

# Report to Stakeholders 2021

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Te Pūrongo Ā-Tau



**PGF GROUP**

Healthy and resilient communities in a just society

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*Toitū te whenua*

*Toitū te mana*

*Toitū te tangata*

*whāia te kotahitanga o te wairua,  
mā te rangimārie e paiheretia*

*Me mahi tahi tātou mo te oranga  
o ngā tāngata katoa.*

*Tēnei ngā moemoeā o Te Rōpū  
Āwhina Mate Petipeti o Aotearoa*

*Tihei mauri ora*

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*Hold fast to the land,  
our pride and people*

*Pursue unity of spirit,  
which is bound together by peace;*

*May we work as one  
for the wellbeing of all people.*

*These are the dreams  
and aspirations of PGFNZ*

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**PGF GROUP**

Healthy and resilient communities in a just society





# About us

## Ā Mātou Mahi

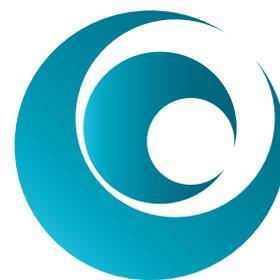
The Problem Gambling Foundation has been trading as PGF Group since October 2018. The organisation is a Charitable Trust operating nationally with services delivered under contract to the Ministry of Health (MoH) and funded from the gambling levy.

Established in 1988 as the Compulsive Gambling Society, the organisation started out as a telephone service then expanded to include face-to-face services as demand grew.

In 2001, the Problem Gambling Foundation succeeded the Compulsive Gambling Society, moving away from an addictions and medical-based philosophy to a public health approach.

Today, we deliver treatment and public health services nationwide. We have a skilled and diverse workforce with staff who are qualified in clinical work and in health promotion. PGF Services provide free counselling, advice and support to gamblers and their families and works to ensure that support for our Māori clients fits a kaupapa Māori way of working.

Our specialist teams provide culturally and linguistically appropriate support to Asian and Pasifika communities living in New Zealand. Asian Family Services provide free, professional and confidential counselling, information and support in several languages and operate a nationwide helpline. Mapu Maia Pasifika Services provide a holistic, family-centred service which is free and confidential delivered by experienced and qualified staff that can support people in English, Samoan and Tongan.



## PGF GROUP

Healthy and resilient communities in a just society



# Our Vision

Ā Mātou Moemoeā

*Families and communities are healthy and resilient in a just society*



# Chair's Report

## He Kōrero nā te Toihau

### Richard Northey

I have found it rewarding and often inspirational, to chair the PGF Group Board again this year. I extend my special thanks to all Board members and staff, particularly for the early and effective application of our pandemic response plans to the COVID-19 lockdowns. Our productivity, level of performance and continuing service to clients was barely affected. This is very much confirmed by the Ministry of Health's commendations of the achievements recorded in our six-monthly reports to them.

The Board was strengthened by the co-option of Anne Fitisemanu, with her connection to Pasifika communities and the health and philanthropy sectors. We are very grateful to her and to the hard and committed work of our continuing Board members, Deputy-Chair Uesifili Unasa, Sandra Geange, Neavin Broughton, Peter Glensor, and Fred Pau. Sandra Geange will be succeeding me as Board chair at our December annual meeting. I am grateful to her for stepping up to this role after my 15 years in two stints as Chair. I will be remaining on the Board, continuing 19 years governance association with PGF.

This year we joined with the staff to review the organisation's vision, mission, and strategic objectives effective from 2022. We agreed on a vision that Aotearoa / New Zealand is a socially just nation where all people flourish and a mission to deliver public health and clinical services that support whānau/family and community wellbeing.

Delivering this will embody Manaakitanga, Kaitiakitanga and Whanaungatanga. These reflect our commitment to te Tiriti o Waitangi, and the enhancement of holistic culturally appropriate services throughout the organisation, particularly our increasingly autonomous Asian Family Services (AFS) and Mapu Maia. It also recognises that effective gambling services and advocacy need to be an integral part of actions to build an equitable and just society.

Paula Snowden, PGF's Chief Executive, with her skills and passion, has developed our mana enhancing services and strengthened our working relationships with the Ministry of Health (MoH), the Department of Internal Affairs (DIA), Local Government New Zealand, along with other service providers and stakeholders. Paula and our Board had a constructive meeting with the Minister of Internal Affairs, Jan Tinetti. Paula and I also met with the Lotto NZ Board and Paula continues to represent PGF Group on the Lotto Stakeholders Group. Alongside this, she engages with the Christchurch Casino and SkyCity Casino in Auckland on host responsibility strategies.

Asian Family Services has continued innovating and expanding its range of services. AFS Board Chair, Fred Pau, and Director Kelly Feng, have ably led the expansion of services into other addictions, mental health work, COVID-19 support, contracted services, and innovation research projects. Asha, a specialised service for South Asians, has continued to grow.

Mapu Maia, our dedicated Pasifika team directed by Pesio Ah-Honi, continues to develop culturally appropriate approaches to service delivery for Pasifika families and communities. The new Mapu Maia Governance Board, chaired by Uesifili Unasa, supports this work effectively, including new research contracts, one of which focused on Pasifika youth involvement in gaming and gambling.

PGF Services has been very ably managed by Bridgitte Thornley and has continued to deliver the quality and quantity of services required by the MoH right throughout the COVID-19 lockdowns. This year, she has developed and implemented an excellent manual on clinical standards and procedures for PGF Services.



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*We need to persuade authorities about the need for regulation that works, to provide more comprehensive and culturally appropriate holistic mental health and addiction services, and to combat poverty, inequity and unfairness.*

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With the leadership of PGF's Director of Marketing and Communications, Andrée Froude, we have communicated effectively the issues related to a changing gambling harm environment, including online gambling and the impacts of COVID-19. She has led our detailed and informed briefings to the incoming Ministers of Health and Internal Affairs and submissions on issues such as the Gambling Commission's review of charitable trusts' license conditions. Submissions to local authorities on their gambling venue policies have had great success in securing sinking lid policies and in inspiring councils and Local Government New Zealand to promote gambling reform. Andree has promoted our white paper, *Ending Community Sector Dependence on Pokie Funding*. This paper recommends that the current system of community funding that relies on people from our poorest communities putting money into pokie machines, be replaced by a fairer community and sports funding system. One way of achieving this is by utilising Section 314 of the Gambling Act to phase out gambling machines in areas of deprivation, and this has been actively advocated for.

My vision for the PGF Group for the years ahead is that of working innovatively, effectively, and culturally appropriately to eliminate the causes of gambling harm and its consequences for communities, whānau and individuals. We need to persuade authorities about the need for regulation that works, to provide more comprehensive and culturally appropriate holistic mental health and addiction services, and to combat poverty, inequity and unfairness. This would achieve our vision of a socially just nation where all people flourish.

# CEO's Report

## He Kōrero nā te Tumuaki

### Paula Snowden

The 2020-2021 year started with a sense of renewed normality when on 9 June 2020, the Prime Minister announced New Zealand was at alert level 1. We started the new financial year with a sense of freedom and New Zealand celebrated 100 days with no community cases of COVID-19. But, in a pattern we are now familiar with, a snap lockdown at alert level 3 was announced for Auckland and we moved to level 2 and 2.5 throughout September. I am very proud to report that not only did the whole team adapt so well to the disruptions but our level of support for, and engagement with clients, along with our public health work, barely missed a beat.

There were some real highlights on the public health front.

We have gained significant traction with Territorial Local Authorities (TLAs), following on from the white paper we published last year in collaboration with The Salvation Army and Hapai Te Hauora Tapui. The paper suggests that a good hard look needs to be taken at the sustainability, equity, and the ethics of the current community funding model. It generated challenge and interest, and in the raft of gambling policy reviews that came up this year, delayed due to COVID-19, we are pleased to report there are now 28 of the 67 councils with sinking lid policies for pokie machines. We know that a sinking lid is only effective at the margins because 50% of machines continue to be in the most deprived communities in Aotearoa but there is a growing willingness to change this. We are pushing for the Department of Internal Affairs to apply more scrutiny to the conduct of venues, Trusts and Societies and to regulate

machine density to address the fact that most of the "charity" we use to justify the losses on pokies is coming from the poorest communities.

After the successful training with the Kiwibank debt recovery units in the second half of 2020, Kiwibank requested support for its team leaders to lead training with all frontline staff. Kiwibank launched its bespoke solution allowing customers who are struggling with gambling, the option to block transactions for online gambling sites on their Visa debit or credit cards. The bank can block merchant codes for known gambling websites if a customer requests it, providing another tool to help them in their recovery. Over 10,000 people have opted to use this blocking feature to date.

Although some activities were postponed until October and November, the Gambling Harm Awareness Week events still went ahead. The public health team continued to stay connected to their communities via Zoom and counsellors again shifted to working from home and contacting their tāngata via phone, text, and video conference calls.

The PGF Group clinical programme also went from strength to strength.

Despite the stop - start of COVID-19 we were still able to deliver 15,970 sessions to 4,833 clients, well in line with the previous year and 2018-2019 – the year without COVID-19. This was thanks to the flexibility and commitment of the team and because we have in place the tools and channels to support people when face-to-face engagement is not possible.

More importantly we provided improved support to priority populations, those who experience more gambling harm than the general population. Asian were 29% of total clients (1445), Māori were 21% (1017), Pacific were 15% (718) and the NZ/European/other population were 34% of clients. Most pleasing is the rate for Māori who are 16%



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*“nothing we achieved this year  
would have been possible without the  
63 staff across Aotearoa/New Zealand ”*

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of the population and Pacific who are 6% of the population.

We continued to focus on ensuring we are a mana enhancing service, and tangata whaiora are given an opportunity to evaluate our service. Of the 87 clients who elected to complete the survey, 91% scored a 'positive' and 'very positive' rating on their first appointment and attending counselling experience. We are also working on adding more Te Reo into all our documents.

PGF Group at Board and management level has continued to support the development of the Asian Family Services (AFS) team and is encouraged by the level of business coming its way from several government agencies seeking to engage with and bring services to Asian New Zealanders. AFS has led much of the psycho-social support needed by the Asian community cut off from family due to COVID-19 and needing quality cultural and language support to navigate these uncertain times. They also continue to deliver effective gambling public health programmes working in eight languages and providing quality culturally and linguistically appropriate counselling support for gambling harm. We see great things for AFS in the coming year as it moves to becoming a fully independent NGO for Asian New Zealanders.

Part of our suite of services is our dedicated Pacific team, Mapu Maia, who deliver a strong public health and gambling treatment programme. They work with Pacific families in the talanoa model of engagement that resonates with Pacific families. During the lockdowns of this year, they facilitated access to food and other support to manage the stresses arising out of COVID-19 that comes on top of the gambling harm experienced by Pacific families.

In November 2021 we expect the Ministry of Health to release Request for Proposals to deliver gambling treatment and public health services for the next three years. We will be putting our best case forward for these services and look forward to being able to continue the work we are very proud of.

Finally, nothing we achieved this year would have been possible without the 63 staff across Aotearoa/New Zealand who did their job to the very best of their ability, supporting whānau and communities through gambling harm in these trying times. We participated in counselling sessions, public health presentations and briefs to TLA gambling policy reviews, all by Zoom and phone and then hit the ground running when lockdown levels permitted. Our people did all this while managing their own challenges of lockdowns, supporting children's learning at home, helping partners and families who work in essential services, supporting whānau whose businesses were closed and some who worked alone or had to share space with flatmates. All worked diligently and with compassion and enthusiasm every day. It was an amazing achievement, and I can say that 2021-2022 is looking to continue in the same way as we face the challenges and opportunities that lie ahead.

# The Board

## Te Poari



### Richard Northey

#### PGF Group Chair and Asian Family Services (AFS) Board Member

Richard was a Member of Parliament for nine years and chaired the Regulations Review Committee, along with three other select committees. He was a member of Auckland Council's Governing Body and chaired the Accountability and Performance of Council and CCOs Committee. Richard was chair of the Auckland District Council of Social Services for 15 years and was an Auckland City Councillor for 17 years. He is a National Councillor of Local Government New Zealand and he chairs the Auckland Community Housing Trust. Richard is an elected member and chair of the Waitemata Local Board. He has chaired the Problem Gambling Foundation (now trading as PGF Group), for 15 of the last 18 years.



### Peter Glensor

Peter has been a member and chair of Hutt Valley District Health Board (DHB), chair of the national DHBs, and deputy chair of Capital and Coast DHB. He has also set up a new national body called 'Hui E!' that seeks to promote, strengthen and connect the community sector. Peter has been a Wellington Regional Councillor and was deputy chair responsible for public transport, economic development and flood management. He has over 40 years of wide-ranging community sector leadership experience including managing a Hutt Valley community health service and a national primary health network, Health Care Aotearoa. He was chair of the Alcohol Advisory Council (ALAC). Peter's focus is on building strong, healthy and just communities throughout Aotearoa.



### Neavin Broughton

*Tēnā e te iti, tēnā e te rahi, i te tiketike, i te taketake  
Ko au tēnei, te manawaiti e kaingakau ana i ngā tini maikuku o te oranga tangata  
Anei taku kete hei tohatoha, hei koha ki te ao  
Ahakoa he iti, he iti nā te aroha*

Neavin has a strong whakapapa connection with iwi throughout the Taranaki region. Neavin is the Director of Manako Limited which specialises in providing bespoke Māori cultural capability development programmes. He has a passion for teaching and health promotion and has been heavily involved in the development and delivery of Māori cultural education programmes over the past 20+ years. He facilitates corporate education workshops to businesses, and both local and central government, tailoring education programmes to the specific needs of his clients.



### Sandra Geange

Sandra has over 20 years' experience in executive leadership roles with iconic New Zealand brands specialising in marketing strategy, digital transformation and organisational expansion. After three years as CEO of the Middlemore Foundation, the charitable trust associated with the Counties Manukau District Health Board, Sandra is currently on sabbatical working for her family business in the Waikato. Alongside her role as Board member for the PGF Group, she also sits on the Asia Pacific Advisory Board Chief Marketing Officer (CMO) Council.

# The Board

## Te Poari



### Uesifili Unasa

#### PGF Group Board and Chair Mapu Maia Board

Uesifili is an ordained minister in the Methodist Church of New Zealand. He has been in the ministry for over 30 years having served in parishes in Northland, Auckland and Dunedin. He has also held senior leadership roles in the Methodist Church. He is currently serving as the Superintendent of the Waitakere Methodist Parish. Uesifili is a graduate of the University of Otago where he completed post-graduate degrees in theological studies and the University of Auckland focussed on post-World War II foreign policies of the United States. In 2013 he was a recipient of the prestigious International Visitors' Leadership Award from the U.S State Department for his advocacy work amongst minority and marginalised communities in New Zealand.



### Fred Pau

#### PGF Group Board and Chair Asian Family Services (AFS) Board

Fred is a Chartered Accountant and a senior experienced Chief Financial Officer with broad and in-depth exposure to the aged care and retirement village industry, and the manufacturing and trading environment, in both the corporate and charitable sectors. He was previously the Chief Financial Officer for The Selwyn Foundation for 14 years. He has also worked in senior roles for Carter Holt Harvey, and Lane Walker Rudkin, as well as a stint overseas in Thailand. He is currently employed in the aged care and retirement village sector and provides consultancy services in a variety of areas.



### Anne Fitisemanu

Anne is of Samoan descent and is currently the CEO of Tupu Toa and previously the Community Manager of Pacific Health with Counties Manukau DHB. Her background is in Pacific health, workforce development, Pacific Best Practice Training and Youth Development.

# Statement of Service Performance

## Te Tauākī Mahi

### Overall aim (Outcomes) - Ā Mātou Whāinga

PGF Group work to support the Ministry of Health's *Strategy to Prevent and Minimise Gambling Harm 2020/21-2022/23*.

The overall goal of the Ministry of Health (MoH) is 'Government, the gambling sector, communities and families/whānau working together to prevent and minimise gambling harm, and to reduce related health inequities'.

PGF Group support the MoH's goal through its mission and strategic priorities:

**Enhancing the mana of individuals, families and communities: to be free from gambling harm.**

Successful Clients Manaaki Tāngata	Treatment services provided to all clients are mana enhancing, follow best practice, are culturally appropriate, sustainable, and are valued
Strong Communities Hauora Whānui	Public health work supports harm minimisation and promotes family and community wellbeing
Effective Advocacy Hāpori Āwhina	Evidence-based advocacy influences decision makers and supports community action
Who we are Ko wai mātou	Skilled and diverse organisation, passionate about individual, whānau and community wellbeing and reducing harm from gambling
How we work Me pēhea e tutuki ai	Innovative, evidence-based and value for money services and programmes delivered collaboratively and sustainably

### Health and Equity - Hāpai Te Ōritetanga

Improving health and equity for all New Zealand population groups is a government priority.

To focus and prioritise gambling harm reduction activities in the next strategic period, the MoH proposes to continue using a health inequality and inequity lens, which complements the public health approach by identifying areas where there are large differences in gambling harm experience between population groups.

# Statement of Service Performance

## Te Tauāki Mahi

### Sub-measures (Outputs) - Ā Mātou Putanga

To support PGF Group's strategic priorities, the following outputs are used:

Measurement	Actual this year (Jul-Jun 2020/21)	Actual last year (Jul-Jun 2019/20)
Grow total client numbers by 100 (client defined as a person who has received at least one form of intervention during the reporting period).	<b>4841</b>	<b>4105</b>
Increase Maori client numbers by 2.5% Increase Pacific client numbers by 5% Increase Asian client numbers by 3%	<b>1022</b> <b>720</b> <b>1444</b>	<b>812</b> <b>606</b> <b>1323</b>
Over 80% was reached in four of our five MoH clinical targets. Groups was the exception.	<b>86%</b>	<b>82%</b>
Produce 5 evidence-based gambling policy papers and/or submissions	<b>27</b>	<b>9</b>
PGF will be actively involved in at least six TLA gambling policy reviews including engaging with council policy analysts, encouraging submissions and completing at least one media article	<b>47</b>	<b>21</b>
20% increase in media interviews about gambling harm over a year.	<b>77</b>	<b>49</b>

# 2021 Facts and Figures

## Te Tauāki Pūtea

MOH contract income	5,176,442
Other income	1,401,939
<b>Total Income</b>	<b>6,578,381</b>
Staff costs	4,521,487
Depreciation	200,601
Interest paid	15,135
All other expenditure	1,694,967
<b>Total Expenses</b>	<b>6,432,190</b>
<b>Total Surplus (Deficit)</b>	<b>146,191</b>
<b>Current Assets</b>	
Cash & bank balances	219,262
All other short-term assets	387,359
<b>Total Current Assets</b>	<b>606,621</b>
<b>Non-Current Assets</b>	
Land	1,704,545
Buildings	1,198,116
Computers & office equipment	119,185
All other fixed assets	150,350
<b>Total Non-Current Assets</b>	<b>3,172,195</b>
<b>Total Assets</b>	<b>3,778,816</b>
<b>Liabilities</b>	
All other current liabilities	1,132,095
<b>Total Current Liabilities</b>	<b>1,132,095</b>
All non-current liabilities	390,000
<b>Total Liabilities</b>	<b>1,522,095</b>
<b>Equity</b>	
General accumulated funds	2,256,721
<b>Trust Equity</b>	<b>2,256,721</b>
<b>Total Liabilities &amp; Equity</b>	<b>3,778,816</b>

# 2021 – The year that was



## Kia Whiwhi Oranga Tonutanga

As we farewell another year greatly impacted by the global pandemic, we reflect on our challenges, opportunities, and achievements as we worked to minimise the harm from gambling in Aotearoa/New Zealand.

This year we sadly said farewell to Graham and Donna Aitken who have contributed over 16 years to PGF and our kaupapa. We thank them both for their commitment, passion and lengthy service to PGF and wish them both well in their retirement.

### Effective advocacy

#### Territorial Local Authority (TLA) Class 4 gambling policy reviews

PGF was actively engaged with over 23 Territorial Local Authorities this year including Clutha, Christchurch, Dunedin, Far North, Hauraki, Hastings, Kaipara, Mackenzie, Napier, Ōtorohanga, Taupō, Thames/Coromandel, Upper Hutt and Wellington.

At the time of writing this report, there are 28 councils that have implemented sinking lid policies on pokies which is the strongest action they can take. But many councils nationwide are calling on central government for legislative change, giving councils the power to reduce pokies in their more deprived communities and/or to change the community funding system that relies on people in our poorer communities putting money they can't afford into pokie machines.

There have been many successes this year securing sinking lid policies for communities. We have been privileged to work alongside other gambling harm service providers, passionate and committed community leaders, local councillors, community groups, social services, and local champions.

**The Wellington City Council** gambling policy review was a highlight this year. After a successful community campaign, the council voted for a sinking lid with no relocations of pokie machines permitted, and to support asking the government to look at alternatives to pokie funding for community and sports groups.

### Strong communities

#### Relationships and collaboration

##### Kiwibank

Working with the amazing team at Kiwibank this year has been such a privilege. They are an engaged and responsive organisation, committed to educating their staff about harmful gambling and being able to support their customers if required.

After Kiwibank identified some customers who were spending large amounts on online gambling sites, particularly during lockdown, they approached PGF to provide training about harmful gambling to Kiwibank's specialist teams.

This included exploring ways to introduce gambling into a conversation with customers – natural conversations about bank accounts that are non-judgemental.

And that wasn't all Kiwibank did to help its customers. After establishing that blocking online gambling sites was possible using merchant codes, the bank now offers customers the option to block gambling transactions if they need help. It is a useful and effective tool to help people manage their online gambling.

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*"PGF Services provided incredible expertise, insight and support to Kiwibank to help us develop the gambling merchant block, which allows customers to block gambling transactions from their debit or credit cards. The team at PGF Services attended our training sessions and really helped our people understand the best strategies for talking about gambling harm with our customers, and how to have an effective conversation. Without their support the implementation of this block would not have been as successful as it has been."*

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*Julia Jackson, Head of Sustainability, Kiwibank.*



### Awareness raising

#### Gambling Harm Awareness Week 2020

Gambling Harm Awareness Week took place from 1-6 September 2020. A snapshot of the events and activities we held, despite the disruptions caused by the COVID-19 restrictions, is provided below:

Led by our Northern hauora whānui worker, in collaboration with Kokiri Te Rahuitanga and Ahi Kā (women’s community group), ‘Kai and Kōrero’ was an evening to enjoy, celebrate and share in the company of women. (See the Kai & Kōrero Hauora Whānui Case Study on Page 21 for further detail.)

In Dunedin we supported the art and music collective, E-Kare, who shone the spotlight on people’s relationship with money and gambling in an interactive installation at Blue Oyster Art Project Space. Titled ‘E Kasino’ the project helped raise awareness about gambling harm and about the more exploitative actions taken by the gambling industry.

Also in Dunedin, our local counsellor featured on the OARsome Morning Show on OAR FM, talking about gambling harm to raise awareness of the issue and how to get support.

The increasing convergence of gaming and gambling was addressed in a Facebook live panel discussion hosted by PGF Group CEO, Paula Snowden, and featuring experts in the field, Dr Aaron Drummond, a senior lecturer from Massey University, and gamer Humphrey Hanley. They shared their expertise along with our own Gerhart Berking from Mapu Maia and Ivan Yeo from Asian Family Services, who provided a Pacific and Asian perspective.

## Sharing our knowledge

We continue to share our knowledge and insights into harmful gambling including through media interviews, quarterly newsletters, and online platforms. We would like to thank the brave and passionate champions with lived experience of gambling harm who have shared their stories to help others. Your stories are powerful and give hope and encouragement to others who are struggling with their own or someone else’s harmful gambling.

Today’s Stories, our weekday bulletin of gambling-related articles from New Zealand and around the world, continues to be popular with subscribers.

This year, we launched our new website which now includes a suite of useful resources and a live chat function, making our services more accessible for clients. The site also includes more responsive registration and referral forms, and educational resources are now publicly available to both gamblers and affected others. The most significant feature of our new website is the interactive map of New Zealand, displaying regional pokie statistics for each Territorial Local Authority (TLA).

# Successful clients

This heartfelt story, shared by two loving parents, is about the impact their son’s gambling had on their lives.

Jane and Robert\* couldn’t remember when it was that their son started gambling but when they did find out, he was already well entrenched. The realisation left them with feelings ranging from sadness and disappointment to anger and frustration.

“We were living outside of the city and Pete\* asked to borrow the car to come to Auckland,” Robert said.

“We must have been so naïve. He went to SkyCity and although we were suspicious, we felt upset that we didn’t catch on or know what was happening.”

Pete was living with his parents for more than seven years. But they said he lived there under his own rules, not theirs. It was a difficult time.

Jane described the stress, anxiety, and the toll it took on her physical health.

“I was always being asked if I had spare change or for a loan and it was always urgent,” she said.

“There was no shame in the number of times he asked, and I felt anxious knowing the question would come up. I could see the pattern of getting me in a good mood...playing on my good nature and then asking for money.”

Jane said it was so stressful when her son would go out late at night.

“For a mother, there’s nothing good that can happen after dark,” she said.

“I couldn’t sleep...just waiting for that front door to open.”

It was a long time before Pete realised his gambling was out of control. Robert described how frustrating it was watching his addiction control him, asking for money from anyone and taking things to sell.

“It was a long, long, journey to the point where he realised he needed help,” he said.

Pete was forced to declare bankruptcy and knew he had to talk to someone. But despite this, the gambling didn’t stop.

Jane said Pete started going to various counsellors – he knew he couldn’t do it alone.

“Pete was testing counsellors, maybe to see if they would say things he would agree with – he would say they didn’t understand,” she said.

*Jane’s story continues on the following page...*

Social Media

Audience:

**110.6%**  
increase in PGF  
Group audience size

Total Reach:

**477.1%**  
increase from  
2019/2020

Total Impressions:

**470.3%**  
increase from  
2019/2020

Total engagements:

**17,832**

Jane's story continues ...

Things started to go from bad to worse when Pete got involved with a 'bad' crowd at the casino.

Pete was arrested, charged with distributing drugs and put on home detention.

"During that time Pete realised that things weren't working and that he needed to make a change. He was ready to get some support – that was a turning point," Jane said.

"The bad crowd he mixed with at the casino used his vulnerability and that's how his life ended up – maybe the silver lining was that he had to do something about his gambling."

Both parents describe the sentencing and home detention as being the worst part of this whole journey.

"That was a bad part of the journey...being sentenced," Robert said. "The impact it had on the family – the other children."

Jane said the worst part was the affect the addiction had on Pete's character, his personality, self-worth, social life, friendships and family relationships and robbing him of being genuine and happy.

"The saddest part of it was that he could get any job as long as he got his foot in the door. Seeing him after his court case and then home detention not being able to leave the house but trying to find a job," she said.

They agreed that the best part of the journey was when Pete approached them and said, 'Mum and Dad, you need to go to PGF'.

"He wanted us to get help for ourselves while he was going to counselling too," Jane said.

"I felt that he knew of the destructive effect it was having in our lives and relationship and that he was tired of using our generosity, goodwill and trust."

It was the first time that either of them had been to counselling.

"We thought we were there to see how we could help our son but quickly knew our counsellor was there for us – that was a defining moment in helping us work through the impact an addict son's behaviour was having on our lives and even on our relationship," Robert said.

Jane said counselling gave them a voice and they could ask questions, allowing someone who was qualified know what their position was.

"It was informative and instructive. It was about us; we mattered! In our own world we were drowning and trying to help our son without tools, so this gave us insight into what an addictive gambler does and needs," she said.

"If there was one thing I could say to someone else going through this it would be, go to PGF."

"We didn't know that this service was available. To parents – go and ask for help and keep going as long as you need to. It's done as much for our son knowing that we were coming here as it has for himself," she said.

They both said they have learned a lot through their difficult experience.

Jane said they could have saved a lot of time and strained relationships if they had known that they needed help as much as their family member did.

"Doing counselling at the same time has doubled the effectiveness," she said.

"We were blessed that our son imposed on us to come to PGF."

Robert said, 'never give up on them'.

"Tell him/her you love them often. Don't judge, be available, be positive, give them hope, set boundaries and hold them accountable," he said.

And on gambling regulation in New Zealand, they both had strong words to share.

Robert believes there is nothing safe and fair in gambling.

"There is nothing about gambling that is good for our community...the cost of broken individuals, broken homes, broken communities, is far greater than the amounts of money gambling establishments put back into the community," he said.

Jane said, unfortunately, in this society, money speaks larger than words or statistics.

"If those who were in a position to make any changes, cared about the most important unit of society, the home, we may have a hope for change."

"There will always be excuses to have gambling in society but not any of them could compensate for the failure it brings to individuals who fall prey and their affected families...the ripple effect of it."

"Anything that has the potential to disarm a person of their agency, thereby becoming a slave to it, is harmful and not helpful to society. Any society that plays on the innocent or desperate and vulnerable, that does not enhance life, should be held accountable for these crushed and crumbled victims and their families."

\* Name has been changed to protect identity.



*Tēnā koutou katoa,  
 Ko Ranginui kei runga  
 Ko Papatūānuku kei raro  
 Ko ngā tāngata kei waenganui  
 Tihei Mauri Ora  
 Ko Tāngata Te Tiriti te iwi  
 Ko Mead te hapu  
 Nō Rotorua ahau engari, ko Ōtautahi taku kainga noho,  
 Ko Bridgitte Thornley tāku ingoa*



PGF Services is the counselling and public health general service for PGF Group (Problem Gambling Foundation of New Zealand). We are a team of 22, with offices in most larger towns and cities from Auckland to Dunedin. Our qualified counsellors provide free, professional, and confidential counselling services for anyone affected by gambling harm including their whānau, colleagues or friends. Our counsellors provide a complete package of care for tāngata whaiora, using evidence-based counselling theories and practice models. Our services include individual face-to-face, phone and online counselling, family/whānau counselling, group counselling and education. We have a dedicated public health team based in Auckland, Hamilton, Wellington and Christchurch, who are on the ground engaging with communities most affected by gambling, raising awareness, and building resilience to gambling harm.

PGF Services has continued to develop our cultural responsiveness and commitment to being a mana enhancing service. We began with kaimahi (staff) acknowledging and safely incorporating their unique cultural identity into practice, but we also came to understand that a mana enhancing service is derived equally from all aspects of our organisation and needs to be expressed from a Māori worldview. We integrated cultural understanding and manaaki across our whole organisation and have created a visual representation of our purpose and intentions in He Hapori Ora (A Well Community) (Figure 1). We take this approach into our mahi with hapori (communities), with each other, and with tāngata whaiora and their whānau(family), like any healthy eco system.

## Mana Whenua, Mana Atua & Mana Tangata: The power of land, creation, and people

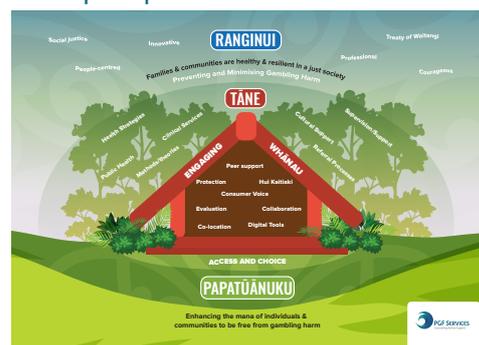


Figure 1: He Hapori Ora

Each of the three realms in He Hapori Ora (Papatūānuku, Ranginui and Tāne) are equally important and work together in harmony, requiring interaction at different

<b>2454</b> Number of clients helped	<b>1933</b> Number of new clients	<b>230</b> Number of collaborations	<b>8515</b> Number of interventions	<b>290</b> Number of Public Health events & activities
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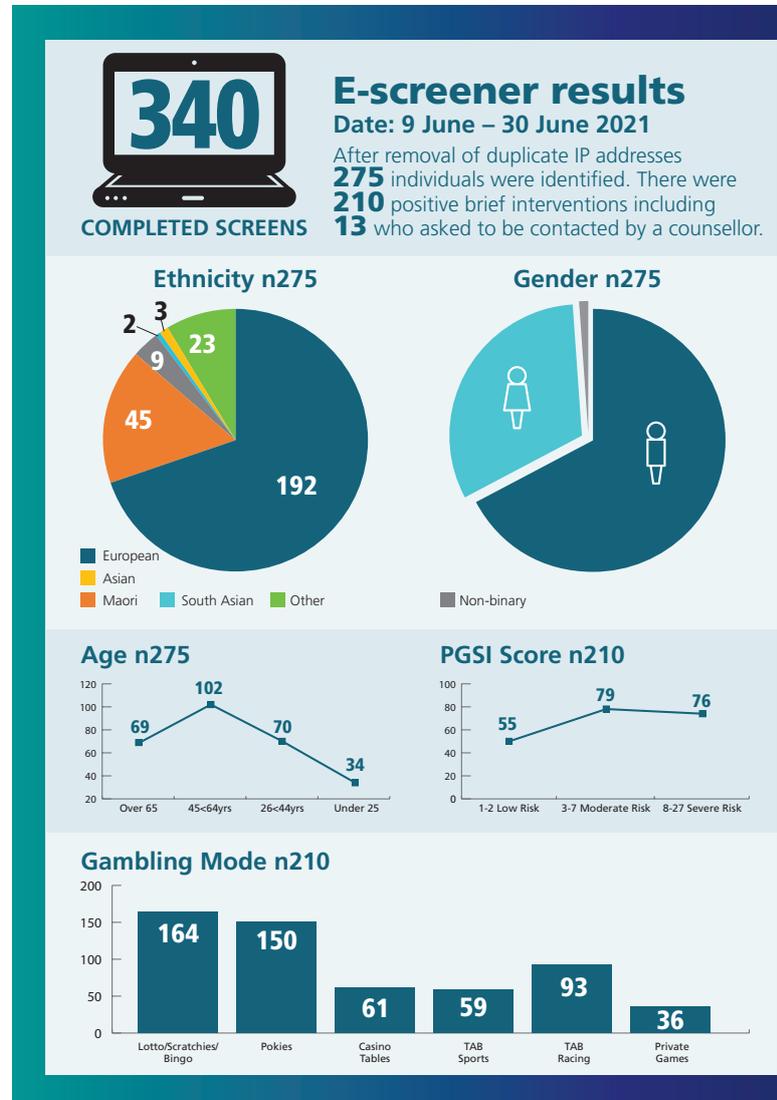
levels to produce a safe and nurturing environment to reach our aspirations and carry out our work effectively. He Hapori Ora requires us to look differently at something familiar; it is not linear and instead acts like our natural environment. The interconnectedness of He Hapori Ora reinforces the ideas of creation and continuous life cycles that are essential to Māturanga Māori.

Most people who experience gambling harm in Aotearoa (over 90%) do not ever seek treatment (Abbott, 2016). This statistic is even higher for whānau who are affected by someone else's gambling; therefore, our mahi is in the community to reduce barriers and when a tangata whaiora does decide to seek help, ease of access to PGF Services is actively supported. Tāngata whaiora who have been experiencing gambling harm have often been self-managing their problems for many years and can come to us with high levels of anxiety and stress so He Hapori Ora reminds us to manaaki; be helpful, calming, and resourceful at first point of contact. Giving immediate support is prioritised so we are open to all methods of contact including walk-ins, phone, live chat, text, email, social media platforms, or a referral from an external agency.

## New Developments

Over the last year, PGF Services has participated in developing an e-health self-assessment tool (e-screen) with the University of Auckland, Deakin University in Australia, and The Salvation Army Oasis Centre for Gambling Harm. Seeking information on our website has proved to be a popular way for people to check out their gambling. It is private and anonymous if they choose to be, but also offers people the option of taking the courageous step to reach out to a counsellor. In the first three weeks of the e-screen being available, we had 275 individuals complete it. Of these, 210 showed results of having gambling harm and 13 asked to speak to a counsellor about their results. We are impressed with how popular the e-screen is and are pleased with providing another means to reduce barriers to help seeking behaviour.

The e-screen takes about 10 minutes to complete and identifies mode of gambling, offers screens for gambling harm, and participants get to identify their strengths and motivations to changing their behaviour. At the end of the questions, they get a comprehensive report that compares their results to the New Zealand population gambling harm statistics, and the option to talk with a counsellor to privately discuss their report. This is a powerful brief intervention for people which allows them to privately reflect on their gambling without the stigma or shame of talking to someone face to face. To try the screen, go to <https://screener.pgf.nz/gambling-survey>



## Mana Enhancing Service Development

PGF Services has continued to develop our cultural capabilities as a mana enhancing service. Our Northern and Southern teams both attend monthly hui kaitiaki, weekly hui waiata and seek one to one feedback from our Kaiwhakarite to ensure their practice meets cultural competency standards. To ensure we are delivering a mana-enhancing service, all tāngata whaiora attending counselling have the opportunity to evaluate our service, specifically if they felt heard and respected by their counsellor (see 'Evaluation of Tāngata Whaiora Experiences' below). We are also working on adding more Te Reo into all our documents and workbooks. An example is our latest workbook "Kia Kaha, Kia Maia Kia Manawanui" designed for tāngata whaiora to work on triggers to gambling, set goals and safety plans, etc.

## Client Care, Manaaki Tāngata

PGF Services continued to have strong performance and delivery of both our clinical and public health work, and our reach to new tāngata whaiora has grown although we have been working through COVID-19 lockdown periods which does impact on new tāngata seeking services.

During the lockdowns our counsellors competently shifted to offering remote support options such as phone and video conferencing, and the public health team was able to stay in touch with community groups online. I want to acknowledge the outstanding resilience our kaimahi have shown during this past year.

To continue to develop our intake processes (duty counsellors currently look after the 0800 phonenumber, live chats, SMS messaging and email referrals), we have engaged Dr Jane Oakes from Adelaide, Australia, to deliver monthly training and supervision to the duty team. Dr Oakes has extensive experience in the gambling sector in Australia and was the clinical manager for the helpline service, Turning Point in Melbourne for many years. Her completed Doctorate investigated the experiences of gamblers' help-seeking behaviours and engagement. Dr Oakes has supported the team in developing their motivation interviewing skills, e-health engagement, and tackling the clinical complexities they encounter each day.

Every person and every journey is unique. It is our hope and intention that tāngata feel respected, safe, and comfortable with us every step of the way, that they are fully consulted and listened to, and their mana is enhanced as they journey with us. During the year we sought feedback from 157 tāngata whaiora and 92% of the responses were very positive (rated our service at 7/10 or above). Overall, the positive responses reflect the immediacy of our service (being able to speak to a counsellor from the first call) and that tāngata whaiora are 99% feeling respected and heard. This is the third year of tracking our evaluations with similar results each year which continues to indicate a valuable and esteemed service.

## Supporting Parents Healthy Children

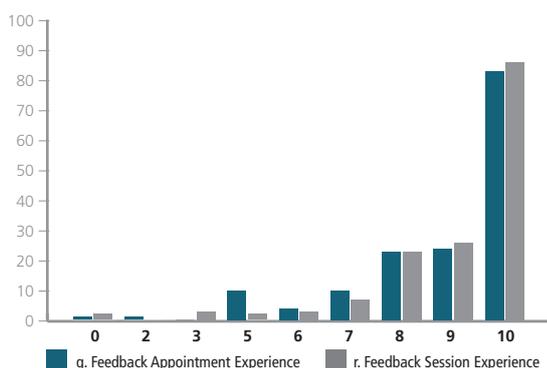
PGF Services remains focused on our counselling team meeting the requirements of the Ministry of Health's Supporting Parents Healthy Children strategy. All our counsellors are trained in the Single Session Family Consultation Model developed by The Bouverie Centre in Victoria Australia, and two counsellors are certified trainers in the model, so we can continue to maintain a 100% competency level. This model provides a clear, structured yet flexible way of engaging and meeting with whānau that aims to clarify how they can be engaged and involved in the tāngata whaiora intervention.

## Hauora Whānui/Public Health Highlights

The Hauora Whānui (Public Health) team are making meaningful connections through whanaungatanga in their communities. Staff are mindful of the communities they work with, their stakeholders, and making appropriate contacts and engagement when hosting education hui on gambling harm, raising awareness and leading events. Local knowledge (including tikanga) and connections are essential to our mahi as is the use of "Te Pae Māhutonga" (Māori health model) for planning our work ahead.

After being limited to online hui during lockdown, our Hauora Whānui team quickly adjusted back into the community in February and have fully met their work plans this year. We are also pleased that we were able to expand our team into Wellington which gave us a local focus in that region. As well as the numerous presentations and events held this year, we achieved several key actions for PGF Group as highlighted in this report including our support with the campaigns in the Ōtorohanga and Wellington District Councils to introduce sinking lid policies on pokie machines, and the training of Kiwibank frontline service staff. Other highlights included providing training to a large cohort of counselling students; co-leading a successful Elder Persons Symposium with Odyssey House in Christchurch, supporting the E-Kare initiative which raised awareness about the harms of casino gambling and our project to co-host a Kai & Kōrero event which celebrated local wahine leaders and their achievements (see below). As well as engaging many mental health and addictions service staff to introduce gambling harm screening we also met with larger teams such as those working in Oranga Tamariki, community probation and Kāinga Ora tenancy services.

**Evaluation of Counselling Sessions  
n157**



## Kai & Kōrero Hauora Whānui Case Study

*Our Kai & Kōrero hui, led by our Northern hauora whānui worker, was a collaborative project with Kokiri Te Rahuitanga and Ahi Kā (women's community group). There were two speakers at the event, both were well received by the 34 guests, and shone a light on their field of expertise. First there was a Roimata (Healer), teacher of Māori indigenous practices of Rongoā and an advocate for sustainable living through Māori Tikanga practices. Second was a gallery curator, advocate of Pacific and indigenous artists, and an artist and facilitator for the Creative Arts Network. Due to the positive reception to the event, planning for another is underway. We gratefully thank Te Hiringa Hauora (Health Promotion Agency) for the grant to fund the project.*

## Manaaki Kaimahi: Workplace Wellbeing Strategy

With all the uncertainty of living through a pandemic, the leadership team appointed a wellbeing champion to support and encourage the team to keep looking after themselves and their own wellbeing. Our wellbeing champion reminds us of free yoga classes, to take breaks and positively connect with each other. PGF Services joined an interactive online workplace wellbeing platform which has helpful resources on sleep, nutrition, exercise, mindfulness, along with monthly wellbeing challenges which the team reported as a positive and fun way to keep them connected.

## Summary

It has been another eventful 12 months for PGF Services with the challenges of living and working through a pandemic. Our clinical and public health teams quickly adapted with skill and commitment to our tāngata whaiora, their whānau, and the communities they work in. Exceptional pieces of work were accomplished this year, all of which were focused on restoring mana to those impacted by gambling harm, and the team can be proud of their achievements. We can adapt to change quickly and effectively in community, in collaboration with other services and importantly with tāngata whaiora. These skills indicate a highly professional and competent team and we look forward to offering another year of building resiliency in communities impacted by gambling harm.

*Nō reira  
Tēnā koutou,  
Tēnā koutou,  
Tēnā tatou katoa.*

## Kōrero ā ngā Tāngata Whaiora

*"I found my Counsellor to be very professional, I felt respected and supported. My counsellor has given me hope about my son's future."*

*"I was petrified when you called, you saved me."*

*"Making an appointment was awesome and I got in straight away. My counsellor is wonderful, very calm and reassuring."*

*"Ever since I reached out to your organisation, I have felt the love and support."*

*"Very happy with service, can't speak highly enough about it, has saved my marriage."*

*"Amazing and beyond whatever I imagined possible, and I am so very grateful. Gave me hope when quite discouraged."*

*"When I arrived, I felt disempowered, it was like a tsunami had crashed over me, I was no longer strong and in control. I now feel like I am getting over my addiction with my counsellor's support. I feel like I am getting on top of it and am very grateful."*

*Very, very, right from the get-go when I connected with you then we were welcomed at reception the culture felt right. Then my counsellor came out & welcomed us all throughout the meeting she was respectful of my son & his age. I knew this wasn't a tick box exercise for anyone & I thought this is the right place for us.*

*"My counsellor has "gone above and beyond". I have also received support around my alcohol use. I am happy working with my counsellor."*

*I feel very respected and supported by the services and my counsellor. I would recommend the service to other people and liked the follow-up service.*

*"I was hesitant to give anything 10/10, however I feel that Problem Gambling was the best service I have "ever accessed". Problem Gambling knows what people need. I was impressed that PGF understood the need to support individuals with other social issues."*

*"Since attending counselling I have felt much better about life. My counsellor gave me light at the end of the tunnel"*

# Chair's Report Mapu Maia



It is my privilege and delight to report on the work of the Mapu Maia Board for 2021.

Each of us can testify to the personal, social and financial costs of the ongoing pandemic health response. The same can also be said about the work of Mapu Maia. It has not escaped the huge impact of COVID-19.

Despite these challenges, the Mapu Maia Board and staff have continued to pursue excellence in serving Pasifika peoples and their many communities throughout Aotearoa. Some of the areas singled out for special focus this year have been: managing the lockdown restrictions around in-person meetings by engaging and connecting through online and telephone contacts; continuing to pursue new opportunities for funding, (such as supporting survivors of abuse through the Royal Commission of Inquiry into Abuse in Care); supporting services for Pacific vaccinations in the mid-Central North Island; a pilot programme to address wellbeing and gambling harm amongst young Pacific people in Waikato and Horowhenua; engaging in governance work to identify new Board members; as well as developing a Pacific-centric strategic plan for service delivery.

These endeavours have been very successful in their planning and implementation. Importantly, these initiatives have not only been confined to the quality of service delivery and their impact on Pasifika communities, but have also contributed towards the nurturing and strengthening of long-term partnerships with Pasifika communities, like-minded Pasifika organisations and government ministries.

Without hesitation, I must say much of the credit for this work can be attributed to the fine leadership and tireless commitment of Director Pesio Ah-Honi. She has inspired an exceptional team of passionate and compassionate individuals to deliver their very best despite the setbacks.

I want to express my gratitude to all the members of the Mapu Maia Board for their dedication and wise counsel in navigating an exciting pathway for Pasifika communities. Thank you to retiring Board members Apulu Reece Autagavaia and Maikali Kilioni for your invaluable work on the Board over the last few years.

Finally, I would like to make a special mention of Richard Northey, the retiring Chair of the PGF Group, who was a founding Director and member of the Mapu Maia Board. In my mind, Mapu Maia would not be here today without Richard's skilled leadership, strong advocacy and being prepared to champion the establishment of a dedicated Pacific service. Richard, we thank you for your support, encouragement, and wise counsel over many years.

May I wish you all a merry and safe festive season.



**Uesifili Unasa**  
**Chair**  
**Mapu Maia Board**

Talofa lava, Malo e lelei, Fakalofa lahi atu, Kia Orana, Nisa Bula Vinaka, Taloha Ni and warm Pacific greetings to you all.

The 2019/2020 year saw many new ‘firsts’ for Mapu Maia including new contracts alongside living with the challenges and restrictions of COVID-19 while supporting the Pacific community through a difficult time.

We have continued to see COVID-19 impact heavily on the Pacific community with increasing mental health issues compounded by the social needs of food, housing and employment.

I am proud of how our team adapted to new working environments and continued to provide essential services to clients and their families. It’s been a year of many challenges; however Mapu Maia’s holistic and integrated model of care has proven to be effective during these tough times.

A highlight for us was providing wellbeing and support services to survivors of abuse through the Royal Commission of Inquiry into Abuse in Care. We are honoured to support the brave men and women who have come forward to tell their stories.

In early February, the team spent four days together in clinical and public health training as well as planning for the next 12 months. The retreat allowed the team to step back from their day to day demands and activities for a short time of concentrated discussion, sharing ideas and best practices and most importantly to refresh and re-energise each other.

Funded by Le Va, a new mentoring youth initiative was launched in Levin, targeting our young Pacific girls aged 16 to 24 years.

During the year we have consolidated our relationships with funders and community organisations. We partnered with Village Collective, Toa Pacific and Pacific for Tomorrow in our Levin programmes targeting Pacific youth and their families.



Lastly, I wish to acknowledge and thank our Mapu Maia clients and their families, the many community church groups, agencies, community partners, funders, NGOs, and Pacific youth groups throughout Aotearoa.

Faáfetai faáfetai tele lava

**Malo aúpito**  
**Pesio Ah-Honi**  
**National Director Mapu Maia**

## Preventing and Minimising Gambling Harm

### Talatalanoa – Counselling Services

Gambling harm has social and health impacts on Pacific people, both the gambler and affected family and friends. Our holistic and integrated model of care continues to be effective and culturally appropriate when delivering clinical interventions and public health community activities.

This year, 2,794 clinical talatalanoa sessions were delivered, with 737 new clients entering Mapu Maia services.

Significant work has been done to establish partnerships with many external services across Auckland, Mid-Central, Wellington and Christchurch. With many of our partnerships and other work in the pipeline, we see seamless referrals between organisations and a long-term plan to deliver cross sector services to Pacific families regionally.

**2794**

Talatalanoa sessions

**737**

New clients

**932**

Active clients and their families

**78**

Community engagements



Building robust partnerships with external providers is critical to delivering services effectively. Mapu Maia is often the only Pacific counselling service in a local area and our service is called upon numerous times because of language and cultural difficulties experienced by clients.

The challenges caused by COVID-19 are having a long-lasting impact on clients, their families and communities. We are continuing to field non-gambling enquiries and supporting people experiencing uncertainties with vaccinations and the stress of the health system.

## Mapu Maia 0800 number

We have seen a significant increase in calls to the 0800 number in the past year, attributed to our public health campaigns and promotional work on various platforms and forums. During our campaigns with Te Hiringa Hauora, Radio Samoa and Facebook we saw a rise in the number of calls coming through to the helpline.

We continue to receive calls from external agencies, concerned affected others and general enquiries for language support. We have a duty counsellor system where all calls are answered by a clinical staff member and support provided in Samoan, Tongan, and English.

We are hindered by our hours of operation (Monday to Friday 8.30am to 5.30pm) and know there is a need to extend the service during the evening when people are more available.

## Public Health

### Community Engagement Strategy

Prevention of gambling harm in the Pacific community requires many engagement strategies and a multi-pronged approach. For most people affected by gambling harm, it carries the stigma of shame and embarrassment, which in some cases is a barrier to seeking help early. By creating opportunities for talanoa/discussion in safe spaces, people can talk about their experiences, ask questions, and learn new information to share with others.

This year, Mapu Maia has fostered existing relationships while raising awareness of gambling harm in new areas. We have worked collaboratively with other national organisations like Village Collective, Kainga Ora, and Lotto NZ along with expanding into the Midlands region.

Many of our projects have been in collaboration with local social providers and community groups, increasing the reach to the wider Pacific community and expanding the resources we were able to provide.

Our work with Pacific media has given us some great results both online and on air. The team worked hard to prepare interview questions, connect with the radio hosts

each week, and overcome nerves while speaking on live radio and streaming on Facebook! This was certainly a new experience for some of our staff.

Our presence on social media has continued to grow with good engagements from each post. Since the COVID-19 pandemic, the team has achieved excellent results connecting, raising awareness and expanding our reach. We are now working on how to convert that into clinical outcomes as well.

We have also continued with our community projects that have been running for a few years. “She’s not your Rehab” has gone from strength to strength in Christchurch, along with “Sensing Bros” and our work with Te Ngira and Auckland University.

This year, Mapu Maia delivered a total of **78 community engagements** as part of our public health work, health promotion, advocacy for Pacific communities, and workforce development.



## Collaboration

Mapu Maia worked with Te Hiringa Hauora and Stanley St to develop the national “Safer Gambling Aotearoa” brand, formerly Choice Not Chance.

Mapu Maia also worked in collaboration with Lotto NZ to pilot an approach to encourage safer gambling on Lotto NZ products in Pasifika communities. For the “Play Smart” campaign, Mapu Maia facilitated seven focus groups to 61 Pacific adults around the country to test the concepts.

Mapu Maia aims to facilitate Pasifika voices, encourage them to have their say and influence a safer, culturally informed message to create safer gambling environments for our communities.

## Highlights

### Pacific Elders Talent Quest – Gambling Harm Awareness Week

Mapu Maia celebrated our elder Pasifika peoples by hosting an online talent quest to raise awareness of gambling harm during Gambling Harm Awareness Week.

By using a strengths-based approach, the “Pacific Elders Talent Quest” was to showcase the many talents of our older people in a short video which was shared on Facebook.

The initiative promoted healthier family activities away from gambling and promoted our beautiful Pacific elders.



## Pacific Youth

A priority for Mapu Maia this year has been Pacific young people and we have had a tremendous response from youth. We have been invited into many youth spaces to share, facilitate, and communicate wellbeing tools:

In Auckland we visited Tula’i Pasifika Leadership Programme, the University of Auckland, Mahurangi College in Warkworth, Manukau Institute of Technology, and Saintz Dance Academy. We also visited Pacific Youth in Action Levin, Pacific Rugby League in Christchurch, the Chiefs Super Rugby in Waikato, and the Otago Highlanders Super Rugby in Dunedin.

### From 57 evaluations received at the youth workshops:

**95%**

felt, or strongly felt that they were supported by Mapu Maia’s presenters

**93%**

felt, or strongly felt that the workshop was engaging and informative

**96%**

felt, or strongly felt that they were satisfied with the overall workshop

**91%**

felt, or strongly felt that they gained more knowledge on gambling harm

**91%**

felt, or strongly felt that they learned useful knowledge about the early signs of gambling harm

**77%**

felt, or strongly felt they have increased their knowledge on Mapu Maia’s services

## My Fathers Barber – She’s Not Your Rehab

Mapu Maia has been working in partnership with “She’s Not Your Rehab,” a Christchurch based men’s group hosted through My Fathers Barber, to provide clinical and wellbeing support. Our partnership includes mental health wānanga/ workshops on topics including substance use and gambling harm.

## ManaToa Services

In May this year, through the Royal Commission of Inquiry into Abuse in Care, Mapu Maia has been contracted to provide wellbeing and support services to survivors of abuse and their families.

Through the Pacific public hearings, private hearings and individual counselling support, the team has worked extensively around Aotearoa to offer support to the survivors, their families and to the community supporters. It has been an extraordinary privilege to provide this service.



## Mana Pasifika – Our Community, Our Voice: Village of Wellbeing Approach

Funded through Te Hiringa Hauora, Mapu Maia leads Mana Pasifika, an online psychosocial response to COVID-19 which focuses on destigmatising help-seeking, as well as providing and supporting methods of voicing, expressing and approaching challenges within mental health.

This involves showcasing the various ways Pasifika care for their health through spiritual, physical, and creative outlets on the digital social platform.

The work focuses on real people talking about real stories and experiences through talanoa/storytelling. Our Stories, Our Community, Our Voice, supports Pasifika communities who are feeling anxious and distressed, focuses on the importance of staying connected, and destigmatises help seeking, reiterating that “it’s OK to reach out for help.”

Mana Pasifika has been a successful initiative where the impact on communities has been a game-changer in how we deliver for, and with, Pasifika.

A previous iteration of this approach saw **12 story videos created** across a variety of audiences from Hapū Māmā, frontline workers through to youth and community leaders which performed well with over **3.5M impressions**, reached over **680,000 people**, **2.1M views**, **40,000 interactions** and **10,000 shares**.

**2.1m**

Views

**3.5m**

Impressions

**40,000**

Interactions

**10,000**

Social media shares

## Media

### Radio Samoa and PMN Tonga (National)

We thoroughly enjoy engaging with the Samoan and Tongan community on radio. This year we have continued to reach out in language with information on gambling harm, wellbeing, and mental health.

With COVID-19 restrictions and lockdowns, we have reached out on radio via Zoom and Facebook Live. Programmes streamed online were being listened to by Pacific people living outside of Aotearoa. We received feedback from Pacific in Australia, United States, Pacific Islands and as far away as Dubai.

## Social media

A significant amount of engagement and work was delivered through online platforms this year including podcasts.

Mapu Maia's visibility has grown considerably on Facebook during this year. In July 2020 Mapu Maia had 452 Facebook followers and by June 2021 this had quadrupled to 2,192 followers.

Our highest reaching posts connected with between 20,000 and 80,000 Facebook users through paid geo-targeting. Organically, Mapu Maia social media content was reaching between 2000 and 12,000 Facebook users per post, milestones we had not achieved before.



## Sister Sister Project

The "Sister Sister" youth programme's purpose was to mentor and support young Pacific girls aged 16 to 24 years of age to achieve their goals. The six-week programme included activities and workshops for the girls and their families to learn strategies and to build resilience towards positive mental wellbeing. The programme was in partnership with our Levin stakeholders, The Village Collective, TOA Pasifika and Pacific for Tomorrow Trust.

At the completion of the programme, Mapu Maia and all stakeholders hosted a "Fiafia Night" to celebrate the achievements of the group, with food and entertainment for Pacific families in the Levin region. There was also a two-day retreat with guest speakers and team-building activities to end our time with the Sister Sister girls.



# Chair's Report

## Asian Family Services

Warmest greetings to you all in these tumultuous times.

I am pleased to present my report as chair of Asian Family Services (AFS). This year proved to be another eventful year, continuing the great changes and upheavals of 2020. The challenge of COVID-19, lockdowns and their impact on our lives and work continued unabated. Through it all, our team at AFS, from leadership to frontline staff, has strived under great pressure to provide much needed support for the mental wellbeing of the Asian communities. The demand for our counselling and other services remained high, more so under the pressure of lockdowns and the consequent stress of the loss of employment, social interaction and downturn in economic activities that our Asian communities had to contend with.

Whilst harmful gambling continued to be the mainstay of our services, AFS has increasingly engaged in the related mental wellbeing services for the Asian communities. Gambling addiction cannot be treated in isolation. It is important that as an effective service provider, AFS offers a broader approach to deal with the many facets of gambling addiction and its consequences, as well as the drivers of such addictions. During the year, AFS has been funded in some of these areas by the Ministry of Social Development (MSD), the Ministry of Education (MoE) and the Ministry of Health (MoH). AFS has also worked in collaboration with local medical centres to provide appropriate onsite counselling services to patients who sought medical help, expanding the scope and range of its counselling and public health activities. AFS continued to be recognised as the go-to help service for Asians in distress, especially in the North Island.

An area where AFS has worked more during the year was in commissioning research to identify key issues, emerging trends and the demographic dynamic in the gambling addiction and mental health problem areas. This focus is crucial to ensure that AFS will remain relevant and effective in addressing the problems faced by the Asian communities, and in making appropriate, evidence-based submissions to the government and various ministries.

Two challenges currently faced by the Asian communities are online gambling and the vulnerability to gambling addiction in the growing South Asian population. Online gambling has rocketed under lockdown conditions and remains largely unregulated. This problem will only get bigger with the continuing restrictions to physical movement and the shift to more online activities.

The South Asian population has grown in the last few years

and, as a migrant group without the necessary culturally appropriate social services support, some have fallen victim to gambling. In fact, South Asians make up the largest ethnic group in gambling harm statistics. The Asha service, dedicated to South Asians is expected to grow to address this problem.

AFS has worked relentlessly to support the wellbeing of the Asian communities. The team is very ably led by Kelly Feng, the National Director. Despite working under trying conditions, the team was able to achieve the targets set in our contracts as well as accomplishing all the goals set by our various funders. Great achievements!

I would like to acknowledge Kelly Feng's fantastic leadership and work at AFS. Her infectious zeal and dedication have resulted in a greater range of funding and generated a much higher profile for AFS with the public and media. Under her leadership, AFS has grown in size and scope, and remained financially viable and stable.

My sincere thanks to the frontline staff for the incredible care and support given to our clients during the year. The Board continues to value and appreciate your hard work and dedication to the Asian communities. You have all made a difference to the lives of many of our clients.

I am also grateful to our Board members: Richard Northey, Rajen Prasad, Raj Singh, Aram Kim and John Wong for their unstinting contributions and enthusiastic support.

Thank you to everyone in the PGF Group for your help and support in making a difference to our Asian communities in New Zealand.



**Fred Pau**  
**PGF Group Board**  
**and Chair Asian Family Services (AFS) Board**

# Asian Family Services



Nihao (Mandarin), Neih hou (Cantonese), Konnichiwa (Japanese), Anyeonghaseyo (Korean), Namaste (Hindi), Sah-wahdee (Thai), Haallo (Burmese), Xin Chao (Vietnamese), and warm greetings to you all.



The world has fundamentally changed in the past 12 months. A tiny virus has shown us how devastating it can be, growing to a global pandemic with tragic consequences for many individuals, families, and communities.

But this past year has also shown us how we can work differently and how we can reach our Asian people through digital platforms, providing innovative services throughout the country.

We have achieved this by increasing our workforce capacity, sourcing funding, delivering new projects and services, and by advocating for our people's voices and frontline stories to be heard by the funders and decision-makers who set strategy and policy. I acknowledge it has been a tough journey for all our staff and contractors who have worked tirelessly and provided the best care possible in this difficult and uncertain year.

I am proud that we have secured many new services over the past 12 months including the Digi Language Support Service, and the provision of health improvement practitioners under contract at Apollo Medical Centre.

With funding from the Ministry of Health (MoH), we were able to assist with 1,434 sessions of psychological intervention over a short ten-month period and provide our ethnic communities translated COVID-19 materials.

I am pleased with our success on social media, reaching nearly 135,000 people on Facebook. The Korean content proved particularly popular with some posts receiving over 18,000 views. In addition, the weekly radio shows related to our callers' concerns and issues provided critical information for our communities.

COVID-19 was a significant challenge for our health system in 2020/2021; however, our response demonstrated how culturally and linguistically appropriate approaches can make a difference to those we serve: the most vulnerable,

isolated, disadvantaged, and hard to reach communities.

It is incumbent on us to question and challenge the health system to adapt and transform to meet the needs of today and tomorrow. The Health and Disability System Review suggests a pathway forward; a journey that AFS is ready to take part in that truly reflects and provides the best care for our diverse Asian communities and all New Zealanders.

## Asian Helpline

Our Asian Helpline received 3883 calls – the largest number of calls since it began in 1998. It is a nationwide service in eight languages that we are proud of – the only national helpline dedicated to supporting Asian people living in New Zealand. We saw an increase in the number and duration of calls due to COVID-19. Our Helpline has been one point of contact for many Asians needing immediate support for their mental wellbeing, gambling related harm, and other social issues. Directing people to the right services at the right time is critical to their wellbeing particularly during these uncertain times.

## Clinical Intervention

AFS was once again successful in outperforming the Ministry of Health's clinical targets for our contract. Our clinical team has provided 4,661 sessions over this year, supporting more than 1,447 gambling clients, 1023 brief interventions, 153 facilitations, 514 follow-ups, 2858 full interventions, and 850 co-existing problems. What amazing work has been achieved! I thank all our staff for their

**4661**

Sessions

**1447**

Supported  
gambling clients

**3881**

Number of  
interventions

**153**

Facilitations

efforts and excellent performance, working tirelessly to provide the best care for our clients.

This year we continued to receive a significant number of non-gambling related referrals from other agencies (including general practitioners, social services, Police, Corrections and District Health Boards), providing 2343 sessions and supporting 877 clients.

I am grateful for the excellent leadership from our Practice Leader Julia Zhu, who led the team to achieve such a high output and supported them to provide the best care for our communities.

## Public Health Highlights

As well as delivering the preventing and minimising gambling harm public health work this year, AFS also extended the scope of public health to other exciting projects:

- **Project Connect**, funded by the Ministry of Education, aims to address any gaps that exist in the provision of support for Asian international students with poor mental wellbeing and in social integration into New Zealand society. It aims to promote intercultural interactions, foster links between international students and the community, and provide information on health, safety, and support services.
- **The social media campaign** in several Asian languages was funded by Te Hiringa Hauora, to raise awareness of wellbeing and encourage early help-seeking behaviour.
- **The translation of resources** on mental health and wellbeing, and suicide prevention into several Asian languages with funding from the Mental Health Foundation's Whai Ora, Whiti Ora fund.
- **Supporting the general election** last year with funding from the 2020 General Election Culturally and Linguistically Diverse (CALD) fund.
- **Gambling Harm Awareness Week (GHAW)** online campaign in 2020 with over 15,000 views.

A lot has happened in our public health space, and I congratulate Ivan Yeo for his leadership in our public health work to minimise gambling harm and for the other projects that have fostered wellbeing in the Asian population.

## Communication and Social Media Strategy 2020-2023

Our partnership with Trace Research saw the release of The New Zealand Asian Mental Health & Wellbeing Report 2021 and The Asian Responsible Gambling Report 2021 which generated media interviews and presentations. I acknowledge Dr Bo Ning, who, as research coordinator, managed this project, and worked alongside me to produce these outstanding reports. He presented to the gambling sector during the national hui this year, which generated further discussion on the Asian experience of gambling harm and the stigma associated with it, and what public health should look like in the future.

The new AFS website also provided additional culturally and linguistically relevant information and we continue to develop our resource centre to provide more information focused on Asian wellbeing.

### Channels and Followers



## Asha

Asha provides clinical and public health services for South Asian communities. We have seen an increase in the number of South Asian clients throughout this year, and with only three staff providing counselling services in Hindi, it has been a busy year for the Asha team. Despite challenges with staff changes, Asha has continued to support the South Asian community with an increasing demand for both clinical and public health work. Asha has

supported 362 clients and 1088 sessions.

With Shirleen's excellent leadership, Asha continues to engage with many stakeholders, such as Manukau East Council of Social Services (MECOSS), Centre for Asian and Ethnic Minority Health Research and Evaluation (CAHRE), Bachelor of Health Science students at the University of Auckland and by holding stalls at Mangere Library, Middlemore Hospital and a Gambling Harm Awareness Week stall at SkyCity Casino.

Asha has also been reaching out to networks within the South Asian community to promote the Asian Helpline (Hindi-line 6) for anyone feeling anxious and depressed during the COVID-19 lockdown. Some key networks include SkyCity, the multi-disciplinary cross agency team at Manukau Police Station, Auckland Ethnic Women's Forum, and the South Asian Community Leaders Collective. Asha has also been engaging with Government ministers: Hon Jan Tinetti, Minister of Internal Affairs, Hon Dr Ayesha Verrall, Associate Minister of Health, and Hon Priyanka Radhakrishnan, Minister for the Community & Voluntary Sector, Diversity, Inclusion & Ethnic Communities, and Youth. These discussions have focused on the impact of gambling harm in the South Asian community and the critical factors that impede seeking help.

During the COVID-19 lockdown, public health activities were restricted so we utilised media and social media to generate awareness and encourage people to seek support if required. Shirleen collaborated with Apna Networks to develop a three-month media campaign promoting the Asian Helpline (Hindi) that focused on how "it is OK to ask for support."

At the end of 2020, AFS launched a Hindi webpage to increase awareness among ethnic communities and provide relevant information in the appropriate language.

Well done Shirleen for another successful year of excellent achievement.

## Asian Wellbeing Services

Our Asian Wellbeing Services (AWS) continue to expand. We currently have 27 contractors and our Alliance Health Plus contract has been increased to seven clinics this year. AWS successfully got the Clinical Advisory Services Aotearoa (CASA) postvention suicide contract to provide emotional support for Asians affected by suicide. Over the last year, we have been working with schools and education providers to deliver counselling services on campus and to deliver an "Incredible Years Parenting Programme" under a contract with the Ministry of Education.

With high demand for mental wellbeing support during this pandemic, AWS has delivered tailor-made wellbeing workshops with business and corporate

partnerships which has led to further opportunities to provide workshops in workplaces. AWS has signed a Memorandum of Understanding with Fairway Resolution, allowing 15 of our staff and contractors to be trained in family resolution and provide more culturally appropriate mediation services for Asian people. With the growth in business, I thank Julia Zhu, who has been leading these services and building our workforce, while continuing to provide quality service to our people.

## Digitally enabled language support project- successfully funded new business

It was an exciting milestone for AFS earlier this year, when it was successful in securing funding from the Ministry of Health to pilot the innovative Digi Language Support Service (DLS) under a 12-month contract from July 2021 to June 2022.

The pilot service aims to provide free telehealth interpreting services to participating primary and community care services, enabling enhanced access for non/limited English-speaking Asian consumers.

Dr Bo Ning was appointed as project manager, with our technical partners Prigo Ltd developing the DLS brochure site and web app functionality. The DLS project had a three-month preparation phase and the service launched in November 2021. Once again, I thank Dr Bo Ning for his willingness to take on such a challenging and successful project.

## COVID-19 National Psychosocial Campaign

With ten months funding from the Ministry of Health (MoH), AFS provided psychosocial support for those who needed it during the pandemic. The team received around 60 referrals each month from June 2020 to February 2021 through different pathways. Referral numbers have steadily increased since May and, for this funding period, AFS had 569 referrals and provided 1,434 psychological interventions. With that many clients, some had to go on a waiting list, but urgent referrals were prioritised. As part of this contract, we have been translating and disseminating multilingual COVID-19 information via our ethnic social media, and 40 MoH resources have been translated into seven Asian languages. In addition, our project lead Alex Wang has been working on a weekly radio show and produced around 40 shows in ten months, responding to enquiries we received from callers to the Asian Helpline. The programmes have been popular, and there have been many calls thanking our programme host Alex, and others who participated in the programmes.

The demand for our services remains high, which can be seen in the increased number of referrals and callers to our Asian Helpline. Due to COVID-19, the mental health and addiction needs of Asian people and communities have grown. It is unfortunate that the final report with all the highlights has already been submitted to the Ministry of Health as the funding ended in February 2021.

## Ministry of Social Development

I am pleased that AFS received funding from the Ministry of Social Development (MSD) in April to become a Community Connection Service (CCS) in April this year. This enabled our team, who are qualified and registered counsellors and/or social workers, to ensure communities were able to access information and support. I would like to acknowledge our project lead Alex Wang, who has led the team with professional, responsive and outcome driven programmes. Thank you, Alex, for your strong leadership and can-do attitude making a difference to many who have benefited from these newly developed services. This service is well promoted via our networks and maintains a strong working relationship with ethnic communities and social agencies.

From April to July 2021, the CCS team conducted many activities including facilitating 98 seniors to attend the Work and Income (WINZ) superannuation workshop, participating in the Ministry of Business, Innovation and Employment (MBIE) employment rights radio programme, and supporting 52 people to attend an employment law webinar.

## Wellness Services

AFS has been working with Apollo Medical Centre since 2016, trialling a new way of offering counselling services via GP clinics, as general practice teams are often the first point of contact for many people experiencing mental health and/or addiction issues. Over the past five years our two organisations have built up trust and a strong relationship from the leadership level to day-to-day referrals from frontline clinicians. With almost 60% of enrolled patients identified as having an Asian background, our counselling services have been valued and used to break down some of the barriers for Asians of accessing mental health and addiction services.

As part of the implementation throughout New Zealand by the Ministry of Health, Asian Family Services was contracted by Comprehensive Care PHO in late December 2020 to provide a new model of integrated primary mental health and addiction services (IPMHA) to the patients of Apollo Medical Centre. This model of care is part of a suite of services being developed to expand access to, and choice of, primary mental health and addiction support. The aim of these new services is to increase access and

equity of access, increase choice in addressing people's holistic concerns, reduce wait times for mental health and addiction support, and improve population health and equity outcomes.

The Wellness Service is well-established in Apollo Medical Centre with three health improvement practitioners and two health coaches, led by Alex Wang. Once again, I want to thank Alex for his support in setting up the new services at Apollo. We are pleased that our contract has been extended until 2023.

## Research Projects

AFS has led seven research projects this year, demonstrating our strategy to use evidence-based findings to ensure that we provide the best quality services to the people we serve, and advocate to reduce the gaps in service provision.

Asian Family Services (AFS) was fortunate to receive a research contract to develop, deliver, and evaluate new services for the treatment and recovery of high-risk populations.



With this funding, the team undertook research titled *Helping Others Helping Ourselves: International Students Remaking Lives*. This research was aimed at a peer support group programme to help international tertiary students

With this funding, the team undertook research titled *Helping Others Helping Ourselves: International Students Remaking Lives*. This research was aimed at a peer support group programme to help international tertiary students who had been gambling harmfully, reduce the risk of relapse. It also enabled them to co-design new public health education initiatives (e.g. seminars, workshops, resources) to promote healthy lifestyles and prevent new international students from harmful gambling.

Another research project titled *Reaching Out*, focuses on early identification of harmful gambling and related issues among Asian adults, within primary care settings. The research team has already developed self-help brief intervention resources to facilitate Asian people's access to intervention and minimisation of gambling harm as well as other professional support services.

The Northern Region District Health Boards contracted AFS to conduct research aimed at providing an understanding of Asian women's low access rates into maternal mental health services, and to identify actions to improve access and maternal mental health outcomes for Asian women during the perinatal period. The resulting research report, *Supporting Equitable Perinatal Mental Health Outcomes for Asian Women*, was presented at various conferences and I hope this will foster change for our Asian women during such a critical period of their lives.

AFS and Platform Trust were funded to conduct a study exploring how mainstream mental health and addiction providers and Asian specific providers can work together to better respond to the needs of Asian people in New Zealand. Interviews were conducted, with data thematically analysed to identify critical gaps and challenges, along with strategies to improve service delivery, workforce development, health promotion and Asian advocacy. The research findings also show there are significant gaps in our Asian mental health and addiction services.

AFS has also partnered with the University of Auckland to evaluate our clients' experiences over the last COVID-19 lockdown and the effectiveness of Telehealth.

## Workforce Development

We continue to support workforce development by providing ongoing training in areas such as family violence, peer support, and risk management. Investment in our workforce is critical for our organisation's growth and to continue providing the best quality care aligned with our mission. We continue to provide clinical cultural supervision, group/peer supervision, and attendance at forums and conferences.

## Achievements

AFS has successfully attained level 4 social sector accreditation standards - the New Zealand Government accreditation of providers it funds to deliver social services.

I am very proud of all our achievements over the past financial year, as highlighted in the snapshot of our work. I continue my commitment to advocate for equitable, culturally, and linguistically appropriate services for all Asians living in New Zealand, and I look forward to another fantastic year with AFS.

Kelly Feng  
National Director  
Asian Family Services





**PGF GROUP**

Healthy and resilient communities in a just society

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