



**MOUI OLAOLA**  
**NATIONAL NIUE**  
**STRATEGIC**  
**WELLBEING PLAN**



**2023-2025**



## COVER IMAGE

This *lili* is a wall-hanging in the style of a table mat. The Moui Olaola Project team chose this piece of work in recognition of earlier and current Niue leaders who envisioned, prayed and fundraised for Moui Olaola amongst Tagata Niue before the arrival of this document.

### WEAVER

Matua Finemanogi Panama Ongosia

### PURPOSE

This wall-hanging was created to bless Tagata Niue and commemorate Niue Constitution Day in Aotearoa New Zealand.

### WORDING

Moui olaola a Niue he mafola, motu Niue, Monuina haau a tu tau, pihia ni e tau tau anoiha

### TRANSLATION

Niue wellbeing with peace, Niue people, Blessings to you and the many years ahead

Weaving *lili* (table mats) in Niue communities is not just a creative activity but a social and cultural practice that fosters community, supports women's well-being, and helps preserve their cultural heritage. It showcases the rich tradition of passing down knowledge and fostering unity among Niue woman. Some men weave, too.

This weaving represents the voices and thought leadership from Niue communities woven together. The yellow petals each represent the 5 strategic wellbeing areas underpinned by the 5 key Niue values in the current plan. The groups of yellow rectangles are the links between the values and rolling actions that drive the strategies forward. Yellow signifies the Niue flag and the 'hihi' (little yellow land snail) shells typically worn by Tagata Niue as prized gifts or jewellery to represent their Niue heritage, and often to be identified by other Pacific people as Tagata Niue.

All of the above is held together and surrounded by blue representing the shared vast ocean that

surrounds and encompasses Niue and Aotearoa New Zealand, where ancestors of both navigated and journeyed. A full circle of blessings is openly and plainly provided in written text "Moui Olaola a Niue he mafola, motu Niue, Monuina haau a tu tau, pihia ni mo e tau tau anoiha." This signifies a higher spiritual being from whom blessings can be asked.

Weavers in Niue mainly use laufā (pandanus leaves), kà niu (coconut leaf mid-ribs), and launiu (coconut leaves). Weavers also use previously prepared fou (wild hibiscus) fibres. They also use the fibres and thin roots of the ovava (banyan) tree. Today, weavers also use modern materials, such as plastic strips, plastic bread bags, raffia, wool, and string.

This plan has been created by diverse Niue communities and individuals from different demographics and background and the process has used different ways to best engage with Tagata Niue.



# ACKNOWLEDGEMENTS

## TAU MANATU FAKATAUTONU

*Moui Olaola – National Niue Strategic Wellbeing Plan 2023–2025* is proudly created and presented through the collective efforts of Niue communities in Aotearoa New Zealand and the Ministry of Social Development (MSD). Niue community mobilisation to fakatutala has been the driver to bringing forward the development of this plan to realise the wellbeing aspirations of Tagata Niue in Aotearoa.

On behalf of the Niue working group and MSD we acknowledge all our communities who support Niue wellbeing, and in particular our leaders, communities, and youth who contributed to this plan through the focus groups online and in-person, regional fono, youth fono, and social media. Many discussions resulted in the implementation of a Niue Wellbeing Open Day on 2 September 2023 to raise more awareness, reaffirm and endorse the Moui Olaola strategic priorities, and experience how the promotion of Niue wellbeing could look in the near future.

*Fakaue lahi ke he tau gahua mitaki. Haia ma tau lilifu e lali ke fakaholahola mo e tuku atu ke he Fakatufono e falu a tau manatu ke lagomatai ha tautolu a tau magafaoa Niue I Niu Sila ke he faahi gahua nai – kua fakahigoa Moui Olaola – National Niue Strategic Wellbeing Plan 2023–2025.*

We are grateful to Serena Curtis (General Manager, Pacific, Community, Capability and Partnerships, MSD) and her team, namely Seletuta Visiesio-Pita and previously Marie Schmidt for their foresight and valuable support. We acknowledge Maliaga Erick for her leadership and the initial steering group for their generosity to work together and get this plan started. The initial steering group members, whom we are very grateful for, include:

- Rev Ere Talagi Ikitoelagi – Faifeau
- Sariah Magaoa – Youth Rep
- Jordan Lagitupu – Youth Rep
- Halo Asekona
- Dr Vili Nosa
- Anne Fitsimanu
- Stephanie Tautolo (née Erick)
- Holona Lui
- George Makapatama

Kia fakamonuina mai he Atua e tau gahua ke moui olaola e tau magafaoa Niue.



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# FOREWORD

## FOLAFOLA



*Mōnu Mōnu Tagaloa!*

*Hake ke pū he lagi.*

*Hifo ke pū he lalo fonua.*

*Agi mai he matagi tugi he mafola.*

*Ki tū Ki tū e a a.*

*Fakaalofa lahi atu kia mutolu oti, tau Tagata Niue, kua nonofo he motu nei ko Aotearoa.*

*Kua mahuiga lahi, ke fakatuleva e tau agaaga kau fakalataha, gahua auhoa ha tautolu, mo e lali ke leveki auhoa mo e fakamalolo ke moui olaola e tau magafaoa Niue i Aotearoa. Ko e tau gahua ha tautolu mo e tau laliaga ke maeke he Tagata Niue ke moua e milino, monuina mo e moui malolo katoatoa.*

*“Maintaining our collaborative spirit is of utmost significance to us, the Niue community, as we strive to collectively nurture and fortify resilient Niue families within the Aotearoa landscape. Our collective efforts aim to ensure that Tagata Niue experiences peace, prosperity, and comprehensive health and wellbeing.”*

– Maliaga Erick MNZM

The National Niue Strategic Wellbeing Plan is named Moui Olaola, a choice that emerged from initial focus group discussions to represent the wellbeing of Tagata Niue in Aotearoa. It's worth noting that 'Moui Fiafia' was a strong contender for the name, as it emphasises the significance of living in a positive, joyful, peaceful, and mindful way.

Moui Olaola outlines:

- The context for the development of Moui Olaola
- The underlying vision and values of Moui Olaola

- Background information about Tagata Niue in Aotearoa
- Wellbeing priorities, with the strategic actions to achieve them
- Monitoring and evaluation.

Moui Olaola seeks to ignite real change and unleash the potential and power within Tagata Niue in Aotearoa to see Niue families in Aotearoa who are healthy, vibrant, and thriving vigorously and abundantly.

*Note: The Niue community has embraced the term 'Niue' or 'Tagata Niue' to self-identify as the people from Niue Island, rather than using the term 'Niueans'.*

# CONTEXT FOR MOUI OLAOLA DEVELOPMENT

## MAFUTA MAIAGA GAHUA MOUI OLAOLA

### GOVERNMENT PRIORITIES TAU MATAPATU FAKATOKATOKA HE FAKATUFONO

During the development of Moui Olaola, a key consideration was ensuring its alignment with and contribution to the broader government priorities for Pacific peoples in Aotearoa. This alignment was influenced by the following departmental initiatives, which shaped the approach and outcomes of Moui Olaola:

- Pacific Prosperity Strategy (MSD, 2019)
- Pasefika Proud Pathways for Change (MSD, 2020)
- Lalanga Fou – All-of-Government Pacific Wellbeing Strategy (Ministry for Pacific Peoples, 2018).

Working alongside various other government agencies committed to the wellbeing of Pacific communities, these initiatives, akin to Moui Olaola, share a unified emphasis on nurturing healthier, more resilient, and closely interconnected Pacific communities, including Tagata Niue, within Aotearoa.

Pasefika Proud Pathways for Change seeks to mobilise communities and build their capability. This project has mobilised Niue communities across the motu to gather and discuss what wellbeing means to them. This has resulted in Niue communities identifying capabilities needed to achieve Niue wellbeing.

Moui Olaola aligns with the four Lalanga Fou – Pacific Wellbeing Strategy goals:

1. Thriving Pacific languages, cultures and identities.
2. Prosperous Pacific communities.
3. Resilient and healthy Pacific peoples.
4. Confident, thriving and resilient Pacific young people



### DEVELOPMENT PROCESS AND METHODOLOGY PUHALA TALAGA MO E TAUTEAGA

In 2021, utilising the Faiumu framework, a series of regional workshop discussions led by community-nominated Niue leaders were held, which included:

- 10 regional workshops across Aotearoa, including a specific youth-only fono
- Community fakatutala with 120+ Tagata Niue
- 15+ Zoom meetings
- A Niue Wellbeing Open Day with 200+ attendees, including online participants.

The workshops looked to socialise the topic of wellbeing for Tagata Niue. Many of the participants shared how important wellbeing is and the importance of raising awareness around how we achieve and maintain wellbeing.



Wellbeing was defined in a holistic way by Tagata Niue once initial discussions revealed what it meant to them. The concept of wellbeing was framed as being inclusive of the determinants of health. So having a good job, good education, housing, some economic success, social connectedness, and good environment were all considered part of having wellbeing. Happiness and health were important, particularly mental health, which was described as having a happy home, family, culture, and language.

Connectedness to Niue (particularly by Aotearoa-born Tagata Niue), feeling included in their community, and seeing Niue in any form in their lives were shared as important factors for wellbeing.

The regional workshop participants were especially pleased with the effort and process provided to ensure their voices were heard. It was highlighted that a face-to-face fono with their leaders combined with the facilitators' own leadership provided an excellent forum for discussions around Niue wellbeing. They felt that the credibility, trustworthiness and knowledge was present at the workshops to safely open themselves for learning and to share their thoughts.

An independent survey was conducted during the Niue Wellbeing Open Day to gather further feedback as well as to evaluate the event.

## COMMUNITY PARTICIPATION

### TAU MAAGA NE PUTOIA

The following community groups were engaged with in the development of Moui Olaola:

- Christchurch Niue community
- Hamilton/Waikato Niue community
- Porirua/Wellington Niue community
- Auckland Niue community
- Northland Niue community
- Online Niue community for those unable to attend in-person regional workshops.

The findings from these workshops were then presented back to participants at regional workshops with a report to ensure Tagata Niue continually were engaged with during all phases of the development of Moui Olaola.



Porirua/Wellington fono

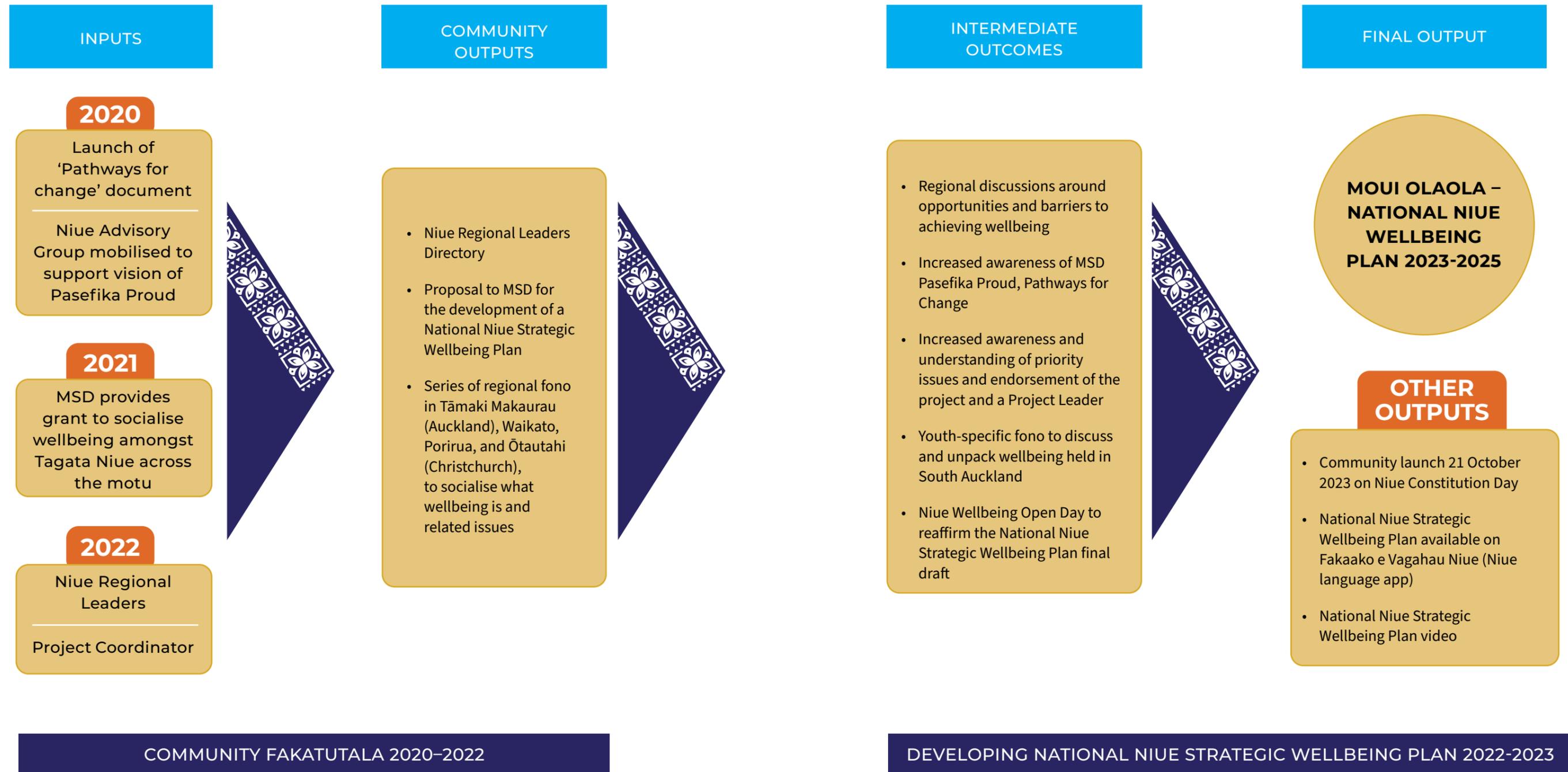


Christchurch fono



Hamilton/Waikato fono

# DEVELOPMENT OF NATIONAL NIUE STRATEGIC WELLBEING PLAN





# STRATEGIC WELLBEING PRIORITIES

## FAKAPAPAHIAGA GAHUA

### VISION

#### ONOONO KI MUA

“*Tau Tagata Niue are healthy, vibrant, and thriving in Aotearoa*”

This vision is informed by the Pasefika Proud document *Koe Fakatupuolamoui he tau Magafaoa Niue – A Niuean Conceptual Framework for Addressing Family Violence* (MSD, 2012), which received endorsement from Tagata Niue at the national Niue Wellbeing Open Day. The intention is to ignite real change amongst Pacific communities within Aotearoa. This vision seeks to ignite and unleash the potential and power within Tagata Niue in Aotearoa to see Niue families in Aotearoa who are healthy, vibrant and thriving vigorously and abundantly.

### VALUES

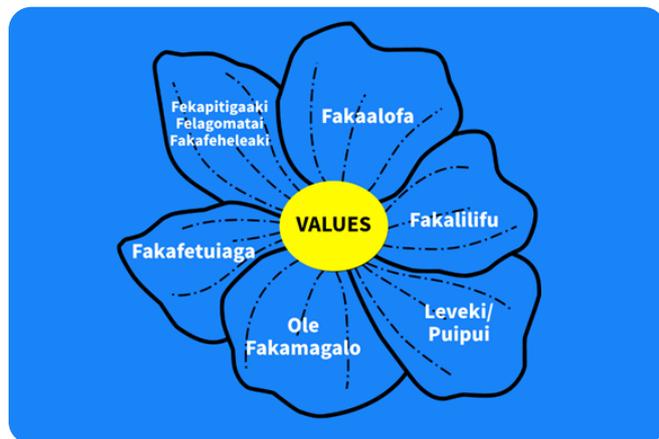
#### TAU KOLOA MAHUIGA

MSD commissioned *Koe Fakatupuolamoui he tau Magafaoa Niue*, which presents a conceptual framework for Niue wellbeing. These key concepts unpack the values for Tagata Niue.

Moui Olaola is underpinned by these values:

Fakaalofa	Love, empathy, gifting
Ole fakamagalo	Forgiveness and compassion
Felagomatai	Helping one another
Fekapitigaaki	Working well together
Fakafeheleaki	Reciprocity and sharing
Fakalilifu	Faith in God, respect and honouring people
Levek/puipui	Care of, protecting and sheltering one another
Fakafetuiga	Maintaining good relationships

Each of the values intertwine with each other, and each is important for achieving wellbeing. These values have laid the foundations to direct the strategic priorities. Vagahau Niue (the Niue language), kaufakalataha (working together) and magafaoa (family) are all important values for Tagata Niue.





# TAGATA NIUE IN AOTEAROA

## TAU TAGATA NIUE I AOTEAROA

As part of the Realm of New Zealand, Tagata Niue are citizens of Aotearoa New Zealand, and King Charles III is head of state of Niue in his capacity as King of New Zealand. Between 90% and 95% of Tagata Niue live in Aotearoa, along with about 70% of the speakers of Vagahau Niue.

It's important to note that while there are benefits to being a Realm country in association with Aotearoa, there may also be some challenges and concerns related to sovereignty and self-determination. The Niue Government and people continue to engage in discussions and negotiations with Aotearoa to ensure that their interests and aspirations are respected and promoted while maintaining this unique relationship.

## DEMOGRAPHICS OF TAGATA NIUE IN AOTEAROA

Based on the 2018 New Zealand Census we understand that there are around 31,000 people who identify as Tagata Niue. The median age is 21 years, with a near-even share of male and females. Over two-thirds of Tagata Niue were born in Aotearoa, and around two-thirds identify with more than one ethnicity.

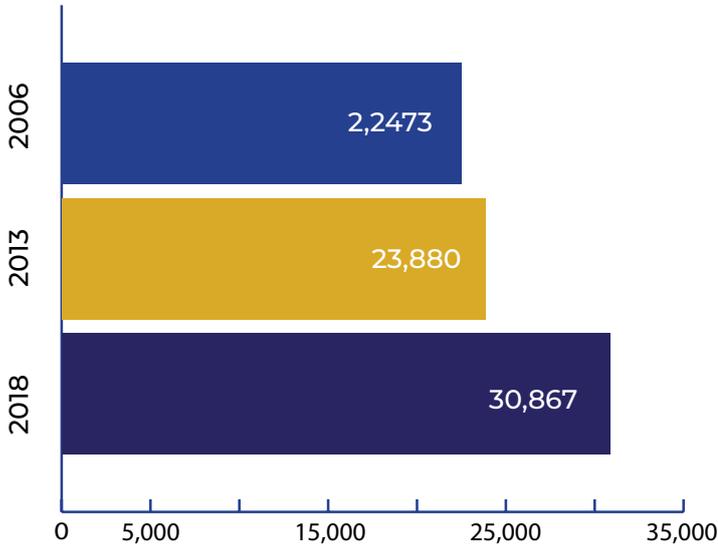


Auckland fono

# 2023 NIUE PEOPLE IN AOTEAROA

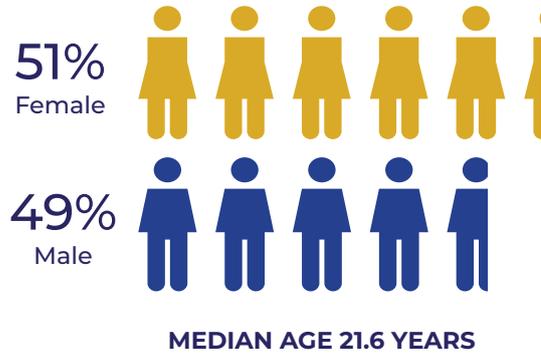
## DEMOGRAPHICS – CENSUS DATA 2018

### NIUE POPULATION



POPULATION GROWTH **37%** INCREASE IN TAGATA NIUE FROM 2006 TO 2018

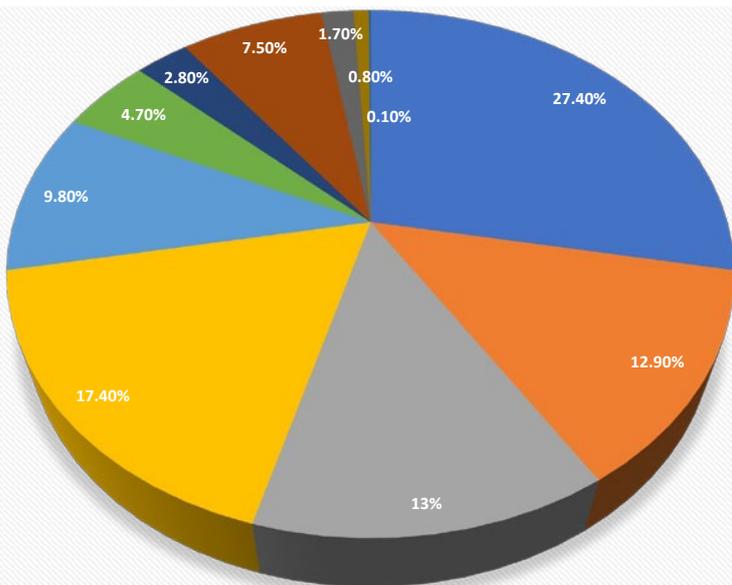
### GENDER



### REGIONAL RESIDENCE



### EDUCATION



- No Qualification
- Level 1 Certificate
- Level 2 Certificate
- Level 3 Certificate
- Level 4 Certificate
- Level 5 Diploma
- Level 6 Diploma
- Bachelor's degree & Level 7
- Postgrad & honours degree
- Master's degree
- Doctorate

### INCOME EARNINGS

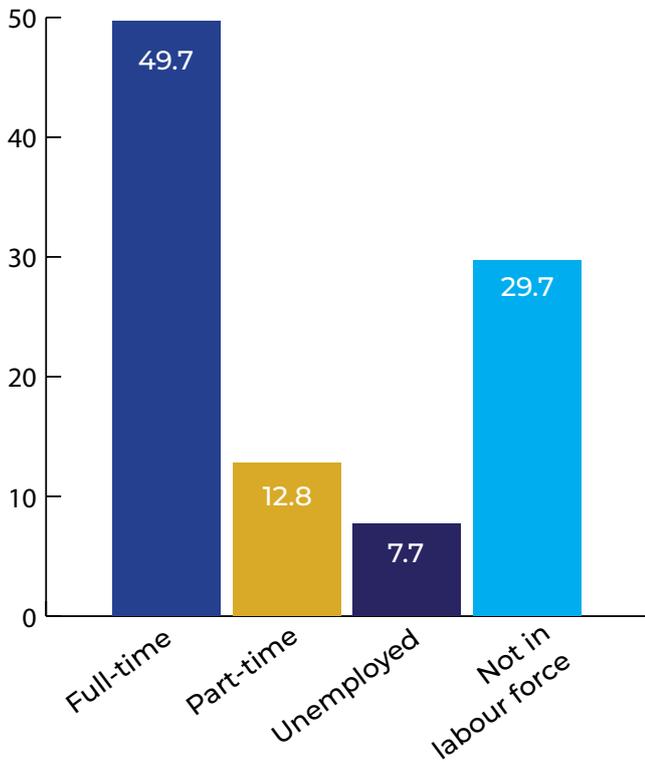
**\$24,800**

MEDIAN INCOME EARNED IN 2018

# 2023 NIUE PEOPLE IN AOTEAROA

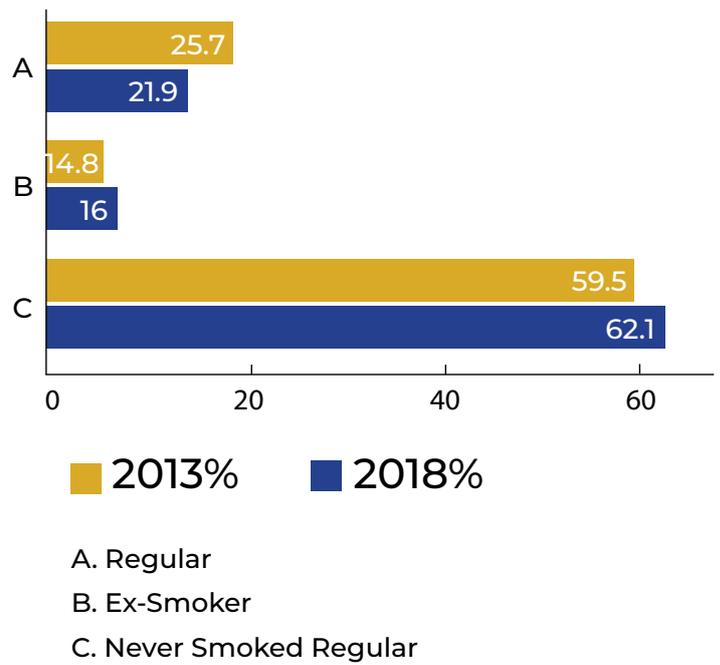
## DEMOGRAPHICS – CENSUS DATA 2018

### EMPLOYMENT



### HEALTH

#### (CIGARETTE SMOKING BEHAVIOUR)



### TE MANA OLA – THE PACIFIC HEALTH STRATEGY SHOWS FOR TAGATA NIUE AND OTHER PACIFIC PEOPLES:



Strong, resilient communities as shown during the Niue response to COVID-19



Higher rates of chronic conditions and multi-morbidity



Higher rates of unmet need for health care



Lower life expectancy than general population



Underrepresented in the health workforce



## ANALYSIS OF THE DATA KUMIKUMIAGA HE TAU FAKAILOAAGA

Most Tagata Niue who live in Aotearoa (74.8%) reside in the Auckland region, surpassing other Pacific ethnicities (63.9%). Conversely, the Wellington region is home to a significantly lower proportion of Niue residents (6.5%) compared to Auckland. In terms of education, Tagata Niue exhibit a slightly higher percentage of no qualifications (27.4%) in contrast to other Pacific peoples (24.5%).

However, Niue students excel in achieving level 1 (12.9%) and level 2 (13.0%) certificates when compared to their Pacific counterparts. Within the workforce, both Tagata Niue and other Pacific peoples share a similar percentage of full employment. Employment status for Tagata Niue aligns closely with the average status for Pacific peoples. On the economic front, Tagata Niue earn higher incomes than other Pacific peoples in Aotearoa. The median income for overseas-born Tagata Niue also surpasses that of their overseas-born Pacific counterparts. Furthermore, when focusing on the income bracket of \$70,000 to \$100,000, Tagata Niue exhibit a higher percentage of individuals falling within this range compared to other Pacific peoples.

## AREAS FOR IMPROVEMENT TAU GAHUA KUA LATA KE FAKATOLOMAKI KI MUA

Efforts to improve the socio-economic landscape in Niue involve a multi-faceted approach. Firstly, there is a push to encourage Niue communities to pursue higher-paying job opportunities, either through apprenticeships or by obtaining qualifications, thus enhancing their earning potential. Simultaneously, the involvement of parents and teachers is crucial in nurturing and motivating students to aim for higher levels of education, empowering them for better prospects.

In addition, there's a broader initiative to foster workforce development not only in Niue but across the entire Pacific region, promoting economic growth and stability. Furthermore, a specific focus on public health is evident, with Niue health professionals and health promotion initiatives actively working to educate and support communities in understanding the health advantages of quitting smoking, promoting overall wellbeing. These initiatives collectively aim to uplift the Niue society, both economically and in terms of health and education.



Health providers at the Niue Wellbeing Open Day





# FIVE STRATEGIC WELLBEING PRIORITIES

## LIMA E MATAPATU FAKAPAPAHIAGA

*“Niue Wellbeing Is Strongly Connected To Religious Beliefs – Tau Liogi And Tua Falanaki Ke He Atua.”*

– Niue community leader

*“Being the best version of myself, striving to be healthy in all areas, having a good family life, inserting myself into healthy relationships and surrounding myself with good people, taking rests when needed, nourishing both my body and mind, good food, academics and challenging my mind, being immersed in Niue culture and finding my identity...”*

– Youth participant, Hamilton fono

### WHAT IS WELLBEING? KO E HIGOA E MOUI OLAOLA?

Tagata Niue developed a comprehensive definition of wellbeing after initial discussions revealed its significance to them. They viewed wellbeing as encompassing various aspects of health, such as having a stable job, receiving a good education, living in suitable housing, experiencing some economic prosperity, maintaining social connections, and enjoying a healthy environment.

Happiness and health were particularly important, with a specific focus on mental health, which they described as having a contented home, having a loving family, and preserving their culture and language.

Religious beliefs, church, God, faith, or religion were infrequently mentioned. However, their actions told a different story. In practice, participants actively engaged in religious activities, such as opening and closing meetings with prayers, singing Niue hymns, displaying Christian values, and even holding some fono in church halls.

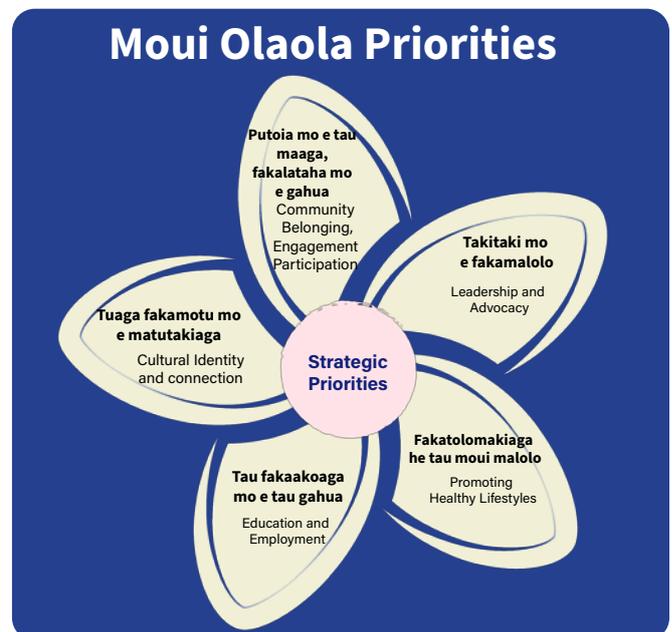
Additionally, the youth fono viewed well-being, encompassing aspects like employment, education, and good health, as fundamental to their religious convictions, seeing it as a means to better serve their communities in alignment with their faith.

This divergence between explicit discussions and implicit expressions highlights the significance of considering both when examining Tagata Niue values and practices.

Furthermore, they emphasised the importance of feeling connected to Niue (especially among Aotearoa-born Tagata Niue), feeling included in their community, and encountering elements of Niue in various aspects of their lives as essential factors contributing to wellbeing.

As a result of regional workshops, the voices of our community have placed an emphasis on five strategic key areas for wellbeing:

1. Tuaga fakamotu mo e matutakiaga – Cultural identity and connection
2. Matutaki mo e maaga, feleveia mo e gahua – Community belonging, engagement, and participation
3. Takitakiaga mo e fakamalolo – Leadership and advocacy
4. Tau fakaakoaga mo e tau gahua – Education and employment
5. Fakatolomakiaga he tau moui malolo – Promoting healthy lifestyles.



# CULTURAL IDENTITY AND CONNECTION

## TUAGA FAKAMOTU MO E MATUTAKIAGA

*"I want to speak my language and know my culture to pass it on to my kids."*

– Youth participant, youth fono

*"We would like great teachers and resources to help us learn Vagahau Niue. It's hard for me to learn from expert speakers."*

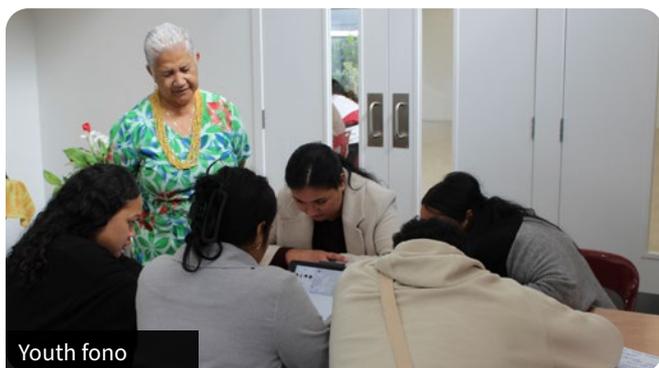
– Adult participant, Christchurch fono

### Definition

Cultural identity holds a central position in the lives of Tagata Niue, reflected in their strong commitment to embracing their Niue heritage and maintaining their cultural roots. This identity is deeply intertwined with the Niue way of life, which they passionately celebrate and revere, offering a profound sense of fulfilment that is different from other experiences. The preservation of Vagahau Niue, supplemented by English translations, serves as a crucial thread that weaves their cultural tapestry, ensuring its essential presence in their daily lives. From childhood, the significance of this identity is often instilled, with cultural celebrations and practices playing a pivotal role in fostering connections and nurturing a sense of belonging.

### Importance

The importance of cultural identity to Tagata Niue cannot be overstated, as it not only anchors their present but also lays the foundation for their future. This deep-rooted identity, cultivated from an early age, is a means through which they pass on their heritage to the next generations, their 'mokopuna'. Older generations take immense pride in knowing and preserving their cultural roots, actively participating in Niue customs, songs, and dances while forging strong bonds with fellow Tagata Niue and Pacific communities. Despite the challenges they face in preserving their language, faith and pride serve as powerful tools, enabling Tagata Niue to celebrate their unique heritage. This celebration not only fosters personal and communal growth but also ensures the safeguarding of their traditions, language, and history for the benefit of future generations.



Youth fono

### Wellbeing impact

Embracing their Niue cultural identity significantly enhances the wellbeing of Tagata Niue in Aotearoa. This connection provides a deep sense of belonging and resilience, fostering social support networks within their community and with other Pacific groups. Cultural pride empowers them, aiding in overcoming feelings of isolation or discrimination in a new cultural context. Additionally, preserving Vagahau Niue and Niue traditions ensures the transmission of cultural knowledge to future generations, contributing to their overall wellbeing and a sense of heritage. In summary, cultural identity plays a pivotal role in boosting the emotional, social, and psychological wellbeing of Tagata Niue in Aotearoa, offering a strong foundation for personal and communal growth and resilience.

## COMMUNITY BELONGING, ENGAGEMENT, AND PARTICIPATION

### PUTOIA MO E TAU MAAGA, FAKALATAHA MO E GAHUA

*"Can we have more of these fun Niue fono to keep talking and celebrating about who we are and what we think about it?"*

– Youth participant, Niue wellbeing fono

*"Wellbeing is our culture, history, heritage, songs, good family relations, tau matua and appreciating the successes of others."*

– Adult participant, Hamilton fono

### Definition

Community belonging encompasses the vital sense of connection and inclusion within a group, which serves as a foundation of individual wellbeing. For Tagata Niue, this feeling of belonging is deeply rooted in their cultural identity and community, providing them with a network of support and care. Engagement and participation within the community involve actively contributing to its life, from social activities to collective decision-making, reinforcing the sense of inclusion and empowerment. These elements are fundamental to the identity and happiness of Tagata Niue, as they create an environment where individuals feel valued, supported, and motivated to thrive.

### Importance

Community belonging is of utmost importance as it lays the foundation for the wellbeing of Tagata Niue by fostering happiness and fulfilment through strong family, faith, community connections, and social support. This sense of belonging ensures individuals never feel isolated, offering them assistance and encouragement in both joyful and challenging times. Active engagement and participation are equally crucial, as they empower Tagata Niue to contribute meaningfully to their community's growth and unity. By embracing values like family, unity, and faith, Tagata Niue create a supportive environment where everyone has an equal opportunity to lead fulfilling lives,



despite challenges such as fractured dynamics and limited resources. Strengthening these aspects is vital to ensuring a thriving and inclusive community where no one is left behind.

## Impact

Belonging, engagement, and participation within the Niue community in Aotearoa profoundly impact the wellbeing of Tagata Niue. They provide comfort and support for those adapting to a new environment, fostering a sense of identity and empowerment, and preserving cultural traditions. This inclusive community serves as a bridge between their heritage and their home in Aotearoa, promoting fulfilment while maintaining their cultural identity.

## LEADERSHIP AND ADVOCACY TAKITAKI MO E FAKAMALOLO

*“A strong Niue leader walks the talk, is open, not selfish, represents us as Niue people and is proud of who we are. They also must have skills in coming up with ideas and events that include the next generation.”*

– Adult participant, Christchurch fono

### Definition

Effective leadership and advocacy are the foundations of fostering a thriving Niue community in Aotearoa. These qualities are rooted in inclusivity, acceptance, kindness, humility, resilience, and compassion, shaping the essence of authentic leadership. Niue leaders, as genuine representatives of their people, promote unity and pride among Tagata Niue. They embody essential qualities such as approachability, inclusivity, knowledge, active community involvement, and a deep connection to Niue culture, language, and values. Effective communication and active listening skills empower them to be strong advocates, ensuring that community needs are addressed with empathy and accessibility. These leaders serve as mentors, promoting a healthy lifestyle and initiatives tailored to their community’s unique needs, thereby guiding their people towards improved wellbeing and collective growth.

### Importance

Strong leadership and effective advocacy hold paramount importance in advancing the wellbeing and positive development of Niue communities in Aotearoa. Policy decisions significantly impact these communities, particularly in vital areas like food, education, and housing. Therefore, Niue leaders must take proactive steps to advocate for policies that align with the health and wellbeing needs of their people. This advocacy should involve meaningful engagement, translation, and communication with Niue communities, policymakers, and those with higher influence at regional and national levels. By embodying qualities such as inclusivity, cultural awareness, and active involvement, Niue leaders bridge the gap between their community and policymakers, ensuring their aspirations are heard and

addressed. Through their unwavering dedication, these leaders pave the way for wellbeing strategies that truly represent their community’s aspirations, ultimately fostering a flourishing and harmonious future for all.

## Wellbeing impact

Effective leadership and advocacy play a vital role in enhancing the wellbeing of Niue communities in Aotearoa. These qualities, rooted in values like inclusivity and kindness, empower Niue leaders to unite and support their community. They champion Niue culture, engage with the community, and advocate for policies aligned with wellbeing needs. This leadership fosters unity, pride, and improved physical, mental, and social wellbeing among Tagata Niue, ensuring a brighter future for all.

## EDUCATION AND EMPLOYMENT TAU FAKAAKOAGA MO E TAU GAHUA

*“I want an environment where as a proud Niue that I can learn and grow where I’m not being judged.”*

– Youth participant, Auckland fono

*“We need to see clear opportunities that pathway our young people into meaningful jobs.”*

– Adult participant, Porirua fono

### Definition

Access to quality education and meaningful employment opportunities is at the core of Moui Olaola in Aotearoa, as endorsed by community feedback. This includes improving education accessibility, nurturing supportive learning environments, promoting Niue culture, and addressing academic challenges. It also involves creating employment prospects and addressing systemic barriers like limited job opportunities, financial literacy, and systemic racism. The strategy aims to uplift the Niue community by investing in education, employment, and essential services, fostering an inclusive and equitable environment.



Youth fono



## Importance

Education and employment are pivotal components of the wellbeing of Tagata Niue, as emphasised by community input. These aspects empower individuals, especially youth and young adults, to contribute significantly to their community's growth and prosperity. Accessible health services and housing are also crucial, meeting basic needs and allowing education and employment pursuits without interference. The strategy's commitment to creating decent work and education opportunities reduces challenges like isolation and financial insecurity while developing a sense of purpose and belonging. By addressing barriers and investing in education and employment, the strategy strives to uplift the Niue community, creating an environment where everyone can thrive and flourish.

## Wellbeing impact

Education, employment, and essential services will undoubtedly have a transformative impact on the wellbeing of Tagata Niue in Aotearoa. By enhancing education accessibility and quality, it empowers individuals with the knowledge and skills needed to excel in various employment prospects, thereby contributing to personal growth and community prosperity. Accessible health services and housing address basic needs, ensuring that Tagata Niue can pursue education and seek employment without being hindered by inadequate living conditions.

Moreover, by tackling systemic barriers, such as limited job opportunities and systemic racism, this strategy strives to create a more inclusive and equitable society where every Niue has the opportunity to thrive, fostering a stronger sense of purpose and belonging within the community. In essence, it holds the potential to significantly elevate the overall wellbeing and prospects of Niue individuals and their community in Aotearoa.

# PROMOTING HEALTHY LIFESTYLES

## FAKATOLOMAKIAGA HE TAU MOUI MALOLO

*"I want a warm bed, good food, kind teachers and no hitting at home."*

– Child participant, Hamilton fono

## Definition

Moui Olaola revolves around the promotion of healthy lifestyles and overall wellbeing within the community. It encompasses various elements such as prioritising proper nutrition, sleep, and regular exercise for physical health. It emphasises the significance of family and community engagement, encouraging quality time with loved ones, the preservation of Niue heritage, and the celebration of cultural events to enhance mental and emotional wellbeing. The strategy values leisure pursuits and

personal development to nurture self-identity and purpose, while also recognising the importance of positive relationships and a strong support network for mental and emotional wellbeing. Balancing work, leisure, and social interactions is central to achieving holistic wellbeing. Additionally, faith plays a significant role in family time and spiritual connections, contributing to overall wellness. Ultimately, Moui Olaola aims to create a thriving and harmonious community where individuals lead healthy, purposeful, and fulfilled lives through the integration of these diverse themes.

## Importance

Moui Olaola holds immense importance in fostering a healthy and thriving community. By promoting healthy lifestyles encompassing nutrition, sleep, and exercise, it lays the foundation for physical health and vitality. Its emphasis on family, cultural celebrations, and heritage strengthens the bonds of belonging and cultural pride, which are crucial for mental and emotional wellbeing. Leisure activities and personal development enrich the lives of Tagata Niue, providing opportunities for relaxation and happiness. The strategy recognises the essential role of positive relationships and support networks in facing life's challenges, safeguarding mental and emotional wellbeing. Balancing daily life activities and participating in community events ensures a harmonious existence. Furthermore, faith's role in family time and spiritual connections enhances overall wellness and resilience. Ultimately, Moui Olaola encourages all Tagata Niue to pursue their aspirations and lead fulfilling lives while striving to create a community where wellbeing is prioritised and integrated into every aspect of life.

## Wellbeing impact

Promoting healthy lifestyles holds profound importance for Tagata Niue in Aotearoa, as it not only promotes good health but also strengthens cultural identity and wellbeing. By encouraging proper nutrition, exercise, and fostering family bonds, it addresses the physical and emotional health of Niue communities in a foreign land. Moreover, it provides a sense of cultural belonging through heritage preservation and celebrations, enriching the lives of Tagata Niue and bolstering their mental resilience. Emphasising leisure, personal development, and positive relationships offers a well-rounded approach to holistic wellbeing, which is vital for navigating the challenges of a new environment.





# OUR STRATEGIC WELLBEING ACTIONS

## TAU PUHALA FAKAGAHUA MOUI OLAOLA HA MAUTOLU

*“Ko e hako na ia. Kua talia tei e mautolu, ti omoi e fakaholoaga. Fakaholo e tau gahua.”*

*“That is right. We agree and endorse the plan. Proceed with the tasks.”*

– Rev Sinahemotutama Utalo-Panama QSM

In developing Moui Olaola, our engagement with the Niue community has been instrumental in pinpointing crucial strategic actions required to bring us closer to our overarching vision of ‘Tau Tagata Niue are healthy, vibrant, and thriving in Aotearoa’. This strategy, when combined with the actions collaboratively devised by the community, serves as a lifeline for Tagata Niue, offering them the means to lead healthier, more purposeful lives while steadfastly preserving their rich cultural heritage and identity.

## STRATEGIC WELLBEING ACTIONS

### Tuaga fakamotu mo e matutakiaga – Cultural identity and connection

- **Strategic action:** Enable Tagata Niue to strengthen their cultural identity and foster deeper connections within their community

### Matutaki mo e maaga, feleveia mo e gahua – Community belonging, engagement, and participation

- **Strategic action:** Cultivate Niue cultural connection, enable youth leadership, encourage active participation, and promote collaborative development to strengthen the Niue community in Aotearoa

### Takitakiaga mo e fakamalolo – Leadership and advocacy

- **Strategic action:** Establish a Niue leadership and advocacy programme that promotes cultural understanding and actively engages Niue leaders in advocating for policies that align with the health and wellbeing needs of Tagata Niue in Aotearoa

### Tau fakaakoaga mo e tau gahua – Education and employment

- **Strategic action:** Develop and implement inclusive educational and job-related training initiatives aimed at enhancing access and quality of learning for the Niue community in Aotearoa, with a focus on equipping individuals with the skills and knowledge necessary for meaningful employment and overall wellbeing

### Fakatolomakiaga he tau moui malolo – Promoting healthy lifestyles

- **Strategic action:** Implement regular cultural heritage and wellness gatherings within Niue communities in Aotearoa to strengthen cultural pride and promote holistic wellbeing among the Niue diaspora

The strategic actions devised by the community, along with the ongoing rolling actions, will aim to bring us closer to our overarching vision.



Rev Sinahemotutama Utalo-Panama QSM (third from left) with members of the Niue Community Today Group



# STRATEGIC AND ROLLING ACTIONS

## TAU FAKATOKOKAAGA MO E TAU FAKAHOLOAGA FAKAGAHUA

Priority	Strategic wellbeing actions Nationally	Rolling actions (actions that should continue yearly) regionally
<p>Tuaga fakamotu mo e matutakiaga – Cultural identity and connection</p>	<p>Enable Tagata Niue to strengthen their cultural identity and foster deeper connections within their community.</p>	<ul style="list-style-type: none"> <li>• Establish Niue immersion programmes and events throughout Aotearoa.</li> <li>• Facilitate regular gatherings and activities that reinforce Niue cultural identity.</li> <li>• Foster connections among the Niue community.</li> </ul>
<p>Matutaki mo e maaga, feleveia mo e gahua – Community belonging, engagement, and participation</p>	<p>Cultivate Niue cultural connection, enable youth leadership, encourage active participation, and promote collaborative development to strengthen the Niue community in Aotearoa.</p>	<ul style="list-style-type: none"> <li>• Develop programmes celebrating Niue traditions, language, and history to reinforce cultural identity.</li> <li>• Provide platforms for intergenerational dialogue to empower younger members to contribute to community life.</li> <li>• Establish regular community forums for open discussions and idea sharing.</li> <li>• Create mentorship initiatives to engage experienced members as mentors, nurturing leadership skills.</li> <li>• Form collaborative task forces to address challenges collectively, leveraging partnerships.</li> <li>• Develop comprehensive community development plans prioritising sustainable projects aligned with local needs.</li> </ul>
<p>Takitakiaga mo e fakamalolo – Leadership and advocacy</p>	<p>Establish a Niue leadership and advocacy programme that promotes cultural understanding and actively engages Niue leaders in advocating for policies that align with the health and wellbeing needs of Tagata Niue in Aotearoa.</p>	<ul style="list-style-type: none"> <li>• Conduct leadership workshops to equip Niue community leaders with advocacy skills, cultural sensitivity, and engagement techniques, especially with youth, to effectively create positive wellbeing changes.</li> <li>• Organise policy advocacy forums to bring Niue leaders, community members, and policymakers together for meaningful engagement and dialogue, ensuring the consistent recognition and addressing of community wellbeing concerns in policy decisions.</li> </ul>
<p>Tau fakaakoaga mo e tau gahua – Education and employment</p>	<p>Develop and implement inclusive educational and job-related training initiatives aimed at enhancing access and quality of learning for the Niue community in Aotearoa, with a focus on equipping individuals with the skills and knowledge necessary for meaningful employment and overall wellbeing.</p>	<ul style="list-style-type: none"> <li>• Establish scholarship programmes specifically designed to support Niue youth and young adults in Aotearoa.</li> <li>• Focus on increasing access to higher education and real job training opportunities.</li> <li>• Nurture a skilled workforce, ultimately leading to improved long-term wellbeing within the Niue community.</li> </ul>



Priority	Strategic wellbeing actions nationally	Rolling actions (actions that should continue yearly) regionally
<p>Fakatomakiaga he tau moui malolo – Promoting healthy lifestyles</p>	<p>Implement regular cultural heritage and wellness gatherings within Niue communities in Aotearoa to strengthen cultural pride and promote holistic wellbeing among the Niue diaspora.</p>	<ul style="list-style-type: none"> <li>• Provide Niue wellbeing workshops that are equitable, accessible, cohesive, people-centred, and inclusive of all ages, genders and cultural alignments.</li> <li>• Deliver physical, mental, and spiritual wellbeing programmes for Tagata Niue for equitable health outcomes. Te Mana Ola – the Pacific Health Strategy (Minister of Health, 2023) for Aotearoa empowers Tagata Niue to be in full control of their health and wellbeing.</li> <li>• Organise Niue cultural celebrations and events to provide opportunities for Tagata Niue to immerse themselves in their culture, strengthen their cultural ties, foster a sense of pride and belonging, and enhance their overall wellbeing.</li> </ul>

**Next steps**

The implementation of Moui Olaola – National Niue Strategic Wellbeing Plan 2023–2025 will be taking a regional approach with guidance from regional leaders and communities. Tagata Niue, communities and providers will need help with implementation of this plan, and it is recommended that a ‘whole of government’ approach will work best.

The Niue leaders and project team are keen to socialise and start conversations with key government agencies on how we can work together following the launch of this plan.



Youth fono





# MONITORING AND EVALUATION

## KIKITE MO E FUAFAAAGA

The following questions will serve as tools to assess the effectiveness of the implementation of Moui Olaola and its annual progress. The strategic actions have been devised to monitor progress from a broader perspective. By incorporating long-term indicators into this plan, we can gauge the outcomes in regional and local Niue communities.

Additionally, we will embark on creating an evaluation framework explicitly designed to facilitate continuous reflection and learning from the endeavours related to Moui Olaola. An annual review should take place ideally for the first three years.

Given the extensive scope of Moui Olaola, the evaluation will revolve around the following criteria:

- Has Moui Olaola successfully made the intended impact for change?
- Is Moui Olaola making a positive contribution to the Niue community in Aotearoa?
- Have we accomplished the goals outlined in Moui Olaola?
- What enhancements can we implement?
- How well is Moui Olaola performing in terms of effectiveness?
- What sources will we utilise for guidance?
- What kind of data are we collecting?
- When should we assess Moui Olaola, and in which areas should we seek improvement?

## GOVERNANCE AND LEADERSHIP GROUP MATAKAU FAKATONUTONU MO E MATAKAU TAKITAKI

This group is made up of regionally elected leaders from around the motu, and the coordinator was elected by the initial steering group. The regional leaders work locally with their Niue communities to mobilise activities and provide any feedback. Please note the Auckland regional leaders are also part of the Niue community Champions of Change team.

Governance and Leadership Group	Region
Sir Collin Fonotau Tukuitonga KNZM	National
Johnny Kunitau	Northland – Te Tai Tokerau
Vicar Igatiatama Mokole (Iga)	Auckland – Tāmaki Makaurau
Maliaga Erick MNZM	Auckland – Tāmaki Makaurau
Faama Viliamu	Auckland – Tāmaki Makaurau
Carissa McCay	Waikato
Holona Lui	Wellington – Whanganui a Tara
Darren Folau	South Island – Te Waipounamu
Stephanie Tautolo (née Erick)	Secretariat role



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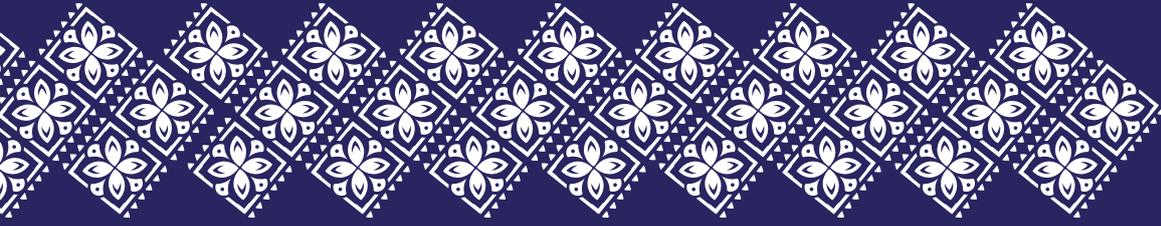
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## NIUE WELLBEING OPEN DAY 2023, AUCKLAND

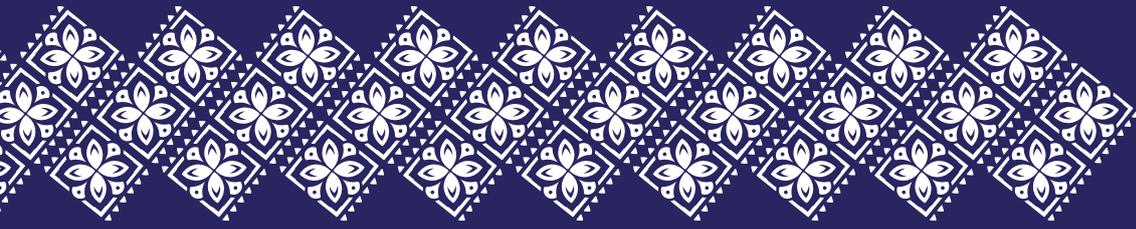






*TAO E UMU KE MOHO*

*ENSURE THE WORK (FOOD) IS  
WELL DONE (COOKED)*



*TUPU TIOLA!  
MOUI HOHOKO!  
HAU FOKI, TI HAU FOKI*

*GROW WELL AND HEALTHY  
GOOD LONG LIFE  
BLESSINGS AND MANY MORE.*



Pasefika  
**PROUD**

Our Families. Our People. Our Responsibility