ years, male, Māori



Samoan woman, photo by ilbusca

FIGURE 4

What impact do New Zealanders think colonisation had on Pacific nations?



Different demographic groups hold different perspectives on colonisation. Those who are more likely than average to view it as negative include the Pacific community (62%), and Māori (56%), who have also experienced the impacts of colonisation throughout New Zealand's history. There are also gender and generational divides. Women are more likely than average to believe it has had a negative impact (52% vs. 42%).

In addition, there is evidence that young New Zealanders (aged 15 to 34) are less confident in expressing a viewpoint on the impact of colonisation and are more likely than average to say it has had no impact or don't know. This could indicate more needs to be done within the education system to enable them to come to a conclusion.

The reasons that underpin these viewpoints on colonisation are varied (see figure 5). People who believe that colonisation has had negative impacts on the Pacific, most frequently mention:

- ◆ Cultural impacts, the main concern being loss of culture, language, and identity (21%)
- ◆ Health and well-being impacts, with the key issue being the spread of diseases and poor health (10%)
- ◆ Environmental impacts, largely involving land being stolen and exploited (9%).

People who believe colonisation has had positive impacts on the Pacific most frequently mention:

- ◆ Advancement impacts, the most commonly mentioned being access to education (11%)
- ◆ Health and well-being impacts, with better health care and medicine being the biggest positive impact (10%)
- ◆ Economic impacts, most commonly referring to improvements to economies and economic development (10%).

FIGURE 5

In what ways do New Zealanders think colonisation impacted Pacific nations?

	NEGATIVE	POSITIVE
Cultural impacts	35%	8%
Rights and freedom impacts	26%	6%
Economic impacts	14%	25%
Health and well-being impacts	13%	18%
Environmental impacts	12%	2%
Political impacts	4%	8%
Advancement impacts	3%	39%

There is high awareness (85%) of the Dawn Raids, and strong support for the recent apology.

This is even higher amongst older generations who can recall the events. 91% of those aged 45 or over are aware of the Dawn Raids, compared to 75% of those aged under 35. This suggests there is a risk that these key events will fade from our collective memories if we do not

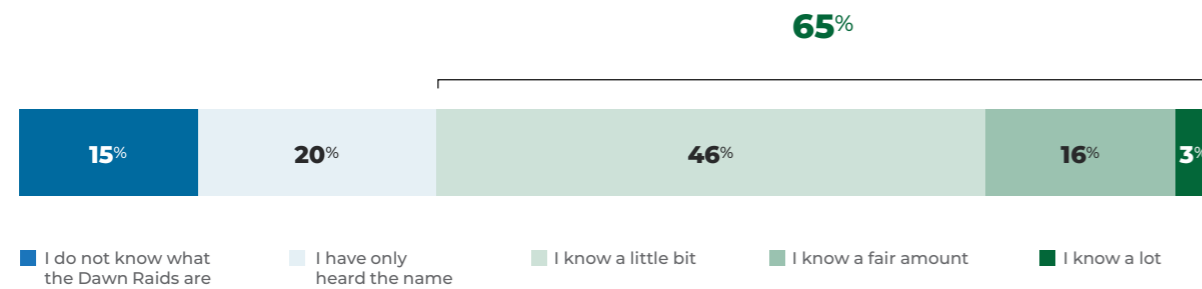
commemorate them, and or discuss them with younger generations (see figure 6).

The history of the Dawn Raids has been remembered and passed down by the Pacific community in New Zealand. 92% of Pacific peoples are aware of them, while 43% say they know a fair amount about the events (compared to 19% on average).

FIGURE 6

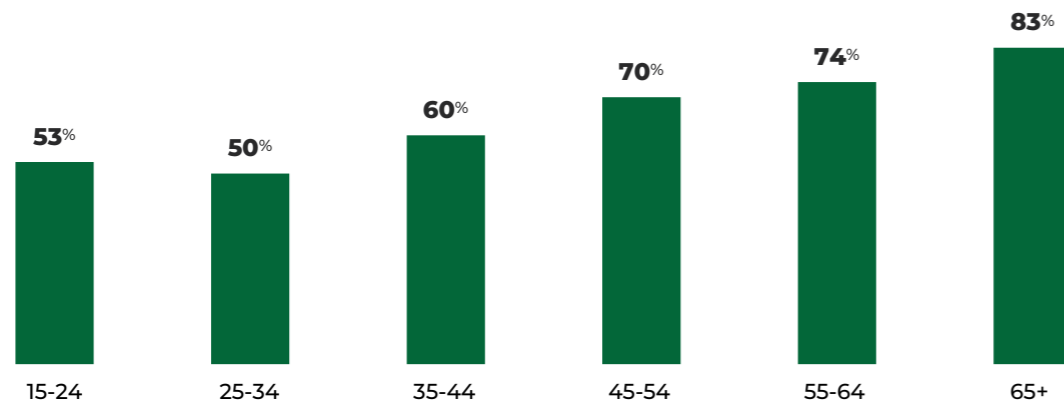
What do New Zealanders know about the Dawn Raids?

TOTAL

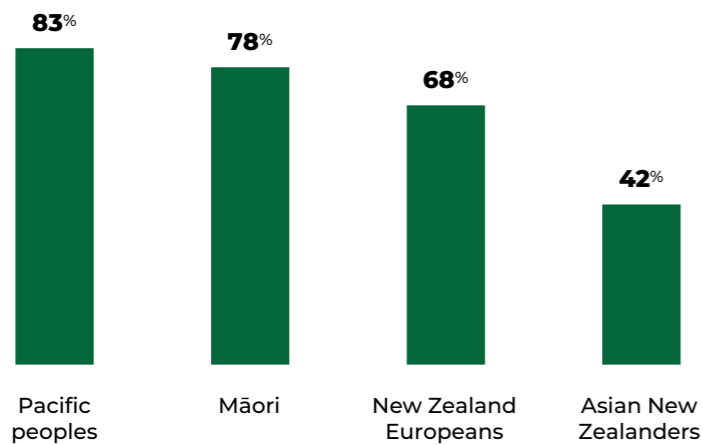


% who know at least a little bit about the Dawn Raids

AGE



ETHNICITY



“The documentary about the Dawn Raids was really hard hitting because I felt like it was coming from the Pasifika, whereas previously, it had probably been told from a PR perspective.”

35-44 years, female, New Zealand European

People in the qualitative discussions believe it is important for New Zealanders to recognise our past contributions to racism. They also note it is older generations that are most likely to hold onto these views.

“I think they [the older generation] grew up in a different time, with different core values, and with much less diversity and inclusion, so I suspect that's kind of had an impact on them as they've grown into adults. And there's a lot of hangovers in regard to that. A lot of misconceptions and stereotypes that have held on for a long time.”

25-34 years, male, New Zealand European

“I guess our generation are willing to understand the different cultures and genders. There's a lot of diversity going on. And we're accepting of it. It's the older generations that are struggling, because they've grown up a certain way. That's what they know, what they're comfortable with.”

25-34 years, female, New Zealand European / Samoan / Tongan

On 1st August 2021, the New Zealand government made a formal apology to Pacific communities for the Dawn Raids that took place in the 1970s. The apology was monumental in addressing the harm that the government had imparted on Pacific communities. It was widely broadcasted, with most people who are aware of the Dawn Raids (84%) also being aware of the event.

There is support for addressing our racist history. Two out of three people who are aware of the apology (65%) feel it was necessary. There is even stronger support among those directly affected. 85% of Pacific peoples, who are aware of the apology, agree that it was necessary (see figure 7).

“Jacinda apologised a couple of months ago about the Dawn Raids. So, I think that was a really good step in regard to building on that relationship.”

25-34 years, female, New Zealand European / Samoan

FIGURE 7

Do New Zealanders feel the Dawn Raids apology was needed?

TOTAL



ETHNICITY

Pacific peoples



Māori



New Zealand Europeans



Asian New Zealanders



But for some, saying sorry isn't enough.

27% of people aware of the apology believe that the government should do more to make amends for the Dawn Raids (see figure 8).

This call for action is louder amongst younger New Zealanders. Those aged 15 to 34 are more likely than average to think more should be done to make amends (38% vs. 27%).

We asked those who wanted to see further action to tell us what they would like to see the government do in response to the Dawn Raids. The most common themes include:

- ◆ Further investment in Pacific communities (22%)
- ◆ Actions around restorative justice (20%)
- ◆ Financial compensation or reparations to those affected (17%).

- ◆ Updates to immigration policies, and other policies affecting Pacific communities (14%)
- ◆ Actions around improving the wellbeing and living standards of Pacific communities (9%)
- ◆ Actions around further apologising to Pacific communities (9%).

“They deserve compensation for the trauma we inflicted upon them during the Dawn Raids. You cannot ask people to come to your country with the promise of jobs and then kick them to the curb.”

30-34 years, male, Māori

“Families and kids got affected with the Dawn Raids, so I think this needs to be handled with a lot of care! As they are not criminals, [Pacific peoples] just want a better life, and everybody deserves a chance for a better life.”

45-54 years, female, Asian New Zealander



“Anna Likio at the family’s Waitangirua home surrounded by the luggage they had to leave behind. A family of Tongan overstayers deported from Porirua were forced to leave most of their belongings behind in the rush.” Photographed on 6 June 1991 by Evening Post staff photographer Ray Pigney. The Dominion Post Collection, Alexander Turnbull Library.

FIGURE 8

What more do New Zealanders want to see the Government do in response to the Dawn Raids?



Further investment in Pacific communities

22%



Actions around restorative justice

20%



Financial compensation or reparations to those affected

17%



Updates to immigration policies, and other policies affecting Pacific communities

14%



Actions around improving the wellbeing and living standards of Pacific communities

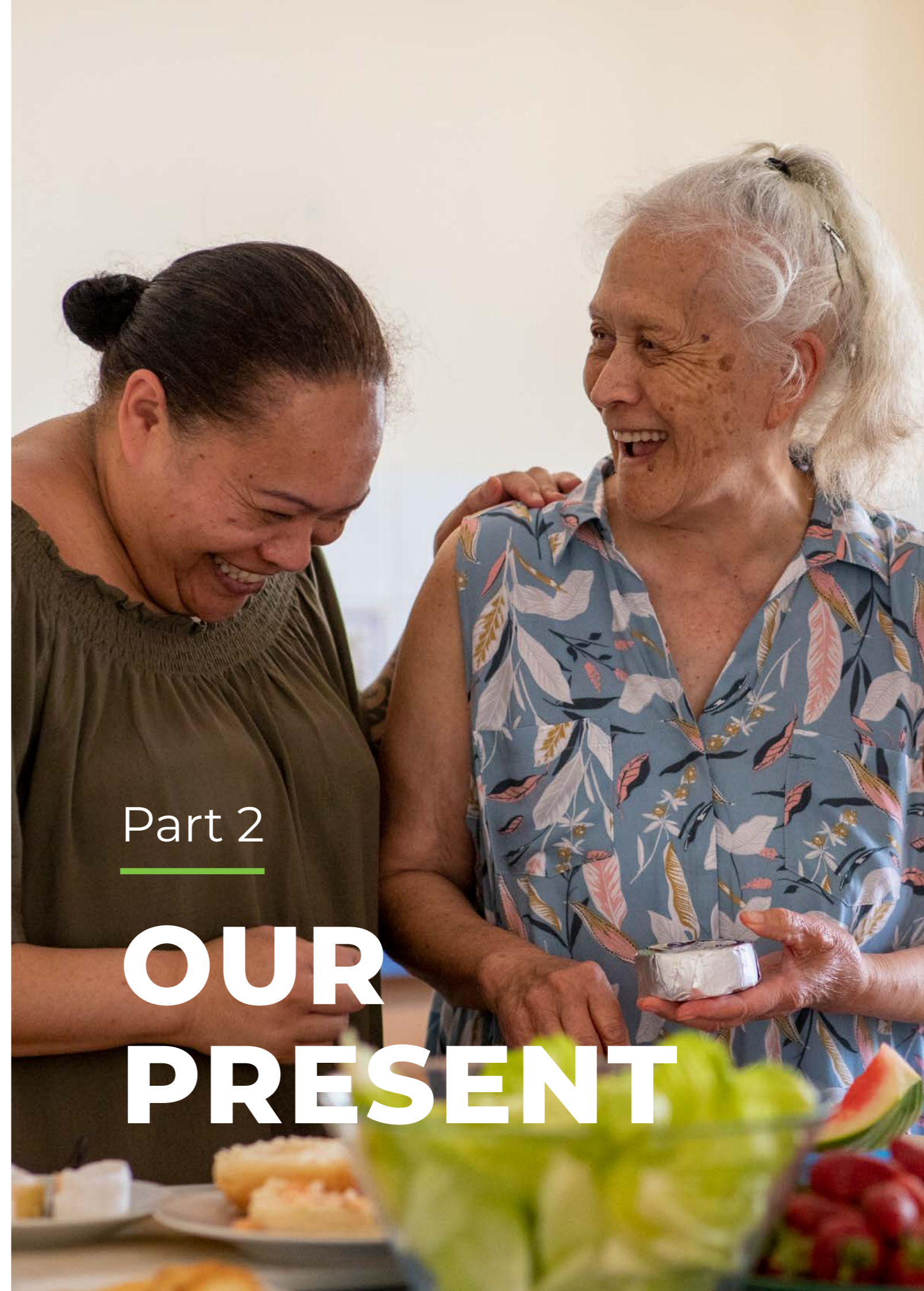
9%



Actions around further apologising to Pacific communities

9%

The apology is seen as a necessary step for Pacific communities to heal and move forward from the events of the Dawn Raids. Over half (54%) of people aware of the apology believe it has had a positive impact for Pacific communities in New Zealand and overseas. Pacific peoples are more likely than average to believe this too, with two in three (63%) believing this to be the case.



Part 2

OUR PRESENT

Languages spoken in the Pacific



MELANESIA

There are
1,100 languages
spoken in Melanesia, including the Indonesian province of West Papua.



MICRONESIA

There are
15 languages
spoken in Micronesia.



POLYNESIA

20 Indigenous languages
are spoken in Polynesia, including Hawaii, Easter Island, and New Zealand. However, 20 languages of Polynesian origin are also spoken in Melanesia and Micronesia.³



Tuvalu youngster enjoying the swim. Credit MFAT NZ, Getty Images

Current knowledge

What do we know about the Pacific?

This section looks at the current knowledge that New Zealanders have about the Pacific nations, its people and culture, as well as governance and connecting policies.

Key findings

- ◆ Most New Zealanders have limited knowledge of Pacific nations.
- ◆ New Zealanders' identity as Pacific peoples is hotly contested.
- ◆ New Zealanders' knowledge of Pacific people outside of media and sports is relatively weak.

- ◆ New Zealanders have relatively low awareness of common greetings in Pacific languages.
- ◆ On balance, New Zealanders have low awareness of policies that involve and impact Pacific nations and peoples.
- ◆ New Zealanders want the nation to play a bigger role in providing ongoing support to the region, in part to curb foreign influence.
- ◆ New Zealanders view the Cook Islands as more democratic-leaning, while Fiji is considered as the most authoritarian-leaning Pacific nation.⁴

⁴The question asked respondents how democratic or authoritarian five Pacific nations are (Fiji, Samoa, Tonga, Niue and the Cook Islands).

Most New Zealanders have limited knowledge of Pacific nations.

While many New Zealanders (94%) say they know at least a little about Pacific nations, they are more likely to say a little (54%) as opposed to a fair amount (33%) or a lot (7%) (see figure 9).

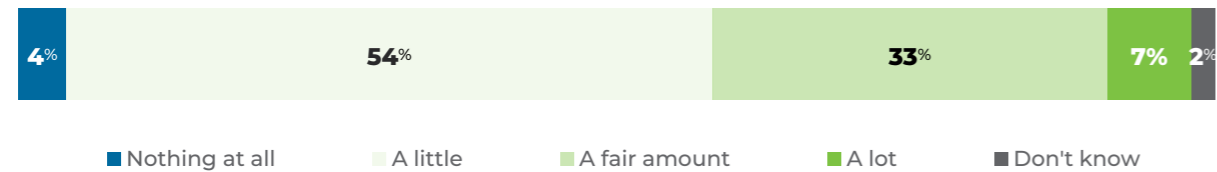
“I'm Pākehā. But I feel like because I have got a lot of Pasifika friends, I've been invited to a lot of different events... I do still feel quite welcomed and familiar with everything. I've got a bit more of an understanding of the protocol in those kinds of situations. Because I have those kinds of connections, it doesn't feel as alienating, which I imagine it could be if you don't have those kinds of built-in connections with people that are Pasifika.”

25-34 years, male, New Zealand European

FIGURE 9

How much do New Zealanders know about the Pacific?

TOTAL



ETHNICITY

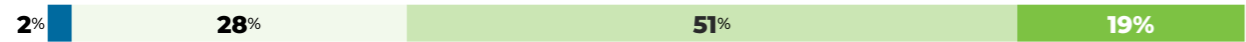
New Zealand Europeans



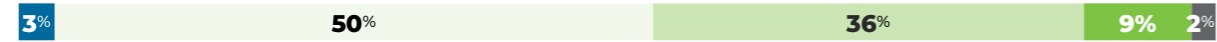
Māori



Pacific peoples



Asian New Zealanders



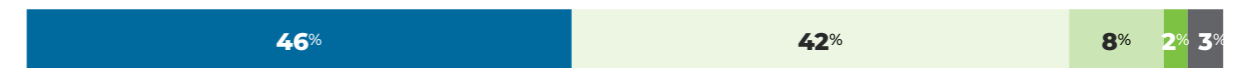
It's a similar pattern when looking at regions within the Pacific (see figure 10). A majority of New Zealanders say they know little to nothing at all about the Polynesian sub-region (65%) and Melanesian sub-region (71%). New Zealanders

are least familiar with the Micronesian sub-region, with four out of five New Zealanders (88%) feeling that they know little to nothing at all of the sub-region.

FIGURE 10

How much do New Zealanders know about the Pacific sub-regions?

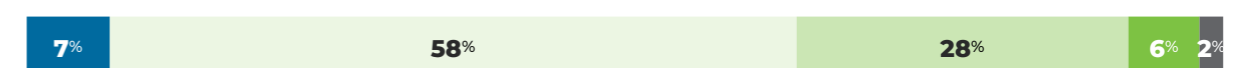
Micronesia



Melanesia



Polynesia



■ Nothing at all ■ A little ■ A fair amount ■ A lot ■ Don't know



Cook Islands calling. Credit MFAT NZ, Getty Images

The Pacific nations are widely associated with the natural environment and for non-Pacific peoples as a holiday destination, albeit there is a curiosity to know more.

We asked New Zealanders what the first word was that appears in their mind when they see

or hear the word 'Pacific' (see figure 11). Themes around the natural environment are the most prevalent. 'Islands' is the most common word that comes to mind with one in four (25%) thinking of this word, followed closely by 'Ocean' with 18%.

FIGURE 11

What words do New Zealanders closely associate with the Pacific?



Non-Pacific New Zealanders in the qualitative discussions lament not knowing more about the Pacific. Perceptions of the Pacific often only extend to seeing the Pacific as a tourist destination.

“I wish we could look at the Pacific as more than just a holiday spot. But let's face it, that's their main source of income over in the Islands, to bring people over to show them what they have to offer. Obviously, they get a lot of revenue from it. But yeah, I just think a lot of people just think of it as an alternative holiday spot.”

35-44 years, male, New Zealand European

“I don't think we learn enough about them. It's a place to go to holiday.”

25-34 years, female, New Zealand European

In contrast, many Pacific New Zealanders see the Pacific Islands as much more than a tourist destination. For them it is a place they call home; rich with history and culture.

“When I think of the Pacific I think of two-thirds of the world, I think of amazing boats from yesteryear, Rua, Alia, all these different types of va'a. I think of sunrises and sunsets and laughing people and hardened people and voyages from way back, and I think of an amazing geographical entity that is more than the entity - it's all about people.”

65+ years, male, Samoan

“It's clean, clear, the romantic South Pacific. It's a cultural melting pot. There's an abundance of food there, if harnessed properly. It's a positive image, but half of it is the people. Irrespective of how bad things are people still laugh and joke and carry on. And still pray for the strength to make the right decisions.”

55-64 years, male, Samoan

For some Pacific New Zealanders, there is a sense that the Pacific Islands as a tourist destination are valued more than Pacific peoples themselves.

“It's almost like the [Pacific Islands] is seen as a beautiful place and destination, and then you've got the people that are living there ... there can be a lot of racism or prejudice in the sense of thinking that Pasifika people are less than or they have certain attributes attributed to them. It's quite disturbing.”

15-24 years, female, New Zealand European / Fiji Indian

Non-Pacific New Zealanders express a desire to learn more about the Pacific and Pacific culture but have limited opportunities to do so.

“Personally, I don't think we learn enough about it at schools and in college. I mean, when I was at college, there were a lot of Pacific peoples there. And not many people understood New Zealand as a whole to be connected with the Pacific Islands. I don't think we learn enough about it.. People just see it as a place to go to holiday.”

25-34 years, female, New Zealand European / Samoan / Tongan



Papua New Guineans. Credit MFAT NZ, Getty Images

“Growing up in East Auckland, I learned more about the Pacific cultures playing rugby games. So, we didn't really learn that much. Unless you actively went and joined like, the Samoan cultural group or something.”

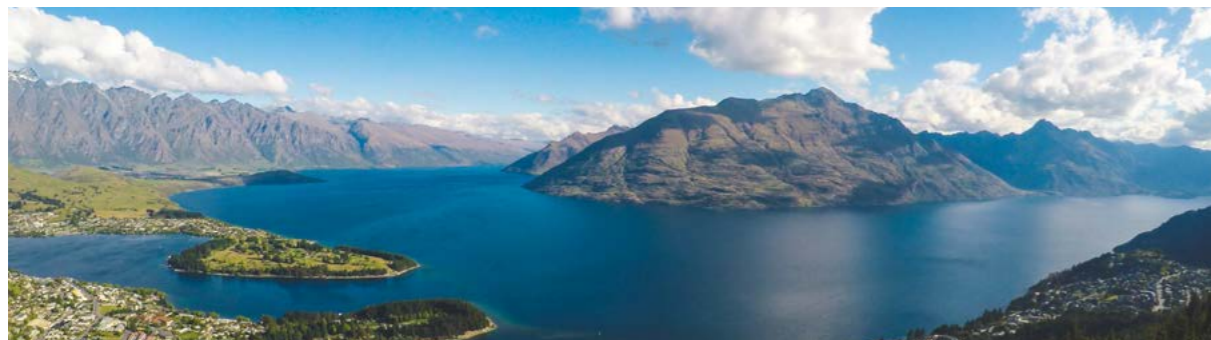
35-44 years, male, New Zealand European

New Zealanders' identity as Pacific peoples is hotly contested

In the qualitative discussions, we presented respondents with the phrase 'New Zealand is a Pacific nation, which means we in New Zealand are all Pacific peoples'. This statement proved divisive. Most people identify New Zealand as a Pacific nation, but we are split as to what this means for our identity and whether we identify as Pacific peoples or not.

“Geographically, sure. We're in the Pacific, therefore, you're a Pacific nation. But I also don't know much about the Māori view or how individual people would feel. I think identity has always been very difficult for people, whether it's based on your ethnicity, whether it's based on your nationality, whether geographical borders end here...I'm leaning towards agreeing, but I feel like culturally it would have a lot of implications, and I don't feel comfortable making a stance on that feeling like it's not necessarily my place.”

15-24 years, female, New Zealand European / Fiji Indian



“New Zealand, as a whole, struggles with identity. How do you define yourself identity wise as a New Zealander? What is a New Zealander? We need to find a word that describes us as New Zealanders. We all come from different cultures and different backgrounds – that's part of the magic. It's a really hard line. We're a Pacific nation, but for me, I'm as white as you can get. So, it's really hard. Internally in your mind, I'm going, 'I am, but I'm not. I am, but I'm not...”

25-34 years, female, New Zealand European

“We are diverse now; we aren't one particular culture. We have multiple different cultures and it's hard to define as a whole who we are. I mean, when you fill out a form, your options are New Zealand or European or New Zealand Pacifica or New Zealand Chinese or New Zealand, and so on. You've got those options, but no one really can say that they have a true identity.”

25-34 years, female, New Zealand European / Pacific Islander

“I know, Māori culture is quite similar to Pacific Island culture. I guess. In that sense. I would agree with that statement. I just don't know if New Zealand as a whole would consider themselves Pacific people.”

25-34 years, female, Samoan / Tokelauan

“I agree with it. I like the idea of New Zealand being a Pacific Island, but New Zealand is so multicultural, you're narrowing that cultural aspect down to the Pacific Islands. But then you've got other cultures as well. It's aspirational. It's nice. You feel like you're in this community of these other cultures. The Pacific Islands have their own connection within themselves. And now it's bringing New Zealand into that mix at the same time.”

25-34 years, female, New Zealand European / Samoan

“To say that we're not a Pacific nation, well, what's your definition? We've got quite a few Polynesian cultures and nationalities living, breathing and working here and some of them never go back [to the Pacific Islands] they'll send the money back there. That is why a lot of them migrate here for a better chance at life...New Zealand is a great stepping-stone to make a difference, get an education, and improve your qualifications...So a Pacific nation? Yeah, absolutely. Are we Pacific peoples? Well, New Zealand is an identity of itself, but it is a cultural melting point.”

55-64 years, male, Samoan



Pacific female in Auckland, New Zealand, photo by Nazar Abbas

New Zealanders' knowledge of Pacific people outside of media and sports is relatively weak.

We showed survey respondents photos of nine Pacific people that are well known in their respective fields and asked them to correctly identify each person (see figures 12 and 13).

Overall, New Zealanders have reasonable, but not strong awareness of these high achievers. The average number of correct answers is 4.5. Pacific peoples born in New Zealand have

greater knowledge, with an average of 5.9 correct answers.

The actor Dwayne 'The Rock' Johnson has the highest profile; 86% of New Zealanders recognise his photo. Around two in three can also correctly identify TV presenter Pippa Wetzell (68%), New Zealand MP Kris Fa'aoi (67%), and athlete David Tua (66%). However, when shown a photo of climate activist Brianna Fruean, only one in ten (10%) New Zealanders correctly identify her photo.

FIGURE 12

New Zealanders' awareness of Pacific public figures

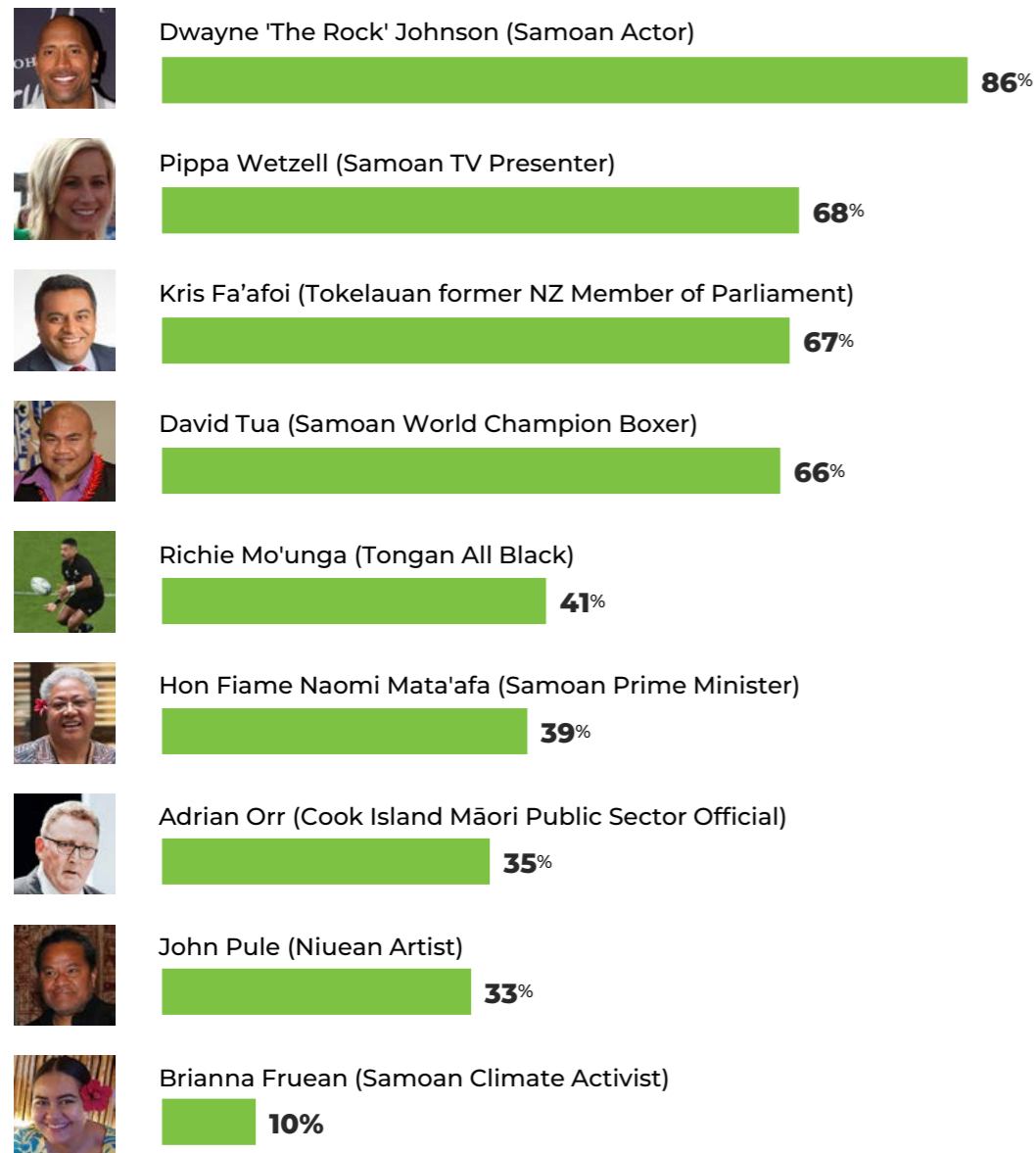
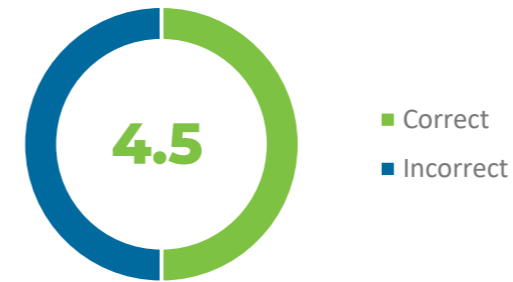


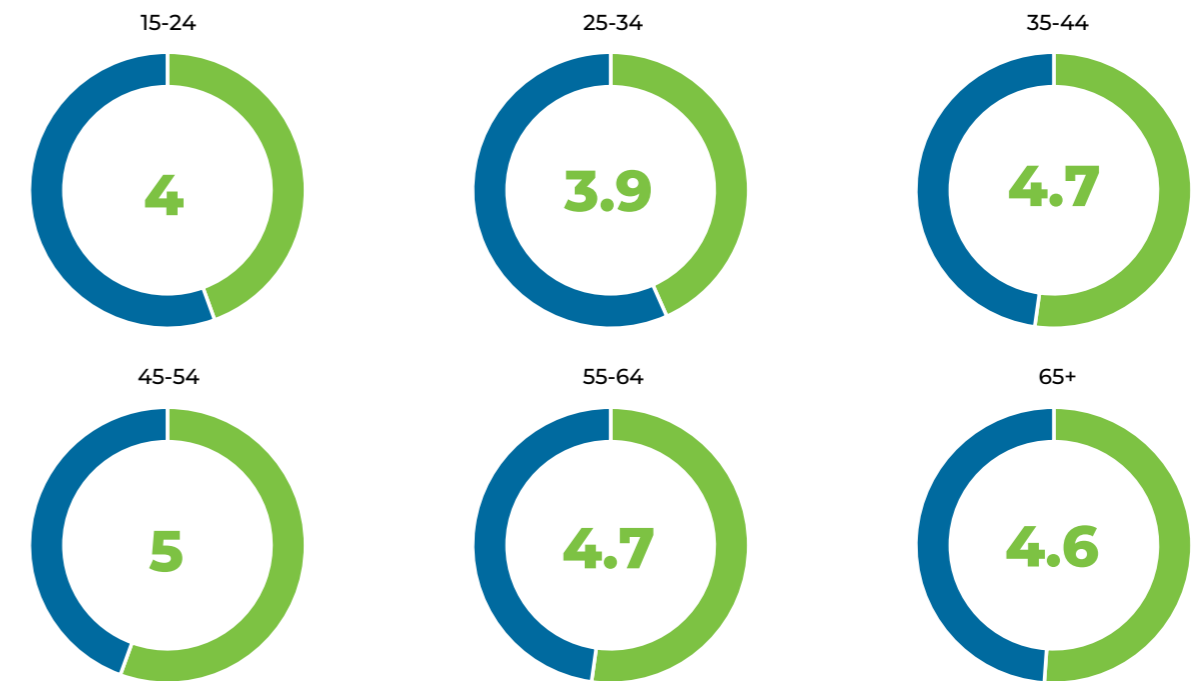
FIGURE 13

Average number of Pacific figures New Zealanders correctly identify (out of 9)

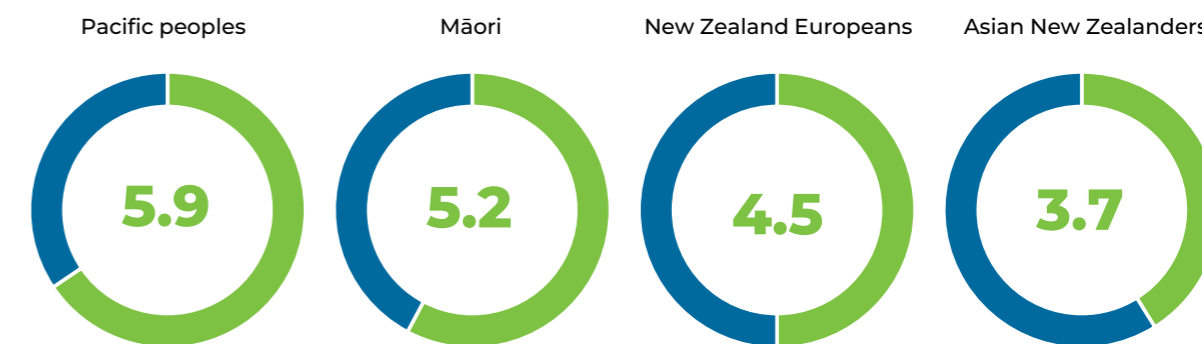
TOTAL



AGE



ETHNICITY



At the same time, people in the qualitative discussions recognise the growing contribution and leadership of people from Pacific communities in New Zealand.

“When you look at LinkedIn, now, compared to say, 10 years ago, you will see so many Pacific people in positions of note in different organisations. And I think now, New Zealand is beginning to value the ability of Pacific people to adopt those scholastic positions, those corporate positions, and those governmental positions, and they, in turn, pass on their knowledge and vice versa to the Pacific.”

65+ years, male, Samoan

“I saw an article about Ross Taylor... There's actually an article written about him being Samoan. And did New Zealand cricket promote that fact? ... So, Ross isn't his first name. I actually

couldn't tell you what it is. But how many other Pasifika people might be in those types of roles that we don't actually realise?”

35-44 years, female, New Zealand European

New Zealanders have relatively low awareness of common greetings in Pacific languages.

We asked survey respondents to match a number of greetings in different Pacific languages with the actual language itself (see figures 14 and 15).

The most recognisable language is Fijian. Three in four (74%) New Zealanders correctly identify 'Bula' as a greeting in Fijian. In contrast, Tuvaluan is the least recognisable, with only 5% of New Zealanders correctly identifying 'Fakatalofa atu' as a Tuvaluan greeting.

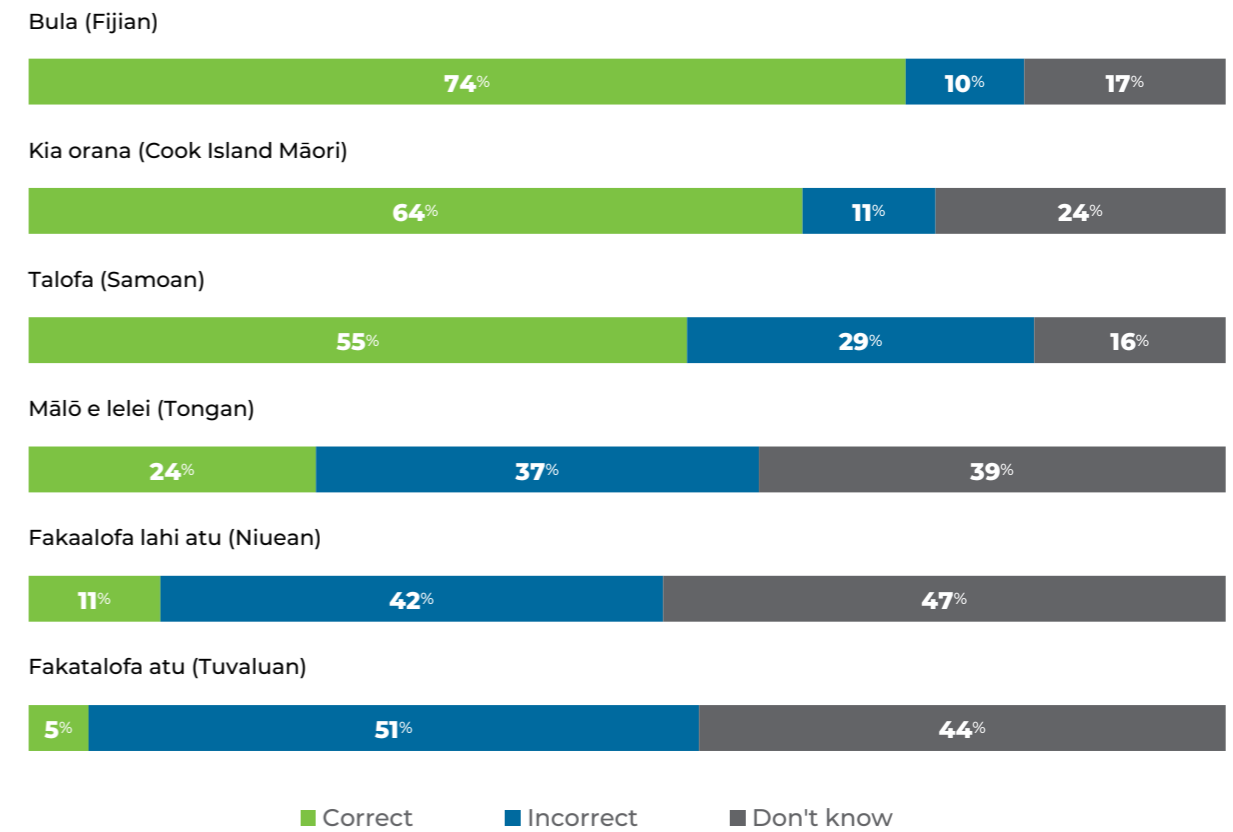
FIGURE 14

What Pacific greetings can New Zealanders correctly identify?

Fakaalofa lahi atu
Kia orana
Bula
Talofa **Mālō e lelei**
Fakatalofa atu

FIGURE 15

Percentage of New Zealanders who correctly identify Pacific greetings



Pacific student, University of the South Pacific, Suva, Fiji, photo by Vijesh Datt on Unsplash

Source: Q43 - Which Pacific language do you think each of the following greetings is? Base: All New Zealanders (n=2,339)

On balance, New Zealanders have relatively low awareness of most agreements, policies or terms that involve and impact Pacific nations and peoples.

We asked New Zealanders if they were aware of four initiatives affecting Pacific nations.

Over half of New Zealanders (57%) are aware of the Recognised Seasonal Employer (RSE) scheme. However, public awareness of other agreements or policies range between one in five and one in four New Zealanders.

- ◆ 20% are aware of the Pacific Agreement on Closer Economic Relations (PACER) Plus
- ◆ 23% are aware of Pacific Access Category Resident Visas
- ◆ 27% are aware of Samoan Quota Resident Visas.

Migrants have a greater awareness of both the Pacific Access Category Resident Visa and the Samoan Quota Resident Visa schemes than average, with around one in three (34% and 31%) aware of them.

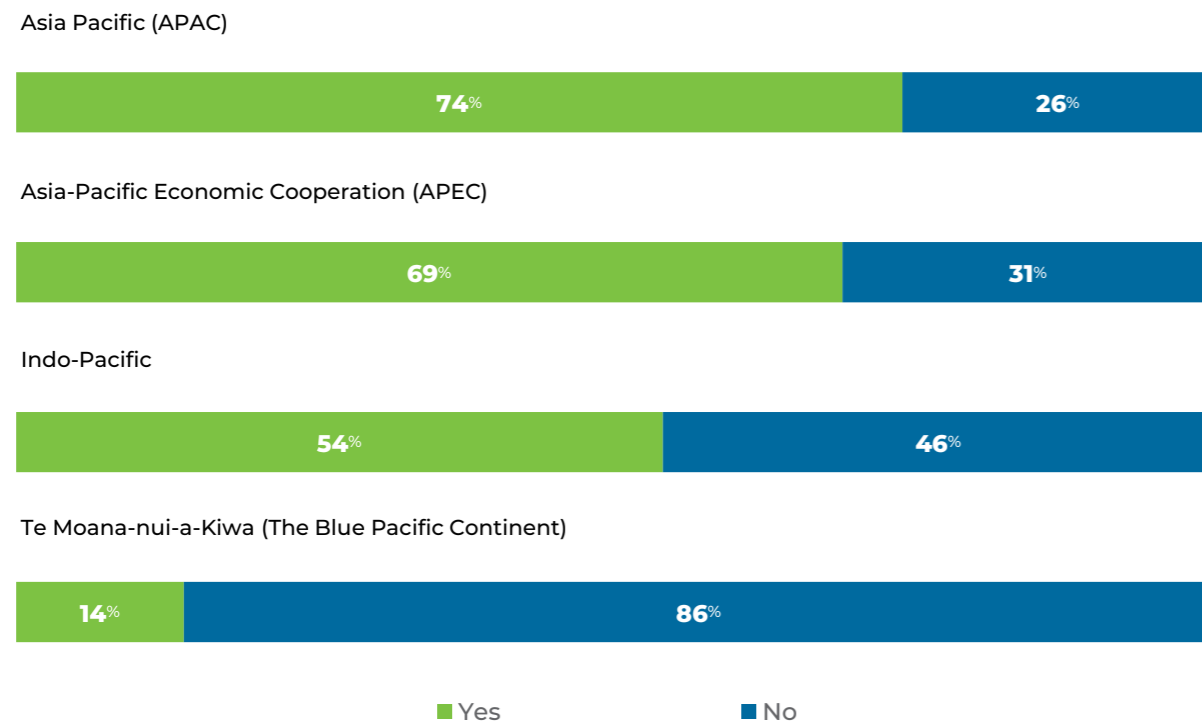
New Zealanders have relatively strong awareness of a number of the geo-political terms that impact the Pacific (see figure 16):

- ◆ 74% have heard of the term “Asia Pacific” or APAC
- ◆ 69% have heard of the Asia-Pacific Economic Cooperation (or APEC)
- ◆ 54% have heard of “Indo-Pacific”.

In contrast, New Zealanders are least familiar with the term “Te Moana-nui-a-Kiwa” (the Blue Pacific Continent). Only 14% are aware of it.

FIGURE 16

New Zealanders’ awareness of Pacific-related terms



Tuvaluan family outing. Credit MFAT NZ, Getty Images

New Zealanders want the nation to play a bigger role in providing ongoing support to the region, in part to curb foreign influence.

In the qualitative discussions, New Zealanders expressed concern about how economic assistance is provided to Pacific nations. Some are wary of it being used as leverage.

“We don't tend to give anything these days without strings attached. If New Zealand were a business, you would obviously give money and expect something back in return. So, I kind of get it, but sometimes, I wonder, are we playing the right role all the time?”

35-44 years, female, New Zealand European

“I think that if New Zealand and the Pacific Islands are to be a true family, we'll need to work out the power imbalance that exists today. Because I think of the wealth, perceived or otherwise, of our country versus the [Pacific] island community, needs to be addressed.”

55-64 years, male, Māori

At the same time, some believe that without economic support, the Pacific will get left behind, and they would prefer to see this economic support come from New Zealand rather than another foreign power.

“I don't think we can just put our head in the can and pretend it's not going on. We can't hide from it. We have to help

and be involved and do as much as we can do. New Zealand isn't the biggest country itself, but hiding away from the assistance needed in the Pacific isn't the right decision really.”

25-34 years, female, New Zealand European

Some believe that New Zealand only pays lip service to support of the Pacific, and believe we could be doing more.

“It seems that we help when it suits us. If there's a crisis, we kind of play lip service to it. I'm a business owner, and during COVID many Pacific Islanders weren't allowed to overstay their visas. Where are we at with them? There doesn't seem to be any leniency on that.”

55-64 years, female, New Zealand European

“The Australians and the Kiwis, they don't really help the Pacific Islands with infrastructure or life improvements or anything, but China actually deliver what they promise. They actually build the infrastructure. Of course, you know, they want something in return. It's a business... I mean, if New Zealand and Australia had done enough, China would have no room to get in.”

25-34 years, male, Asian New Zealander

Some also express misgivings about any involvement of Australia in the Pacific, given their track record with their indigenous populations.

“Australia have enough to deal with in their own country, as far as cultures go, let alone trying to impose something else onto another culture. I think, from New Zealand's perspective, because we have Pacific Island cultures in our country, that people would have the expertise and knowledge to be able to do something positive for them in the Pacific.”

55-64 years, male, Māori

“How well have Australia done, dealing with other cultures, for example the Aboriginal communities? Should they therefore be the ones that should be standing up and supporting other cultures?”

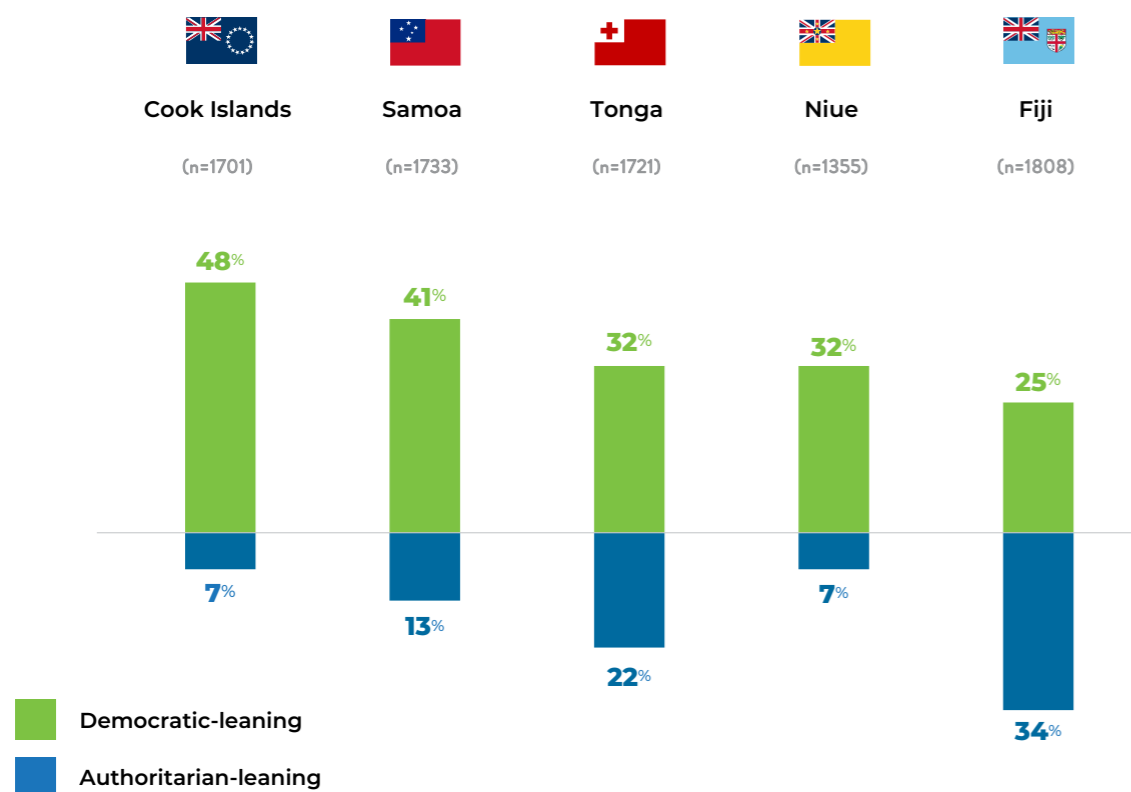
35-44 years, female, New Zealand European

New Zealanders view the Cook Islands as more democratic-leaning, while Fiji is considered the most authoritarian-leaning Pacific nation.⁵

We asked New Zealanders to rate a select range of Pacific nations on a scale of 1 to 7, with 1 being completely authoritarian and 7 being completely democratic (see figure 17). Niue, Tonga, Samoa, and the Cook Islands are all placed towards the democratic end of the scale. Fiji is the only nation that New Zealanders identify as more authoritarian-leaning.

FIGURE 17

How do New Zealanders perceive Pacific nations' governing systems?



⁵The question asked respondents how democratic or authoritarian five Pacific nations are (Fiji, Samoa, Tonga, Niue and the Cook Islands). Source: Q17 – How democratic or authoritarian do you think each of the following Pacific nations are? Base: All New Zealanders (n=2,339)

Current Perceptions

How do New Zealanders perceive the Pacific region?

This section details New Zealand's current perceptions of the Pacific community within and outside of New Zealand, and how closely connected we feel toward the Pacific.

Key findings

- ◆ There is greater scope to build connections between New Zealanders and the Pacific. Only 42% feel at least fairly connected to Pacific peoples.

- ◆ There is a lack of knowledge of Pacific culture from many New Zealanders, but there is support for deepening this through the school curriculum.
- ◆ New Zealanders broadly see Indo-Fijians as Pacific peoples rather than Asian.



School boys in Fiji

There is greater scope to build connections between New Zealanders and the Pacific. Only 42% feel at least fairly connected to Pacific peoples.

42% of New Zealanders believe they are at least fairly connected to Pacific peoples and culture in their daily life, including 14% who consider themselves as very or extremely connected (see figure 18).

“The Pacific are like family, because the Islands are so close to us, especially the Pacific nations. And a lot of the people you grow up with also come from the Pacific Islands. When you're

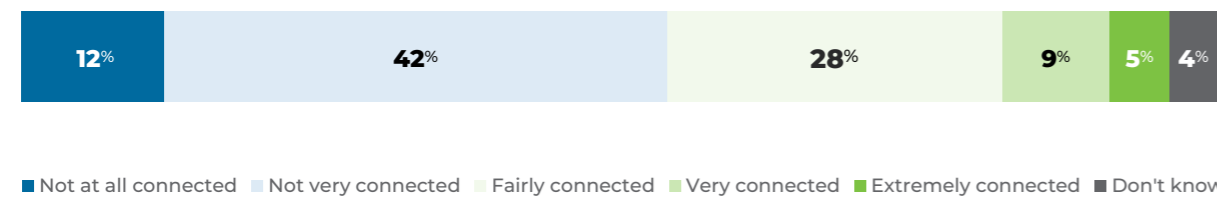
stuck in the bottom of the world, having those Pacific islands near you, it brings their closeness and that family feeling together because of that shared understanding of being separated from the rest of the world. You have a family connection because of that.”

25-34 years, female, New Zealand European

Pacific peoples, Māori, and Asian people are more likely than average to feel at least fairly connected to Pacific peoples and culture in their daily life, with 86% of Pacific peoples, 56% of Māori, and 51% of Asian people, respectively.

FIGURE 18

New Zealanders' connectedness to Pacific peoples and cultures



The variation in the level of connectedness in the survey is reflected in the experiences articulated in the qualitative discussions, with some observing greater opportunities, while others feeling quite divorced from Pacific culture.

“A lot more Pacific Island people are coming over. Seasonal workers are not really coming at the moment because of COVID, but we do have a lot of workers here because they do it for their families. Most go to Auckland, but they're also travelling other places around New Zealand too, and there's just a big relationship between everyone.”

25-34 years, female, New Zealand European / Samoan / Tongan

“Well, I come from an Asian culture and where I came from was a multicultural place where you always accept other cultures and try to mingle with them. Unfortunately, my experience in New Zealand is that this doesn't happen so much. I do have some Pasifika friends, but not a lot. Maybe that's because of where I live. If I were in Auckland, I would probably feel more connection with the Pacific Island people.”

55-64 years, male, Asian New Zealander

For Pacific New Zealanders in particular, the place where this connection is most commonly felt and celebrated is in the home and with family, however this degree of connectedness varies between generations.

“It does depend on your family and how well your culture is embraced. My dad is first generation here, but my mom's second generation, and that makes a difference. I feel like my dad's side has a stronger connection to his culture, whereas my mum wasn't as strongly connected.”

25-34 years, female, Samoan / Tokelauan

“When you leave Fiji, everything is sort of forgotten. You basically take New Zealand on as your new country. And when other generations haven't passed things on to you, you do become a New Zealand kiwi, and then pass that on to your kids... you've still got all that history behind you, but the language has been lost and the culture got dropped as well. But you still got the ties there.”

55-64 years, female, New Zealand European / Fijian

Both Pacific and non-Pacific New Zealanders believe there are many ways to personally affect change and increase the presence of Pacific culture in everyday life.

“I'm a kindergarten teacher. We have a lot of Māori and European children, but we do have a few Pasifika children. For me, it's about bringing the culture into the centre so that the cultures can be seen as well. We do a lot of singing and dancing and that kind of thing. So, bringing it in when people are young normalizes it as well.”

25-34 years, female, New Zealand European / Samoan

“I'm a teacher, so I have a bit more of a role than perhaps a lot of people do... I can teach what I do know and what I learned from other people within the community. I think that through that, we foster conversation; we foster positive feelings which goes to further strengthen these ties.”

25-34 years, male, New Zealand European

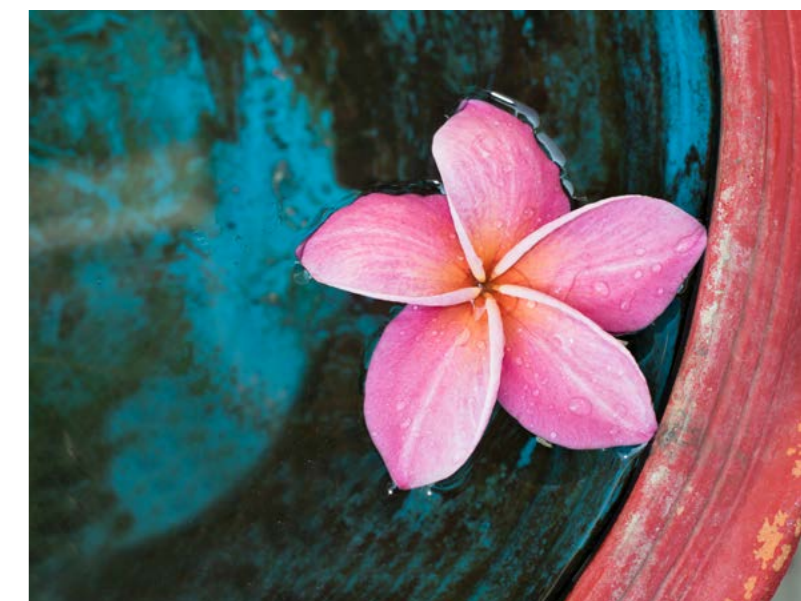
There is a lack of knowledge of Pacific culture from many New Zealanders but there is support for deepening this through the school curriculum.

We asked New Zealanders if they agree or disagree with a range of statements around both Pacific and Māori culture, and the ways these cultures interact with each other.

To some degree the results reveal a lack of understanding or engagement with Pacific culture, with relatively high proportion of respondents neither agreeing nor disagreeing with some statements, or selecting the don't know response.

Only 29% of New Zealanders feel that they have a good understanding of Pacific cultures. In addition, only 38% actively disagree that Pacific cultures are all very similar.

Cultural misunderstandings can lead to disadvantageous outcomes for Pacific people in New Zealand.



“Pacific Islanders don’t speak up, because it’s considered rude to speak up. Your elders speak. So people don’t understand that when Pacific Islanders are in a work meeting, for example, they don’t feel comfortable because their cultural way is completely different to the European way. So it’s about understanding the differences and getting people to feel comfortable and to know how to deal with these situations, because they don’t know about the cultural differences. It’s important to build cultural awareness. It’s quite hard and if you don’t know the background.”

25-34 years, female, New Zealand European / Pacific Islander

“People are quite individualistic in New Zealand. You grow up working by yourself to earn money to pay for yourself. The Islands are different. It’s about your family as a whole. You do

what is good for you and your family. Your future is your family. You want to go to New Zealand to work to get a better life and make money that you send back home. So, I guess it’s about understanding the two different cultures, how they can get along without having to take away any cultural respect.”

25-34 years, female, NZ European / Pacific Islander

New Zealanders often perceive there to be cross-over between Māori culture (or history) and Pacific culture. At the same time, there is a recognition that what works for Māori does not necessarily work for Pacific peoples, albeit many do not express a view on this principle.

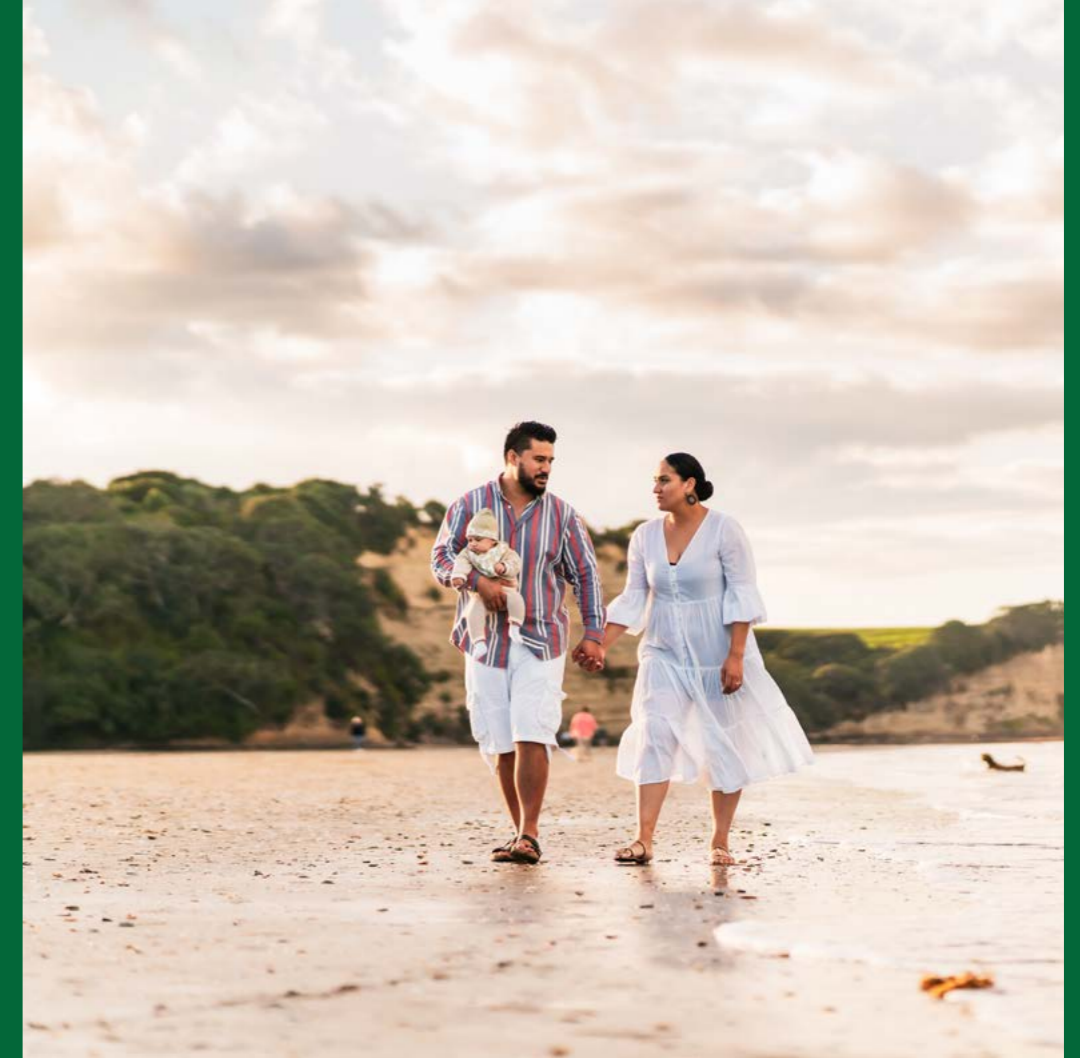
New Zealanders are divided about how the nation approaches incorporating Pacific cultures, with one in three agreeing that it is tokenistic i.e. just used for ceremonies or to show diversity, but a further one in three rejecting this premise.

Perhaps the most encouraging signal, and further evidence of a desire for deeper connection, is that over half of New Zealanders (52%) agree that Pacific history should be taught as part of New Zealand’s history compared to just 19% who disagree.

Pacific peoples are naturally more inclined than average to feel this way, with 67% agreeing that their history should be taught within the New Zealand curriculum.

New Zealanders broadly see Indo-Fijians as Pacific peoples rather than Asian.

While Indo-Fijians (also known as Fiji Indians) are currently classified as ‘Asian’ in the New Zealand Census, New Zealanders would group them as one of us within the Pacific. Over half of New Zealanders (56%) think of Fiji Indians as Pacific peoples, compared to only 2% who think of them as Asian.



Current Perceptions

How do New Zealanders perceive Pacific migrants?

Key findings

- ◆ New Zealanders broadly recognise the value that Pacific migrants bring to New Zealand, but express concern over their treatment.
- ◆ Only a minority of New Zealanders would seriously consider migrating to a Pacific nation.



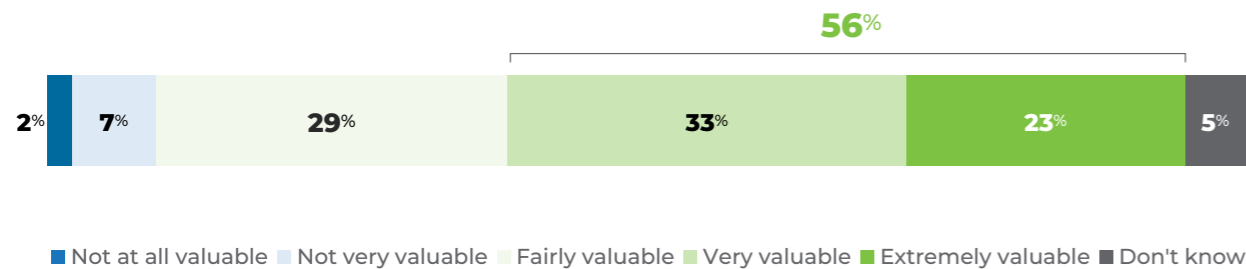
Four out of five (86%)

New Zealanders consider migrants from Pacific nations to be at least fairly valuable to New Zealand, with over half of them believing Pacific migrants to be very or extremely valuable (see figure 19).

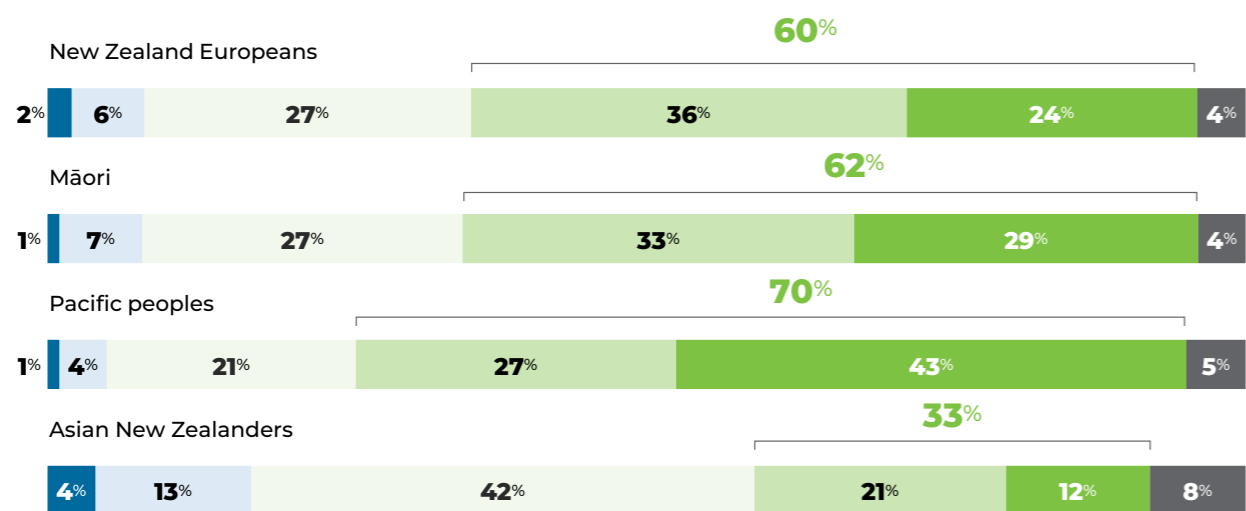
FIGURE 19

Do New Zealanders think migrants from Pacific nations are valuable for New Zealand?

TOTAL



ETHNICITY



Asian New Zealanders place less value on Pacific migrants, only 33% say they are very or extremely valuable, compared to 56% on average. This could be an example of more recent migrants wanting to close the gate behind them.

“I would say probably one of the disadvantages would be we could be taken over by Pacific Island people coming to New Zealand. I mean, if you look at Auckland, it will not be like a traditional kiwi city. So, they could take all that if we're not careful. They have big families. The population will continue to grow. They will take over eventually.”

25-34 years, male, Asian New Zealander

In contrast, older people place the most value on Pacific migrants, with 65% of those aged 65+ rating them as very or extremely valuable.

“I think another thing to remember, is the contribution that Pacific people have made to the building of this country. People came here for various reasons. They were subjected to various things, but a lot of our elderly generations had two or three jobs.”

65+ years, male, Samoan

At the same time as valuing Pacific migrants, New Zealanders also express relatively high levels of concern about the way in which migrant workers are treated (see figure 20).



44% of New Zealanders agree that migrant workers from Pacific nations are treated poorly in New Zealand. This belief is much higher than average for Pacific peoples (60%).

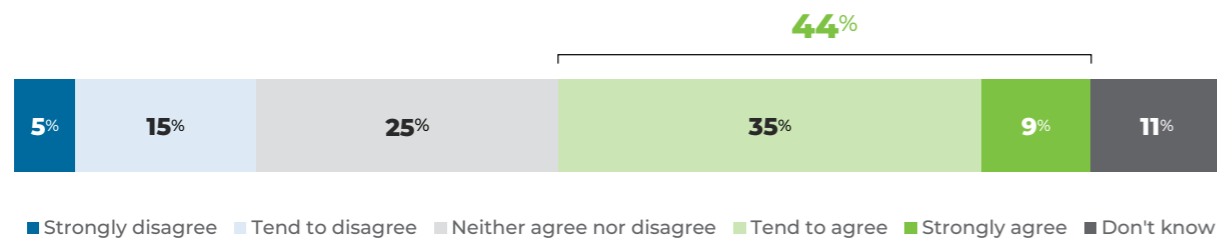
“We helped build this country. We did the shittiest jobs imaginable. We did all the lonely jobs imaginable... It's something that we've got to acknowledge first that our people have done bloody good. We're not just some obscure sort of group of people that inhabit the workshops or the factories.”

65+ years, male, Samoan

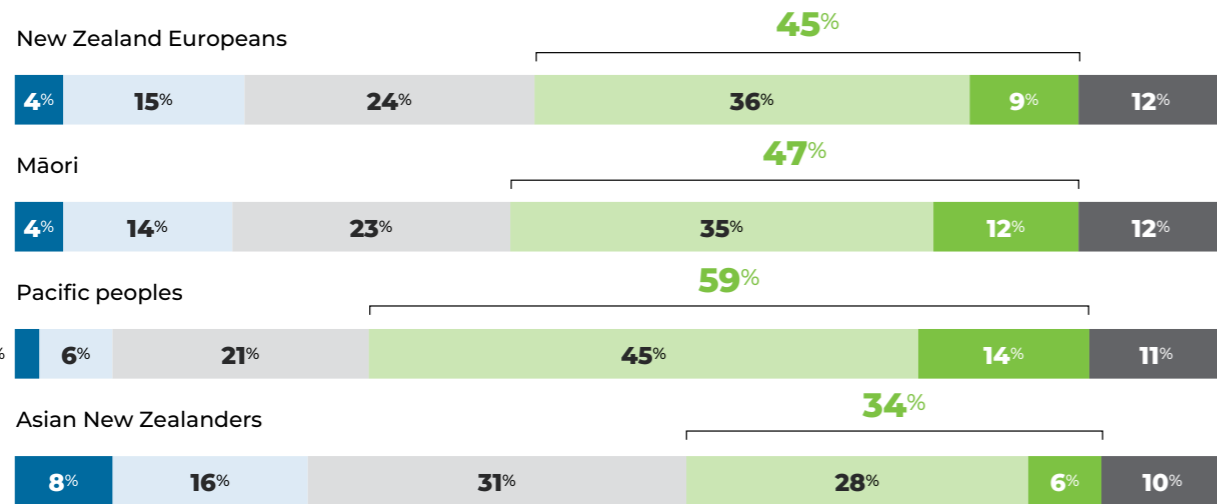
FIGURE 20

Do New Zealanders feel that Pacific migrant workers are treated poorly in New Zealand?

TOTAL



ETHNICITY



Only a minority of New Zealanders would seriously consider migrating to a Pacific nation.

Less than one in ten New Zealanders (7%) say that they are very or extremely likely to consider moving to a Pacific nation.

'Island life' has greater appeal than average for younger New Zealanders (16% of those aged 15-24 and 13% of those aged 25-34). In addition, 22% of Pacific peoples would seriously consider it. There is relatively little difference between those Pacific peoples born in New Zealand (21%) and those who migrated here (24%). These results suggest the majority of Pacific peoples want to continue to make New Zealand their home.



Tonga market produce. Credit MFAT NZ, Getty Images



American Samoa © Copyright Pacific Tourism Organisation (SPTO) & Jonathan Irish

Current perceptions

Are we racist towards Pacific peoples?

This section sets New Zealanders' perceptions of Pacific peoples, what phrases they deem acceptable, and the extent to which this reveals racist attitudes.

- ◆ On balance, New Zealanders can identify racist remarks, from subtle microaggressions to overt statements.
- ◆ Many people in the qualitative discussions believe that systematic racism exists, and continues to negatively impact Pacific peoples in New Zealand.

Key findings

- ◆ New Zealanders are much more likely to share positive than negative perceptions of Pacific peoples. But around one in three explicitly hold some negative perceptions.

New Zealanders are much more likely to share positive than negative perceptions of Pacific peoples. But around one in three explicitly hold some negative perceptions.

We showed New Zealanders a range of adjectives with either positive or negative connotations, and asked them if each word fits with Pacific peoples from Pacific nations (see figures 21 and 22).

Overall, New Zealanders share many positive perceptions of Pacific peoples. Over 90% associate them with being kind, fun, respectful, loyal and considerate. For many (between three and four in ten) these associations are also fast, or intuitive. The fast associations indicate we genuinely hold a perception, and that it is deep-rooted. We are not agreeing because we think it's the right thing to say, or something we need to think twice about.

If we flip these results on their head, this does mean that the majority of New Zealanders provide a *slow yes*⁶ to the positive perceptions (between five and six in ten). This is evidence of potential socially desirable responses and that these perceptions are not deep-rooted.

In addition, there is a relatively high proportion (between three and four in ten) who explicitly hold negative perceptions. The most common ones being needy, victim, lazy and aggressive.

"I had former bosses who actually refused to hire anyone from a Pacific Islander background because of that (thinking they were lazy). And I ended up leaving that job because of that alone, because I couldn't work for a place that was pushing out that level of racism into my daily life. He said, 'I won't hire someone who's Pacific Islander because they won't work as hard as someone who's European.' They were his exact words, word for word. And that's exactly what they said. And I just, I couldn't work for a person like that."

25-34 years, female, New Zealand European

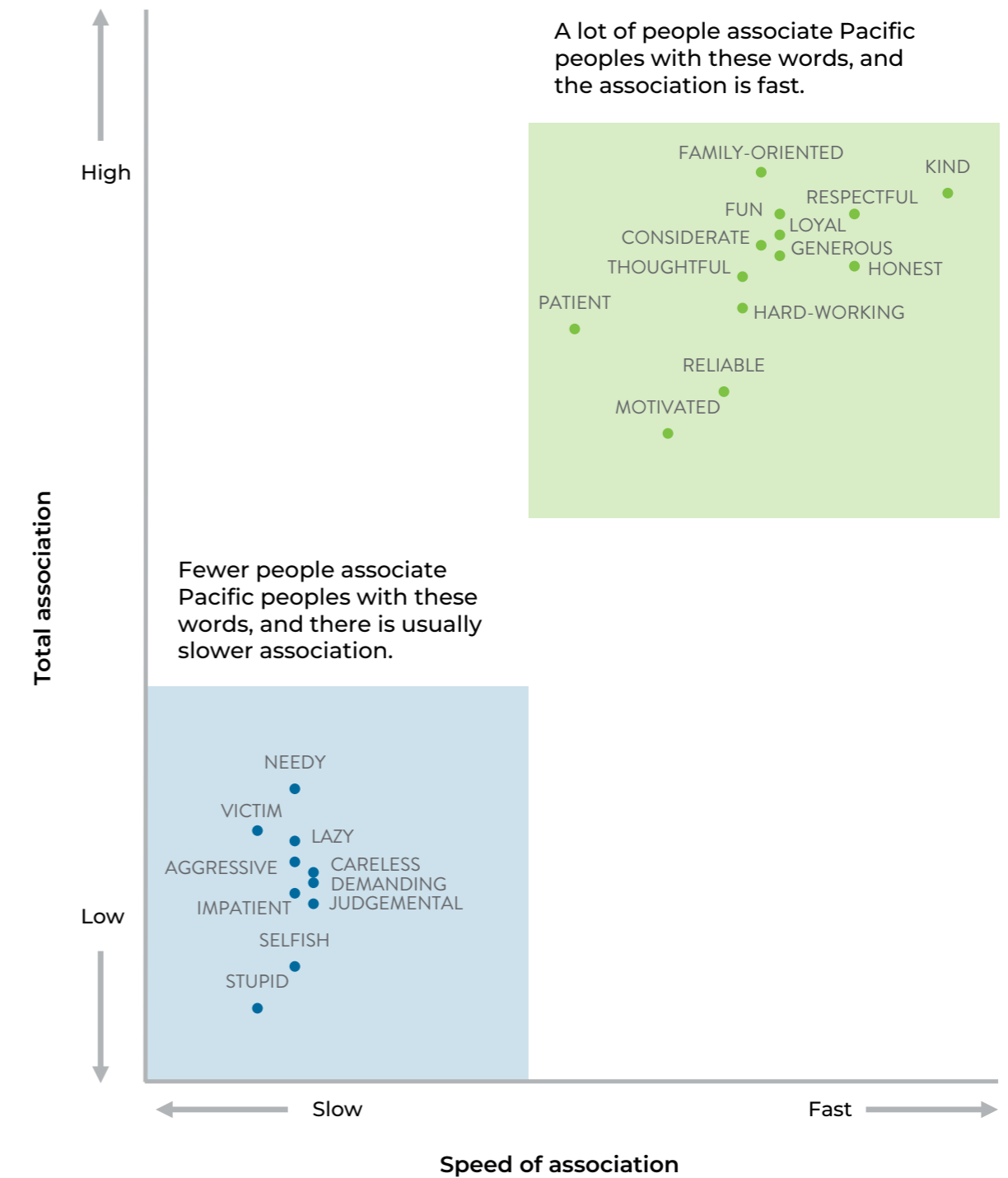
While the majority of New Zealanders do not share these perceptions, the proportion who provide a *slow no* is generally higher than those giving a *fast no*. Once again, the *slow no* indicates a more socially desirable response. This trend is most notable when it comes to perceptions of being a victim, impatient, demanding and judgemental.



Young male, photo by Bruce Jenkins

FIGURE 21

What words do New Zealanders associate with Pacific peoples?



A lot of people associate Pacific peoples with these words, and the association is fast.

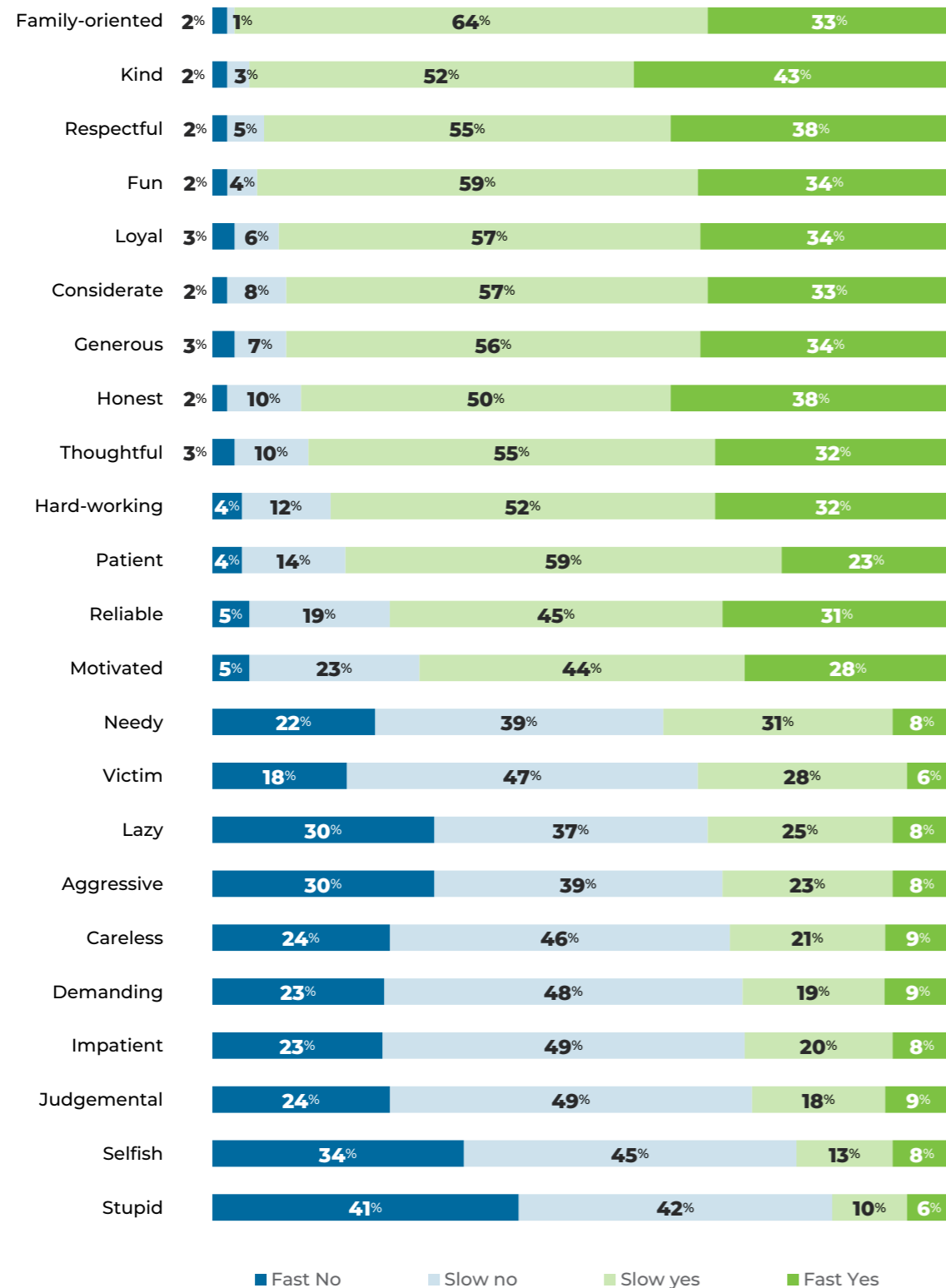
Fewer people associate Pacific peoples with these words, and there is usually slower association.

⁶ We measured the time it took for respondents to answer sort each of the words. We were then able to categorise their responses into "Fast" and "Slow" based on their individual reading times (which were also captured in the survey).

Source: Q13 – Intuitive association
Base: New Zealanders that selected an answer for each word on time, base varying between (n=1963) and (n=2118)

FIGURE 22

What words do New Zealanders associate with Pacific peoples?



Many people in the qualitative discussions believe that systematic racism exists and continues to negatively impact Pacific peoples in New Zealand.

"When you're listening to the news, as soon as something about a [Pacific] Island person comes up, you know, they really break it down as to who they are, where they're from, you know, the name of the church... But in comparison to other European cultures, they just say oh, you know, 28-year-old person that did whatever, but never break it down. So that for me is the big misconception that I find ongoing and a bit of a problem."

15-24 years, male, Niuean

"I mean, growing up, I saw a lot of racism which is very worrying. Teachers had this misconception that Pacific Islanders were lazy, and it used to irritate the hell out of me, because I knew for a fact that they were definitely not lazy. They were the hardest working people I've ever met in my life."

25-34 years, female, New Zealand European

"The amount of Pacific Island and Māori in prison doesn't help racism because everyone looks down at them and says, well, you know, at the end of the day, they think they know where that person is going to end up. And usually they're right, unfortunately."

55-64 years, male, Māori

On balance, New Zealanders can identify racist remarks, from subtle microaggressions to overt statements.

We showed survey respondents a range of statements that could be said to a Pacific person, and asked them to rate each statement based on how offensive they perceive it to be. All of the statements are perceived by a majority of New Zealanders as at least fairly offensive.

Statements that include aspects of culture, ethnicity, race, and nationality are more likely to be considered by New Zealanders as offensive. 'Go back to your homeland' is the term most likely to be seen as offensive (97%).

There are some phrases that sit in the 'grey-area' for New Zealanders, and reveal a euro-centric bias, if not ignorance of what can be offensive. They include 'your name is so hard to pronounce', 'you speak so well', 'where are you really from', and 'you don't look Samoan at all to me'.

"In the last few years, racism has gone a little bit underground or it's not as obvious as maybe it once was, and that can make it harder to call out. Because it's not blatant, in your face racism, where there's a very straightforward call out. It's kind of that overt, underlying tone."

35-44 years, female, New Zealand European

"I'll give you one example of racism, was when we had COVID. And then the figures came out that the highest percentage was in South Auckland. And then I heard people say, 'well, you know, we should have put a wall around South Auckland and that would have saved the rest of Auckland.'"

55-64 years, male, Māori



COVID-19

Has COVID-19 impacted our relationship with the Pacific?

This section examines the impact that the COVID-19 pandemic has had on the Pacific, and how New Zealand perceives them handling it.

Key findings

- ◆ Most New Zealanders believe COVID-19 has had a high negative impact on Pacific Nations.
- ◆ Fiji is also considered to be the nation that has struggled most to handle the pandemic.

Most New Zealanders believe COVID-19 has had a high negative impact on Pacific nations.

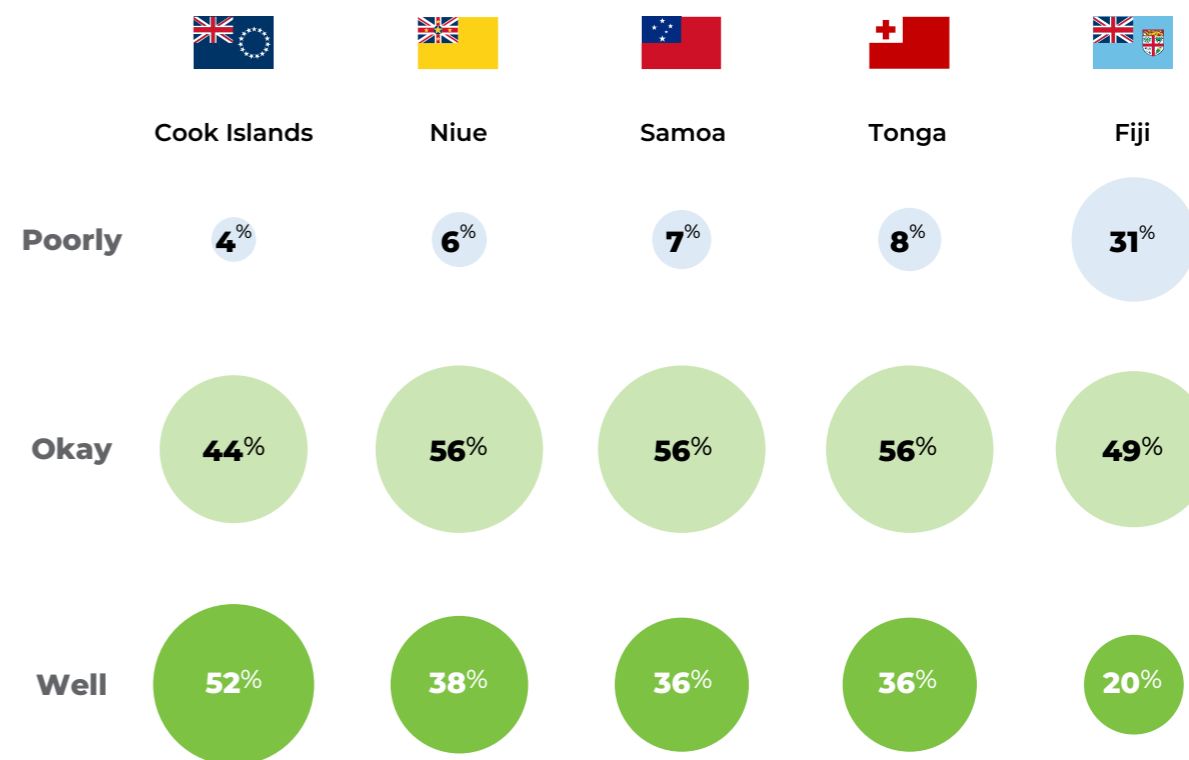
Over half of those able to express a viewpoint, feel the pandemic has had a high negative impact on key Pacific nations. Fiji is viewed as the nation to have experienced the greatest negative impact (65% say there has been a high negative impact). The other four nations are broadly viewed through a similar lens.

Fiji is also considered to be the nation that has struggled most to handle the pandemic.

A high proportion of New Zealanders (between three in ten and five in ten) feel unable to comment on how well key Pacific nations have handled the pandemic, indicating a lack of knowledge and engagement (see figure 23). Those who do express an opinion are most positive about the Cook Islands (52% feel it has handled the pandemic well vs. 4% poorly) and most critical about Fiji (20% feel it has done well vs. 31% poorly).

FIGURE 23

How do New Zealanders think that Pacific nations have handled COVID-19?



Source: Q37 – How well, or not, do you think each of the following Pacific nations have handled the COVID-19 pandemic?
 Base: All New Zealanders excluding those that responded "Don't know" for Cook Islands (n=1603), Niue (n=1224), Samoa (n=1496), Tonga (n=1532), and Fiji (n=1612).



Part 3

OUR FUTURE



International visitor arrivals
to the Pacific in 2019

2,992,085⁷

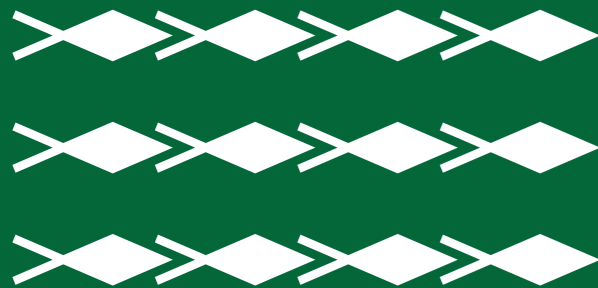
New Zealand visitor arrivals
to the Pacific in 2019

487,164⁸

⁷ SPTO 2019 Annual Review of Visitor Arrivals Report

⁸ Ibid

Flight to New Caledonia, photo by Jeremy Bezanger on Unsplash



Where to from here

Do we view the Pacific as an important part of our future?

This section highlights the role New Zealanders believe the Pacific nations have in the world around us, and how this affects New Zealand's future.

Key findings

- ◆ Developing ties with Pacific nations is viewed as important for New Zealand's future. The Melanesian, Micronesian, and Polynesian sub-regions are also individually seen as important to New Zealand's future.
- ◆ New Zealanders feel positively about the economic and cultural impacts of the Pacific region on New Zealand's future.
- ◆ New Zealanders are more hesitant about the impact of environmental issues and the geopolitical situation.
- ◆ There are deep concerns about the impact of superpower rivalry.



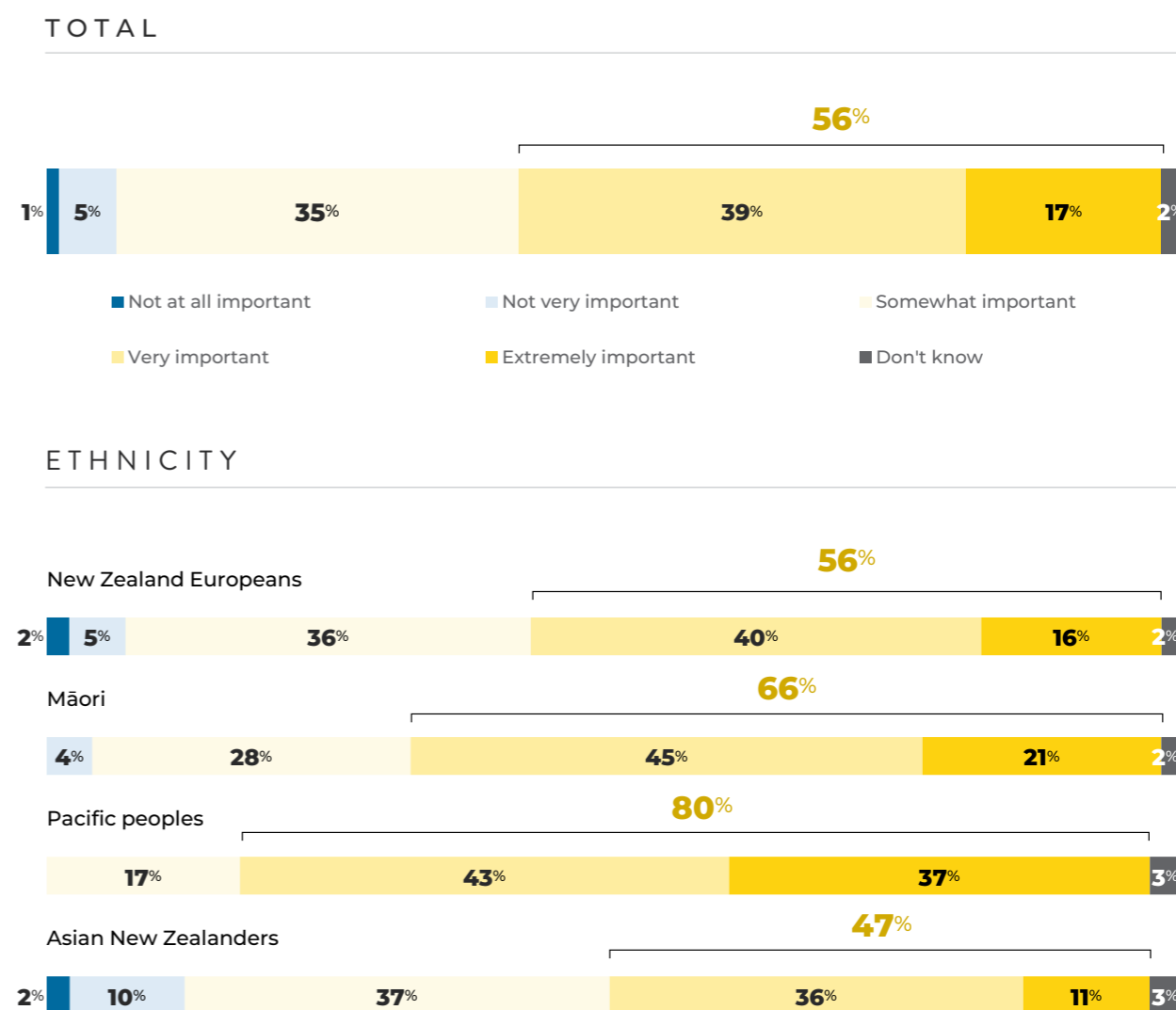
Developing ties with Pacific nations is viewed as important for New Zealand's future.

This belief is especially strong for Pacific peoples (80% say it is very or extremely important) and to a lesser extent Māori (66%).

Most New Zealanders (91%) believe that it is at least somewhat important for New Zealand to develop political, economic, and social ties with the people and nations of the Pacific, and over half (56%) believe it is very or extremely important (see figure 24).

FIGURE 24

How important do New Zealanders think it is to develop ties with Pacific nations?



Source: Q11 – Overall, how important, or not, do you think it is for New Zealand to develop political, economic, and social ties with the people and communities of the Pacific?
Base: All New Zealanders (n=2,339)

“New Zealand can be considered a sort of middle ground for other cultures to me. It's a lot harder to travel between the countries in the Pacific Islands that are so far apart, or they've got fewer airports. It's a way to see your family from different islands or just meet people from different islands.”

25-34 years, female, Samoan / Tokelau

People in the qualitative discussions believe that New Zealand has an obligation to provide economic assistance to the Pacific Islands.

“We have a responsibility to help each other. I mean, the strong should help the weak. But it doesn't always happen. Look at some of the wealthier countries in the EU. They're still doing better than the poor countries. But there is a connection and partnership going, and both are helping each other. I think that's what we should be doing to basically cement our relationship with

the Pacific Islands. That's humanity. We're supposed to help each other. We're not supposed to stand alone.”

55-64 years, male, Asian New Zealander

“I think that we have an obligation, that we should be trying to lift others up, as we also prosper. It would probably be the corner stone that I would want to bring the relationship back to, is that if we are prospering, that we also help others around us.”

35-44 years, female, New Zealand European

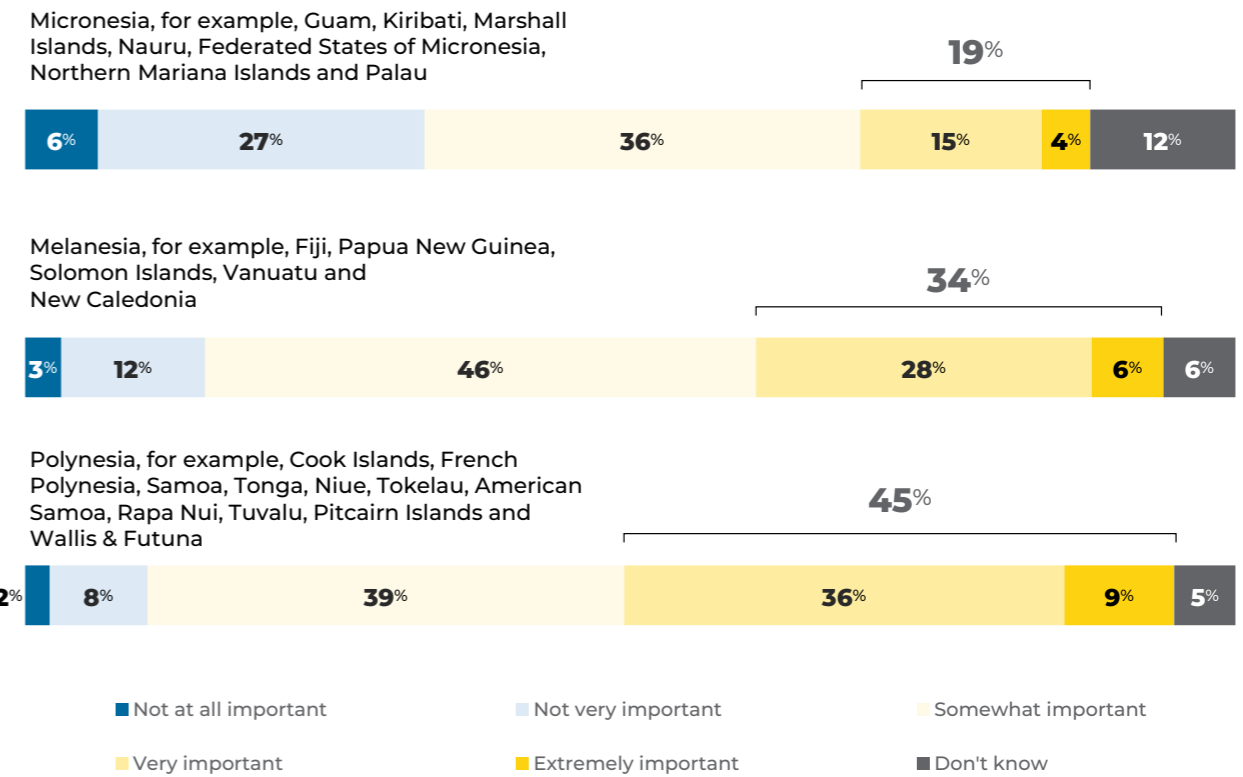
The three Pacific sub-regions are also individually seen as important to New Zealand's future, with a majority considering each of the sub-regions to be important to varying degrees (see figure 25). Polynesia is the most widely considered as at least somewhat important to New Zealand's future, followed closely by Melanesia, and with Micronesia slightly lagging in perceived importance.



53 OUR FUTURE Family playing on beach, Fiji, photo by jhorrocks

FIGURE 25

How important are each of the Pacific sub-regions to New Zealand's future?



Qualitative discussions show New Zealanders characterise the relationship between New Zealand and the Pacific nations as a familial one.

“The Pacific are like family, because the Islands are so close to us, especially the Pacific nations. And the people you grow up with, also come from a lot of the Pacific Islands. When you're stuck at the bottom of the world, having those Pacific islands kind of near you, it brings their closeness and that family feeling together because of that shared understanding of being separated from the rest of the world. You have a family connection because of that.”

25-34 years, female, New Zealand European

“We are connected. Still on the same level, but we have I guess, different ways of doing things. We're still independent to ourselves, but connected as family.”

25-34 years, female, New Zealand European / Samoan / Tongan



Cook Island Mama. Credit MFAT NZ, Getty Images

Source: Q9 – How important, or not, do you think each of the following Pacific sub-regions are to New Zealand's future? Base: All New Zealanders (n=2,339)

Looking ahead, there is a desire to become closer and deepen these ties in several ways. Future aspirations include:

- ◆ An increase in support for infrastructure and education in the Pacific Islands, particularly in the area of upskilling in the trade sector and medical field.
- ◆ A bigger commitment to promoting Pacific cultures in New Zealand.
- ◆ A positive change in people's attitudes towards Pacific peoples, particularly in addressing racism.
- ◆ An increase in visibility of Pacific peoples in media and film.

“When I am picturing this, it would be the social dynamics and the interaction between different cultures like Pasifika, and non-Pasifika, and so, for example, non-Pasifika taking part in events, and also not being a bystander with prejudice or racism. When people think of a family in a neighbourhood, and they are Pasifika, that the connotations are mostly positive rather than negative because they have been exposed and they're aware, and they understand the value of other cultures.”

15-24 years, female, New Zealand European / Fiji Indian



“I guess for me, more visibility in media...I'd love it if there were Pasifika movies made that weren't going straight to TV, but were actually on at the cinemas and visually at the Oscars or something.”

25-34 years, female, New Zealand European / Samoan

New Zealanders feel positively about the economic and cultural impacts of the Pacific on New Zealand's future.

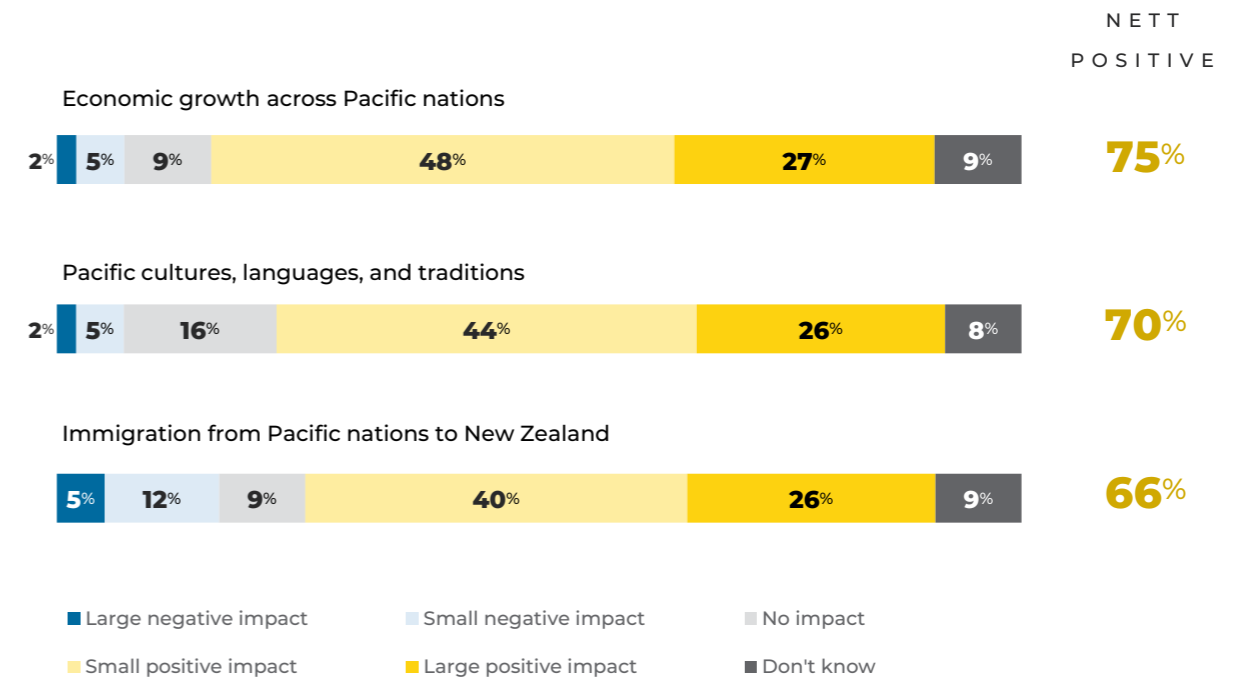
We showed New Zealanders different factors related to the Pacific and asked them to rate the potential impact on New Zealand in the next 10-20 years (see figure 26).

The overall story is that the Pacific is expected to impact positively on New Zealand's future, economically, politically and culturally. Those New Zealanders who feel able to express an opinion are typically more positive about each factor than negative.

The public believe that the leading way in which New Zealand will benefit is through economic growth across the Pacific (75% feel this will have a positive impact).

FIGURE 26

What impact will these areas have on New Zealand's future in the next 10-20 years?



“Economically, it'd be great to see a lot more support with Pacific Island infrastructure, where they need that help across education for example, or assistance with economic infrastructure as well. That's one part of the equation. And the other part of that equation would be to see that kind of flow on to New Zealand as well, so, we are benefitting both communities. And that would be a lot easier to sell politically as well, if there's that kind of mutual give and take. I think that'd be awesome to see...that would look like increased trading, increase skill sets being sourced from these Pacific Islands, you know we're upskilling them in certain areas, and trades or professions. That could be a really awesome way to fill a lot of these skill gaps that we see... Culturally,

I would love to see that advocacy and full commitment to Pasifika culture really echoed in New Zealand and just continuing to focus on those core cultural ties and that rich vibrant cultural exchange.”

25-34 years, male, New Zealand European

Pacific cultures and immigration are also expected to provide benefits to New Zealand in the future. 70% of New Zealanders believe that Pacific cultures, languages, and traditions will have an overall positive impact on New Zealand in the next two decades, and 66% also believe that immigration from Pacific nations will be a good thing.

New Zealanders are more hesitant about the impact of environmental issues and the geopolitical situation.

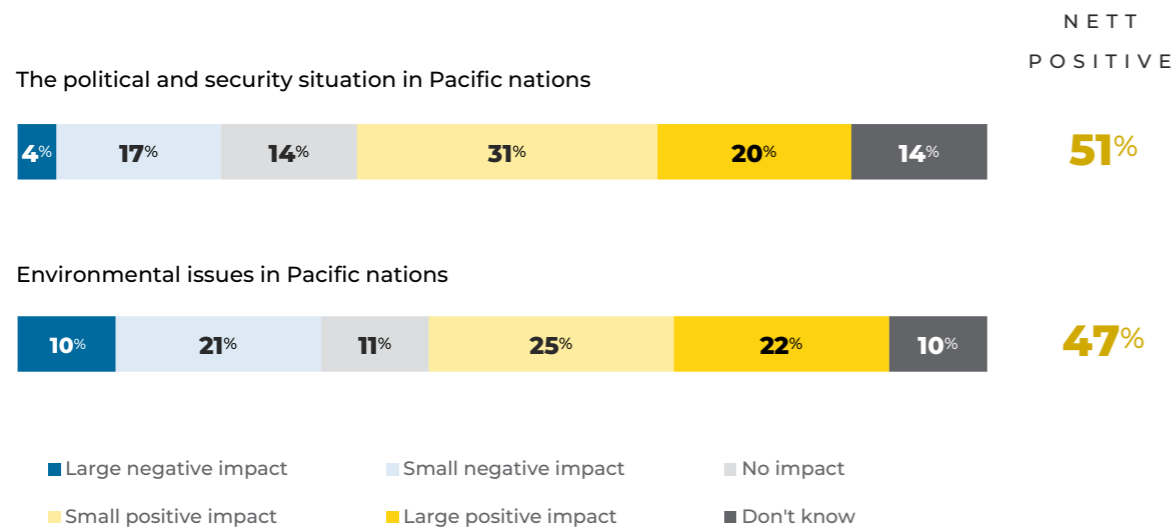
While almost half of New Zealanders (47%) are still of the belief that environmental issues in Pacific nations will have an overall positive impact on New Zealand's future, one in three New Zealanders (31%) share concerns that these issues will have an overall negative impact (see figure 27). One interpretation of this result is that some New Zealanders believe that any environmental issues that impact Pacific nations will also impact New Zealand (to some extent). Others could be concerned that

environmental issues in the Pacific will result in climate change refugees, which in their view could negatively impact New Zealand.

These concerns also extend to the political arena. While half of New Zealanders (51%) believe the political and security situation in the Pacific nations will have an overall positive impact on New Zealand's future, one in five (21%) believe it will have a negative impact.

FIGURE 27

What impact will these areas have on New Zealand's future in the next 10-20 years?

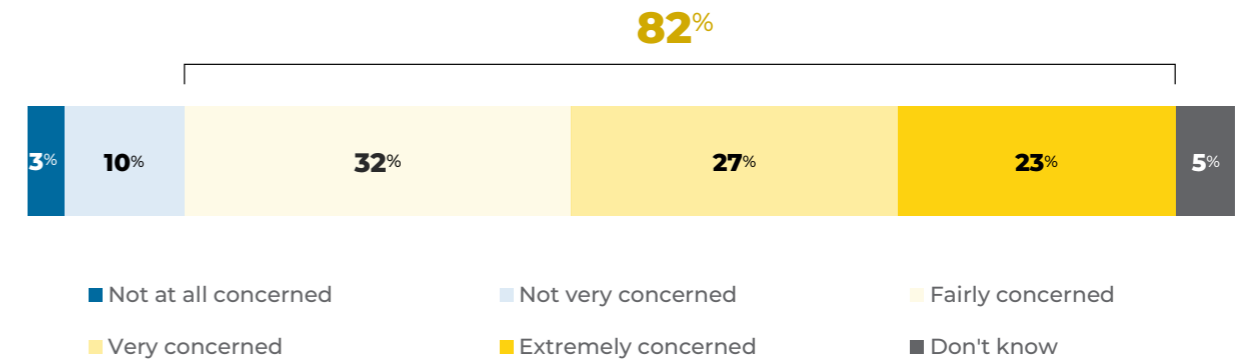


82% of New Zealanders are at least fairly concerned that world powers such as China or the United States are attempting to increase their power in the Pacific region, including half of New Zealanders who are very or extremely concerned⁹ (see figure 28). The concern runs deeper than average for a number of demographic groups including:

- ◆ Pacific peoples (68% vs. 50% on average)
- ◆ People aged 55 or above (59%)
- ◆ People who have a fair amount or a lot of knowledge on the Pacific (59%)
- ◆ Māori (56%).

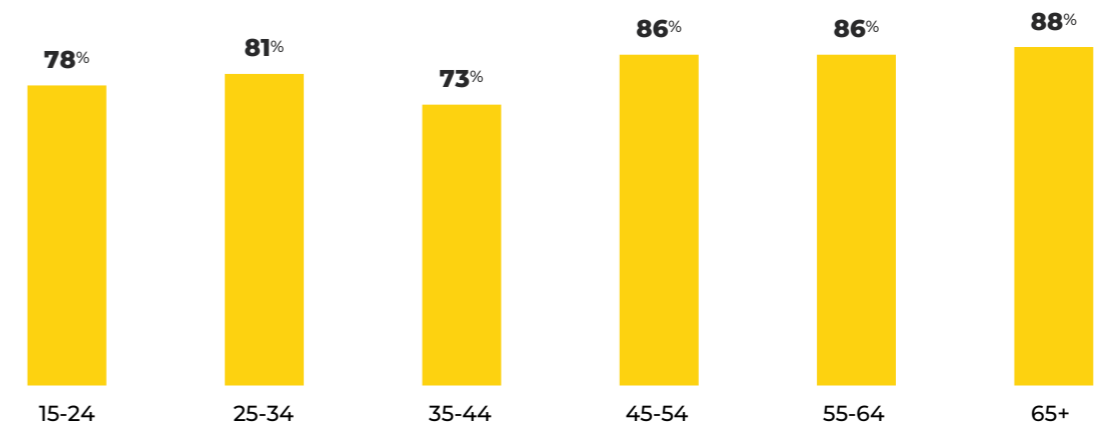
FIGURE 28

How concerned are New Zealanders about China and the US in the Pacific?

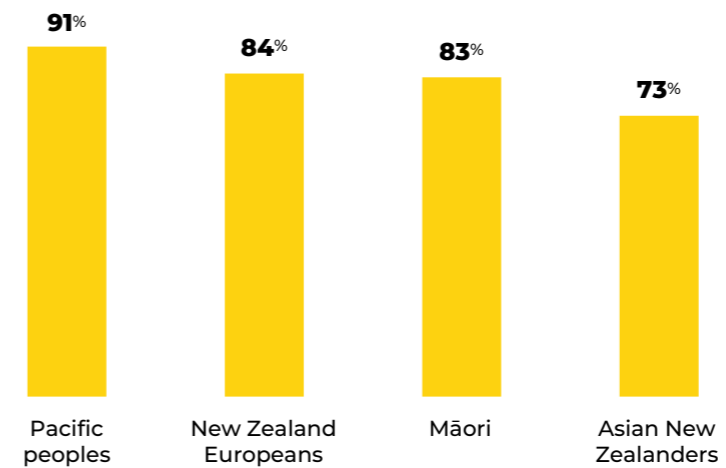


Concern about China and US in the Pacific

AGE



ETHNICITY



Source: Q45 - How concerned, or not, are you with world powers like China and the United States attempting to increase their power within the Pacific region? Base: All New Zealanders (n=2,339)

Source: Q12 - What kind of impact do you think each of the following will have on New Zealand's future in the next 10-20 years? Base: All New Zealanders (n=2,339)
⁹ It should be noted that fieldwork took place before the new security agreement was announced between China and the Solomon Islands.

People in the qualitative discussions express concern that if New Zealand does not form closer relationships with the Pacific Islands, then other countries will, which will be to the detriment of both the Pacific Islands and New Zealand.

“If we don't form better relationships with those countries in the Pacific, then other countries will try to win them over. I mean, that's what's happening now. We've seen an evolving China trying to help Pacific Island nations. Eventually though, those countries might buy into the Chinese regime. I mean, there's a huge number of resources in that area as well. If those islands are taken over by China, or Russia, for that matter, and they start to have a military presence there, then we're going to be in trouble.”

55-64 years, male, Asian New Zealander

Some are also critical of how the US conducts itself as well as China.

“I mean, I'm talking about the politicians, but America, they can be bullies to the smaller nations. You've got American Samoa and Samoa and you feel like those two countries are kind of separated from each other even though they are both Samoa, and they've kind of been bullied by the Americans.”

25-34 years, female, New Zealand European / Samoan / Tongan

“Unsustainable fishing or other environmental practices that extract the resources from those communities and those islands would be really devastating ... I think China is a very significant economic power more so than the US these days.”

25-34 years, male, New Zealand European

However, there are also mixed feelings about what New Zealand's responsibilities are to the Pacific nations when it comes to security and how effective it could ever hope to be in reducing tensions.

“New Zealand should be a security partner to the Pacific. Why? Because we've got to look after our little brothers and sisters. They're our neighbours. We need to look after our neighbours.”

35-44 years, male, New Zealand European

“If it was a huge country like the US or Russia and there was some conflict going on, how could we support the Pacific against massive countries like that? We couldn't even support ourselves against places like Russia and the US.”

15-24 years, male, New Zealand European

“There's more and more evidence, but this is probably just the start of a long journey for the Chinese. The Chinese do a lot of good stuff in the Pacific. I can't name anything specific, but I do know it's a win-win situation. Let's put it this way. China is going to take over the world peacefully and financially, probably not physically.”

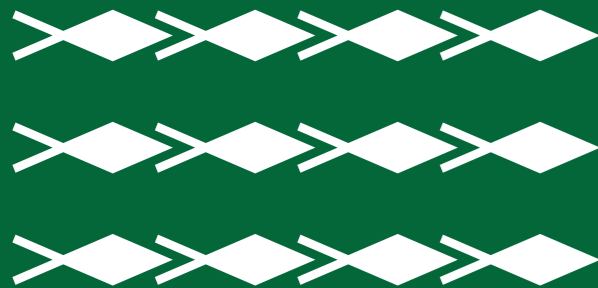
25-34 years, male, Asian New Zealander

“But the other thing that's a bit of a worry now is politics. We have the most precious part of the world. And it's still very isolated, and in a lot of ways innocent. But unfortunately, geopolitics...it's always been there, but it's getting worse now especially with corrupt politicians, prime ministers, not to mention any names. But now the big concern we all have is what's happening in the Solomon Islands. And boy, oh, boy.”

70 years, Male, NZ European / Samoan



Aitutaki, Cook Islands, photo by Rafael Ben-Ari



Tourism

How do New Zealanders view travelling to the Pacific?

This section examines New Zealand's perceptions around the reopening of the Pacific following COVID-19, and any potential concerns they have around travelling to the Pacific.¹⁰

Key findings

- ◆ New Zealanders are keen to support the Pacific's tourism sector.
- ◆ Polynesian islands are the most popular choice for New Zealanders to travel to first.
- ◆ The greatest concern in relation to travel in the Pacific is not being able to get back to New Zealand.



New Zealanders are keen to support the Pacific's tourism sectors.

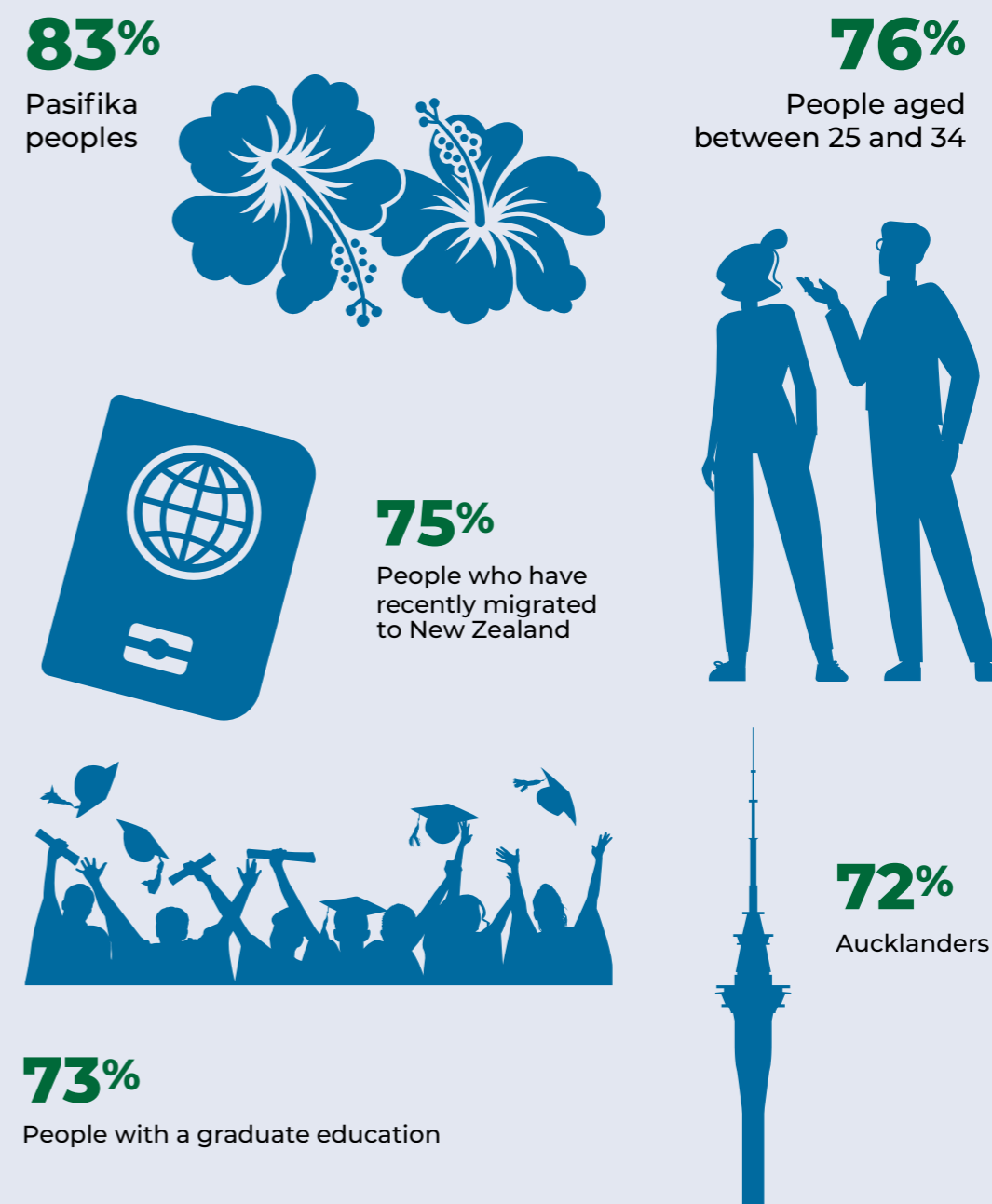
About two-thirds (64%) of New Zealanders are interested in travelling to a Pacific nation following the pandemic and the reopening of the border (see figure 29).

Those most interested in doing so are:

- ◆ Pacific peoples (83%)
- ◆ People aged between 25 and 34 (76%)
- ◆ People who have recently migrated to New Zealand (75%)
- ◆ People with a graduate education (73%)
- ◆ Aucklanders (72%).

FIGURE 29

Which New Zealanders are most interested in travelling to a Pacific nation?



Diving Fiji. Credit MFAT NZ, Getty Images

¹⁰ At the time of fieldwork for this survey, the Government announced that from 11.59pm on 27 February 2022, fully vaccinated New Zealanders and other eligible travellers returning to New Zealand from Australia were able to enter New Zealand and self-isolate rather than enter MIQ.

Source: Q33 – Once international travel is possible and practical, are you interested in travelling to a Pacific nation?
Base: All New Zealanders (n=2,339)

Polynesian islands are the most popular choice for New Zealanders to travel to first.

Three in five aspiring travellers (60%), want to travel to a Pacific nation in the Polynesian region once possible. This is higher than average for the following subgroups:

- ◆ Pacific peoples (72%)
- ◆ People aged 65 or over (70%)
- ◆ Māori (67%).

One in three potential travellers (37%) want to visit the Cook Islands first, and one in five (22%) would select Fiji as their first destination. Micronesian Islands are not on the radar. Only 2% of possible travellers have them as their first destination of choice (see figures 30 and 31).



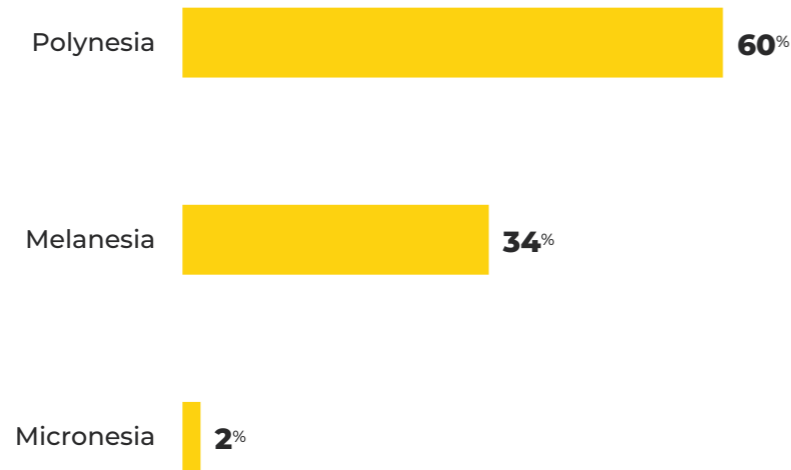
FIGURE 30

Which Pacific nations do New Zealanders want to travel to first?



FIGURE 31

Which Pacific sub-regions do New Zealanders want to travel to first?



The greatest concern in relation to travel in the Pacific is not being able to get back to New Zealand.

We asked those New Zealanders who are keen to visit specific Pacific nations, whether they had COVID-19 related concerns in relation to their destination of choice (see figure 32).

The greatest concern is being unable to return to New Zealand because of COVID-19, with often over 70% of New Zealanders being very or extremely concerned about this.

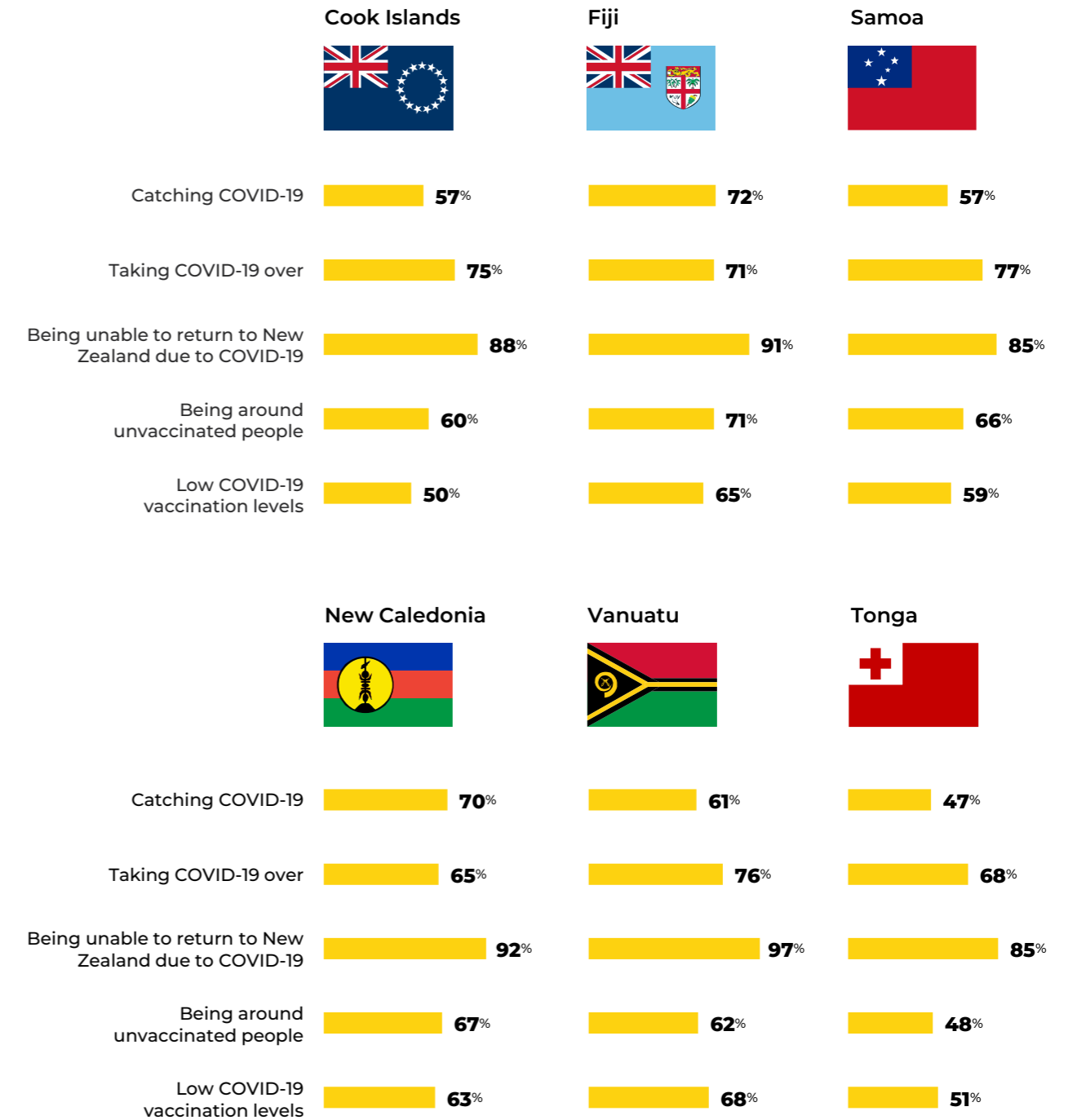
The level and nature of concerns vary across the leading Pacific destinations. 72% of potential travellers are at least fairly concerned about contracting COVID-19 when thinking about travelling to Fiji, while only 47% share the same level of concern when thinking of travelling to Tonga.



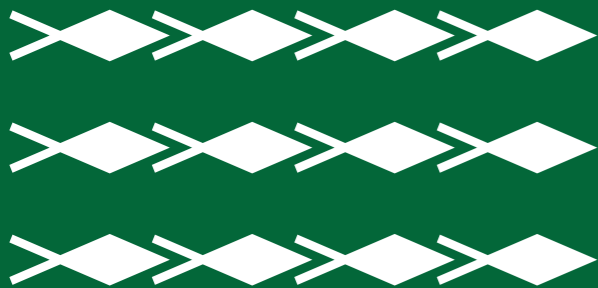
COVID-19, photo by Tai's Captures on Unsplash

FIGURE 32

What concerns do New Zealanders have when travelling to Pacific nations?



Source: Q35 – Thinking about travelling to [Country], how concerned or not are you about each of the following?
 Base: New Zealanders that first want to travel to the Cook Islands (n=559), Fiji (n=335), New Caledonia (n=69), Samoa (n=169), Tonga (n=57) and Vanuatu (n=76).



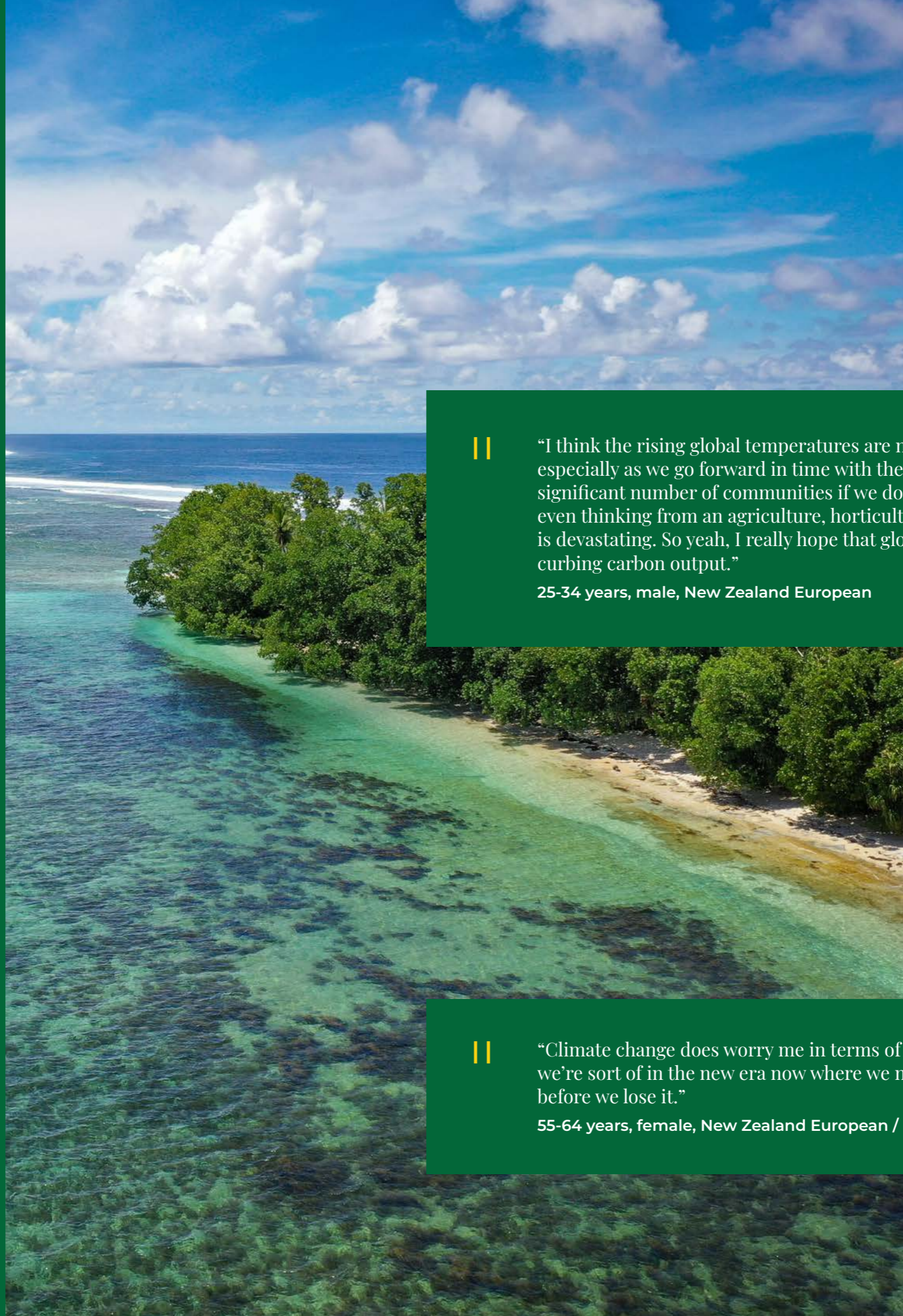
Climate Change

What is New Zealand's role in climate change in the Pacific?

This section looks at the impact climate change has had on the Pacific nations, and will continue to have, and perceptions around New Zealand's responsibilities to the Pacific.

Key findings

- ◆ New Zealanders feel that the world, including New Zealand, needs to do more to support its Pacific neighbours cope with climate change.
- ◆ Relatively few people are following international efforts to mitigate climate change. Those that do so, are critical of what might be achieved from a Pacific perspective.
- ◆ New Zealanders have a strong sense of responsibility for climate refugees coming from Pacific nations.



New Zealanders feel that the world, including New Zealand, needs to do more to support its Pacific neighbours cope with climate change.

New Zealanders broadly understand the collective agency required by all of us to support those most directly affected by climate change. They are looking for global leadership, 72% say the world needs to do much more to help Pacific nations. However, they also recognise that New Zealand has a greater role to play, 61% say New Zealand needs to do much more also.

|| “I think the rising global temperatures are negatively impacting communities, especially as we go forward in time with the rising sea levels that will submerge a significant number of communities if we don't do something about it... And then even thinking from an agriculture, horticulture point of view, unpredictable climate is devastating. So yeah, I really hope that global powers put more of an emphasis on curbing carbon output.”

25-34 years, male, New Zealand European

Relatively few people have engaged with COP26. Those that have, are critical of what it might achieve from a Pacific perspective.

Despite strong media coverage, only just over half of New Zealanders are aware of the 2021 United Nations Climate Change Conference, more commonly known as COP26.

Many of those who are aware at least of the conference, feel unable to rate its likely impact on Pacific nations. Those that do, are much more likely to agree (34%) than disagree (6%) that it represents a poor deal for Pacific nations.

|| “Climate change does worry me in terms of all the Pacific Islands. And I think we're sort of in the new era now where we need to do something about it ... before we lose it.”

55-64 years, female, New Zealand European / Fijian

New Zealanders have a strong sense of responsibility for climate refugees coming from Pacific nations.

We asked New Zealanders to rate how much responsibility New Zealand has for climate refugees from Pacific nations on a scale from 1 to 7 (see figure 33). Half (51%) of New Zealanders believe there is a higher level of responsibility, while only 20% feel there is a lower level. The average rating tended towards a higher level of responsibility at 4.5 out of 7.

Māori, Pacific peoples, and Wellingtonians are all more likely than average to believe New Zealanders have a higher level of responsibility to climate refugees from Pacific Nations.

“I know some Pacific islands have tried to say for themselves, the sea levels are rising, it's affecting our country... the message doesn't seem to be going well. Or it just gets hyped up for a little while and then shortly fades away. And everyone forgets about it. I think New Zealand can step up into that role and use their position to help the Pacific Islands out.”

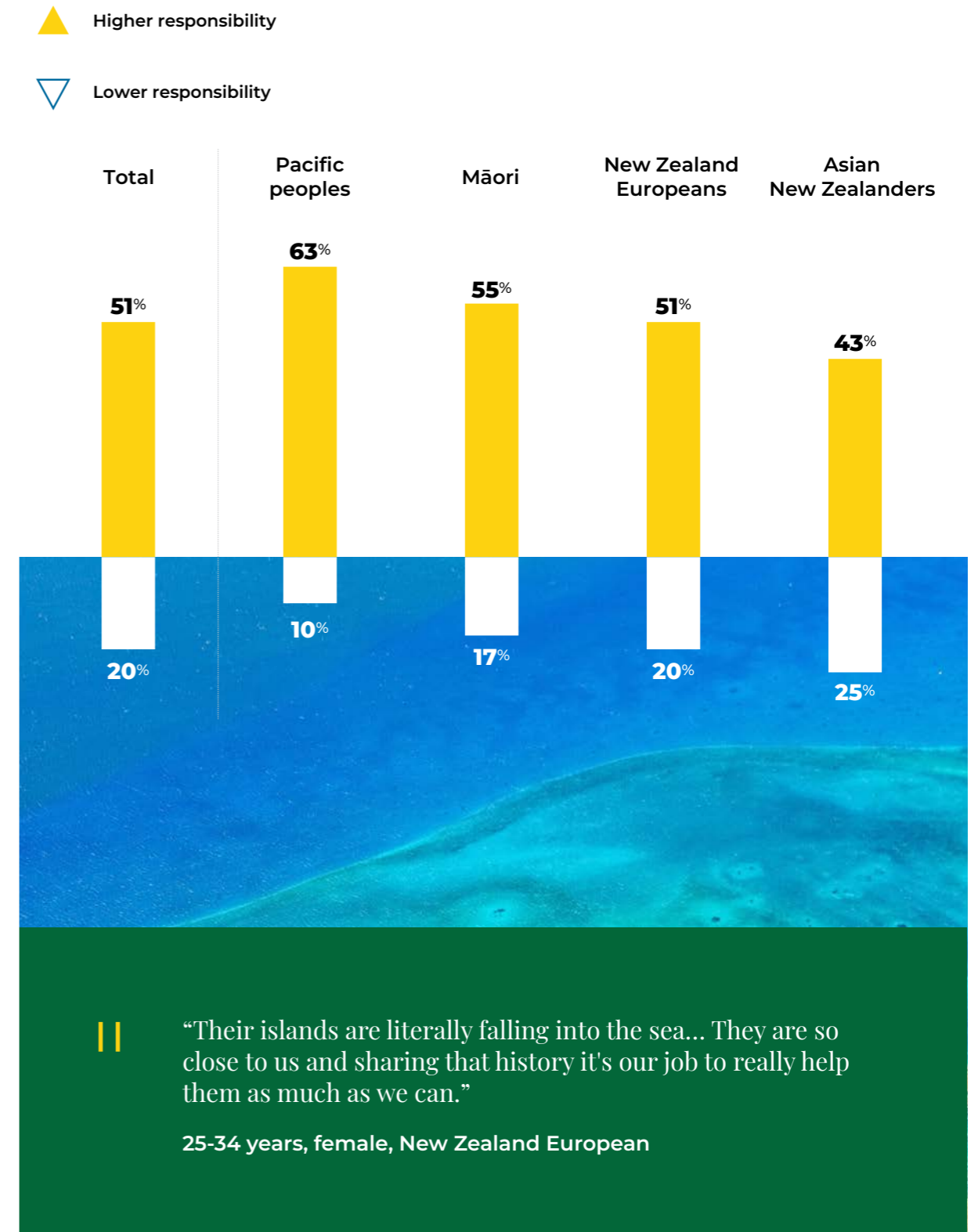
55-64 years, female, Fijian



Pacific Climate Warriors led the student climate strikes in Wellington in 2019, Radio New Zealand, photo by Johnny Blades

FIGURE 33

What level of responsibility do New Zealanders have for climate refugees?





Background and methodology

With a uniquely Pacific lens, the Pacific Cooperation Foundation was established with a focus on strengthening the bonds that connect New Zealand with the Pacific Moana. It provides platforms to uplift, amplify, inform, and equip Pacific peoples and communities spanning the breadth of Polynesia, Melanesia and Micronesia.

Quantitative methodology

Online surveys were completed with New Zealanders aged 15 years and over from 3rd - 24th February 2022. A survey of 2,339 people has a maximum margin of error of +/- 2.0 percentage points at the 95 percent confidence level.

Data collection method

Respondents completed a 20-minute online self-completion survey.

Sampling and weighting

Respondents were drawn from New Zealand's leading research panels, including Kantar and Dynata. Panellists complete surveys in exchange for loyalty points.

Interviewing targets were set to achieve a representative sample by age within gender within the region. Targets were also set by ethnicity, including oversampling Pacific peoples to enable the researchers to better detect any statistically significant differences.

Other notes

- ◆ Within the body of this report, subgroups analyses are included to add clarity to the results. Sub-analyses include cross-tabulations with demographic variables, such as gender, age, and ethnicity. Reported differences are statistically significant at the 95 percent confidence level, unless otherwise specified.

- ◆ The project also included follow-up qualitative research to further explore some of the results of the quantitative survey. The qualitative research was carried out through five focus groups. Details of the qualitative research are outlined below.
- ◆ Throughout this report 'New Zealanders' refers to all those aged 15 and above, living in permanent private residences in New Zealand, including those who were born in New Zealand and those who were born elsewhere.
- ◆ Individual percentages are rounded to the nearest one percent. This rounding means that the sum of the individual percentages can be just above or below 100%.

Qualitative method

The qualitative component of the research featured 5 online semi-structured discussion groups, with a total of 21 New Zealanders. Three of the online discussion groups were conducted with New Zealanders of Pacific descent (11 people), and 2 of the discussion groups were conducted with New Zealanders of non-Pacific descent (10 people).

Participants were drawn from across New Zealand. Fieldwork was conducted between Monday 11th April – Wednesday 20th April.

Topics were broad-ranging and included:

- ◆ Top of mind perceptions of the Pacific
- ◆ Pacific identity and culture
- ◆ New Zealand's engagement with the Pacific
- ◆ Security in the Pacific
- ◆ Environmental issues in the Pacific.



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David Tua, after his investiture as ONZM, for services to youth, boxing and the community, at Government House, photo by Paora, Creative Commons Attribution-Share Alike 4.0

Adrian Orr, photo by Dom Thomas, used with permission from Radio New Zealand (RNZ)

Richie Mo'unga 2019, photo by Stemoc, Creative Commons Attribution-Share Alike 4.0

John Pule, after his investiture as ONZM, for services as an author, poet and painter, on 29 August 2012, photo by the New Zealand Government, Office of the Governor-General, Creative Commons Attribution 4.0

Hon Fiame Naomi Mata'afa, photo by Rachel Park, NZDF Photographer, Creative Commons Attribution 3.0 Unported

Brianna Fruean, in Brisbane (Australia), in 2018, photo by Natiaifoifatalavai, Creative Commons Attribution-Share Alike 4.0

