



Asian Family Services
Together enriching lives

**Inaugural
Annual Report
2022/23**

Vision

Our vision is for all people of Asian heritage and backgrounds to lead flourishing and fulfilling lives in an equitable Aotearoa New Zealand.

Mission

Asian Family Services will enrich individuals and families by providing professional, culturally tailored, evidence-based services to support the wellbeing of Asians in Aotearoa New Zealand.

VALUES

We Are
Inclusive

We Are
Bold

We Embrace
Diversity

We Care

We Pursue
Excellence

Our Strategic Priorities

ENHANCE ASIAN WELLBEING

Expand and grow existing programmes to meet the needs of our communities.

Develop services that are culturally and linguistically appropriate for Asian communities.

Identify and address service gaps for our communities.

Develop an evidence-base through research and evaluation.

BE THE GO-TO ASIAN WELLBEING ORGANISATION

Become the centre of excellence and innovation for Asian health service, research and evaluation.

Build a strong and sustainable organisation.

Strengthen leadership and support its development.

Increase awareness of Asian Family Services' programmes and services.

DRIVE EQUITABLE SYSTEM CHANGE

Increase and promote research to support equitable outcomes for Asian communities.

Advocate for policy change that supports Asian wellbeing.

Work with the Asian business community to support the wellbeing of our communities.

Chair's Report

Tēnā koutou, tēnā koutou, tēnā koutou katoa. Nihao, Neih hou, Konnichiwa, Anyeonghaseyo, Namaste, Sah-wahdee krab, Haallo, Xin Chao, warmest greetings to you all!



I am delighted to present the chair's report for the year ended 30 June 2023, and our inaugural annual report to the stakeholders. A year that marked significant growth and impact for Asian Family Services (AFS) and one that we should be proud of.

AUTONOMY AND GROWTH

As the chairman of AFS in our first year of autonomy, it was my distinct pleasure to join more than 200 leaders from across New Zealand for our official launch in the Parliament building in early this year, hosted by the Minister of Diversity, Inclusion, and Ethnic Communities, the honourable Priyanca Radhakrishnan and also attended by the Deputy Prime Minister the honourable Carmel Sepuloni.

We have just been awarded the full contracts by Te Whatu Ora, to continue to provide for the prevention and minimisation of gambling harm for Asian communities nationally for the next 6 years. These are huge contracts for us and it is pleasing for Te Whatu Ora to affirm our work.

MEETING COMMUNITY NEEDS

Recent years have been hard for many in our communities; COVID-19 has had a significant impact on Asian communities across New Zealand. And AFS has played a key role in supporting our communities. Calls to the Asian Helpline almost tripled across 2022/23, and our Community Connection Services were receiving up to 100 referrals a day. Across the pandemic we were the only national provider supporting Asian communities with the culturally appropriate food parcels, counselling, and practical help.

BUILDING RELATIONSHIPS

Our AFS team has built some key strategic partnerships this year. Partnerships with NZ Drug Foundation, Procare, North Business, government agencies and tertiary education institutions have enabled us to address wider mental and social wellbeing needs than ever before.

PGF GROUP WHANAU

AFS will continue to be an integral part of the PGF Group whanau and draw on the collective strength and shared vision of the group. With limited resources, being part of a larger whanau will be crucial for our survival as we can be more efficient and effective in carrying out our mission.

EXCEPTIONAL PEOPLE

Thanks to my fellow board members Debbie Chin, Rajen Prasad, Raj Singh, and Aram Kim, for your unwavering contributions and enthusiastic support. A special thank you to Richard Northey who helped to start and nurture AFS 25 years ago and who is retiring this year for a well-deserved break, and to our outstanding CEO Kelly Feng.

Kelly's exceptional leadership skills have been acknowledged in many places. She is the 2023 Kiwibank Local Hero Medallist and Vanguard Security Community Superhero, as well as the Dapaanz Excellent Contribution to Problem Gambling Practice Award winner. Kelly's well-deserved awards reflect two decades of dedicated service and contributions to Asian health. Thank you, Kelly, for all you bring to AFS.

Finally, thank you to all the amazing staff and contractors who deliver our services to the community each and every day. We couldn't do it without you.

Ngā mihi nui

Fred Pau

Chief Executive's Report

Tēnā koutou, tēnā koutou, tēnā koutou katoa. Nihao, Neih hou, Konnichiwa, Anyeonghaseyo, Namaste, Sah-wahdee krab, Haallo, Xin Chao, greetings to you all!



I am immensely proud to present this report, marking Asian Family Services' inaugural year as an independent entity. Our journey has been a testament to our collective commitment to empowering Asians in New Zealand to flourish. I am honoured to lead AFS, we are honoured by the immense support we have received from ministers, stakeholders, community leaders, and friends, including our PGF, Mapu Maia and AFS whānau.

Reflecting on our origins in 1998, I extend heartfelt thanks to everyone who has been a part of our journey. Your support has been instrumental in laying a strong foundation for our success today.

The Asian population in New Zealand has been growing rapidly since the early 1990s. In 2018, Asians made up 15.1% of the total population, a figure that is forecast to reach 26% by 2042. This shift underscores a growing need for culturally and linguistically appropriate services. I urge all to consider how we can collectively address this gap.

AFS has pioneered projects like Asian Wellbeing Services, Asha Services, digital language services, and suicide prevention resources. Our multilingual workforce and community connections uniquely position us to collaborate effectively with government agencies and stakeholders.

Our clinical services division, led by Julia Zhu, has surpassed all expectations. Julia's leadership and our multilingual clinicians' expertise deserve special recognition. I also commend Jiali Li for her 15 years of service, and for significantly contributing to our therapy models and presentations at key conferences.

We welcome Vivian Terei as the new Asha Practice Leader. Her expertise is vital in engaging with the growing South Asian communities. The Asha team continues to excel in delivering workshops and talks on mental health and gambling harm, underlining our commitment to these communities.

Our public health team has been pivotal in raising awareness and promoting wellbeing. Our efforts

in public health, led by Yuan Hong, have included advocacy for reducing gambling harm and promoting evidence-based policies.

We have expanded our Asian Wellbeing Services, recruiting experienced clinicians to meet the diverse needs of our community. Our collaboration with 12 GP clinics has enabled us to extend our reach effectively.

The Ethnic Advisory Group has been instrumental in supporting our policy and advocacy work, particularly in co-designing campaigns addressing gambling harm. I acknowledge our deputy director Ivan Yeo, for his leadership in this area, including contributions to crucial consultations and policy submissions.

Our commitment to research and innovation is evident in our collaboration with the New Zealand Drug Foundation and our contributions to various research projects. These initiatives are crucial in addressing substance abuse within the Asian community and positioning AFS as a research leader.

From launching impactful documentaries to presenting papers at international conferences, AFS has achieved significant milestones. Our recognition by Te Kahui Kahu and the COVID-19 Response Recognition Award from the Prime Minister are testaments to our dedication.

As we look ahead, our commitment to the wellbeing of the Asian community through engagement, research, health promotion, and advocacy continues to drive us. Together, we are making significant strides towards a socially inclusive and cohesive Aotearoa New Zealand.

My sincere thanks to our chair, Fred Pau, the AFS board, our team, funders, and the Asian communities across New Zealand.

Kelly Feng



Our Board

BOARD CHAIRPERSON

FRED PAU

Fred is a chartered accountant and an experienced Chief Financial Officer who has worked in the aged care and retirement industry and manufacturing and trading environment. He has experience working for both corporate and charitable sectors.

Fred is currently employed in the aged care and retirement sector and provides consultancy services. Previously, Fred worked as the Chief Financial Officer for the Selwyn Foundation for 14 years. He also worked in senior roles for Carter Holt Harvey and Lane Walker Rudkin and had a stint overseas in Thailand.



DR RAJEN PRASAD

Dr Rajen Prasad has had extensive experience in strategic development, governance, social policy and the social services as a senior practitioner, a researcher and an Associate Professor. He has led major human rights institutions in New Zealand focused on race relations and advocacy for families. He served as a New Zealand Member of Parliament for two terms. He has worked in Southern Africa and was the Commonwealth Secretary-General's Special Envoy to Lesotho. He serves on several governance boards including the University of Auckland. He also served as a Director and then as Chairman of Bank of Baroda New Zealand.



DEBBIE CHIN

Debbie has extensive experience in leadership roles across the NZ health and disability sector. Roles include governance, public policy and executive management. Debbie has held leading roles with Waikato and Capital and Coast District Health Boards, Ministry of Health, Department of Prime Minister and Cabinet and with NGOs.

Debbie is currently chair of Tu Ora Compass and the Wellington Chinese Association. She is also on the Board of the NZ Chinese Association.



DR ARAM KIM

Aram is a New Zealand trained consultant psychiatrist of Korean descent with special clinical interests and experiences in cross-cultural, infant, perinatal, and community psychiatry as well as cognitive behavioural therapy. He is passionate about community engagement and advocacy, especially around mental health and wellbeing.

Aram has been the chair of the Korean Community Wellness Society Inc since 2017. He serves in various roles within local and national church bodies as well as NGOs in a voluntary capacity. He lives with his wife and four children in Auckland.



RAJ SINGH

Raj has a strong public health and medical background. Raj worked as a medical doctor in India before immigrating to New Zealand. He gained postgraduate qualifications in public health from the University of Auckland.

Following his graduation, Raj has worked in the NGO sector for a number of years before moving on to his current role as the project manager for Waitemata and Auckland DHBs Planning, Funding and Outcomes Unit. Raj currently lives in Auckland with his wife and daughter.



RICHARD NORTHEY

For the last 10 years, Richard has chaired the Auckland/Northland Zone of Local Government New Zealand and also sits on its National Council. He also chairs the Auckland Community Housing Trust.

Previously, Richard was an MP for nine years and an Auckland City Councillor for 17 years. He has extensive experience as a chairperson, including several select committees in Parliament, the Accountability and Performance of Council and CCOs Committee, and the Auckland District Council of Social Services. Richard was also a Governing Body member of the Auckland Council.



Our history

1998

Launch of PGF Asian Services & Asian Hotline

2012

PGF Asian Services becomes Asian Family Services

2015

Safe Talk Project starts (Asian suicide prevention project)

2016

Asian Wellbeing Services launched

2017

Asha launched Tomorrow will be better Asian suicide prevention resource

2020

NZ Asian Mental Health & Wellbeing Report

2021

Community Connection Services launched
Incredible Years Parenting Programme launched

2022

AFS WeChat passes 10,000 followers

2023

Official launch of the independent Asian Family Services





The Integrated Tree Model[©]

AFS exists to support our Asian communities across Aotearoa New Zealand to thrive. Migrating to a new country, building new networks and putting down roots takes time.

Migration is one of the most stressful times for many individuals and families. When a tree is relocated, its roots may be damaged, and the tree can lose its leaves and fail to produce fruit. It takes time for the tree to develop new roots and adapt to its new location before leaves and fruit emerge.

Similarly, people feel uprooted and disconnected as they try to achieve their dreams of a better life in New Zealand. AFS delivers public health services, clinical treatment and the Asian helpline to enable our people to live well in Aotearoa New Zealand.

We have developed the Integrated Tree Model to support our clients to identify and resolve problems, enabling them to “cultivate stronger roots” and work towards health and wellbeing. Through

partnering with individuals and families to build their new lives we support people to integrate their culture, beliefs and values into their New Zealand lives.

Harmony and balance are fundamental concepts in Asian health values, often expressed as Wuxing or the Five Elements in traditional Chinese health beliefs. These elements – Wood, Fire, Earth, Metal, and Water – are interconnected and maintain a dynamic balance through mutual promotion and restriction. Imbalances in these elements are attributed to illnesses.

AFS explores the health beliefs of our clients to help people break down barriers, and to thrive in their new home.



What we do

At AFS, we transform lives. We work with our communities, families and individuals to enable people to thrive.

ASIAN HELPLINE

Free, confidential phoneline: Available Monday to Friday, 9 am–8 pm in eight languages – Mandarin, Cantonese, Korean, Vietnamese, Thai, Japanese, Hindi, and English.

CLINICAL INTERVENTION

Counselling is available face-to-face, by phone or online.

PUBLIC HEALTH

Minimising gambling harm in Asian communities.

ASHA

Counselling and support in Hindi and English for the South Asian community.

HEALTH COACH AND HEALTH IMPROVEMENT SERVICE

Based at Doctors Apollo (Auckland), our service is an early intervention to improve the mental health and wellbeing of Asian patients.

AOAKE TE RA (BEREAVED BY SUICIDE COUNSELLING SERVICES)

Free support to individuals and families to navigate grief and foster hope for the future, following a suicide.

INCREDIBLE YEAR PARENTING PROGRAMME

Helping parents to foster positive relationships with their 3–8 year-old children.

SUPPORT FOR VICTIMS OF SEXUAL VIOLENCE

ACC funded support and counselling for people affected by sexual violence.

ASIAN WELLBEING SERVICES

Counselling services through Cause Collective at GP clinics, schools, and private tertiary establishments, along with mental health and wellbeing workshops and EAP programmes for corporations.

COMMUNITY CONNECTEDNESS SERVICES

- Practical support for people affected by COVID-19: Delivering food parcels, liaising with government agencies, and supporting people to access financial support.
- Counselling and other support: Ensuring Asian communities can access culturally and linguistically appropriate counselling and information when impacted by COVID-19.

DIGI LANGUAGE SUPPORT

Translation services for primary and community healthcare: Digi Language Support (DLS) Services was established in 2021.

RESOURCES AND INFORMATION

Asian language resources on gambling harm, alcohol and other drugs, and mental health and wellbeing in Chinese, Korean, Thai, Vietnamese, Japanese, and Hindi.

RESEARCH PUBLICATIONS

- Understanding Alcohol and Drug Use Among New Zealand Asian Communities
- New Zealand Asian Responsible Online Gambling Report
- Helping Others Helping Ourselves International Students Remaking Lives
- Reaching Out: Early Identification and Intervention of Gambling Problems Among Asian People in Primary Care

POLICY SUBMISSION

- Submission to the Gambling Commission on Prevention and Minimisation of Gambling Harm.
- Submissions to Territorial Local Authorities regarding the review of Class 4 and TAB venues.
- Healthy Futures for Women in Aotearoa New Zealand" strategy, a requirement of the Pae Ora (Healthy Futures Act) 2022.
- Interim Report on A Fair Chance for All, Productivity Commission
- The Mental Health and Addiction System And Service Framework 2022-2032.

MEDIA ENGAGEMENT:

- RNZ, Asian NZers engaging in online gambling/gaming
- Scoop, Study Shows Asian Online Gamers Keen on Buying Loot Boxes
- Newshub Large percentage of Asian New Zealanders taking part in online gambling, gaming – report.

ETHIC ADVISORY GROUP

Bridging the gap between publicly funded agencies and diverse ethnic perspectives, with a special focus on mental health and wellbeing issues.

PARTNERSHIPS

Working with Census 2023, Mental Health Foundation, Mental Health Awareness Week, Pink Shirt Day, All Sorts, the Ministry for Ethnic Communities, Ministry of Business Innovation and Employment (MBIE) and WorkSafe to engage Asians in these projects.

WORKFORCE DEVELOPMENT

- International Gambling Conference:
- Exploring Stigma around Asian Gambling/ Gamblers in New Zealand: External and Internal
- Investigating the Effectiveness of Peer Support on Gambling Relapse
- A Journey from Harm to Wellbeing – Within Prison Walls
- Identification of Gambling, Mental Health, and Other Addictive Issues Among Asian People in Primary Care.
- Cutting Edge Conference: Asian Mental Health & Wellbeing Research Project

The difference we make

32 staff

7,734 calls to
the Asian
Helpline

4,188 brief interventions
with gambling

1,722 general
counselling
sessions

695 primary care
counselling sessions

2,950 health coaching
sessions

9,188 people
connected
to services

35 grief
counselling
sessions

42 educational
workshops

226 events
attended

12 media articles
published

32 submissions
made

135,069 website visits

1,617,498 social media
impressions

16,782 social media
followers

CALLS TO THE ASIAN HELPLINE

"I was very lucky to have made that call, and the call made it connected with you... My voice was heard, my pain was felt and shared (sorry for that) – the little "I", the painful one, was seen."

"Thank you for always helping in many ways. Be willing to help even when you face a complex problem, cry alone, and have a hard time. Thank you so much for solving the problem."

"Your service is great, and the duty counsellor, she is so patient, compassionate, understanding, and has got my points without knowing the whole story."

GENERAL COUNSELLING SESSIONS

"Your program really wakes me up and become the man I know I can be."

"Thanks to AFS professional support, I think I found the safe way to protect myself against gambling problems. I am really grateful for their great support!"

"My counsellor [...] never blames me, she always listens to me and encourages me to achieve my goals. I appreciate that I can meet a professional, trustful, and helpful counsellor at Asian Family Services."

PRIMARY CARE COUNSELLING SESSIONS

"With your support, I started to realise the importance of my wellbeing, and learnt how to deal with the relationship with my son. I rarely asked people for help, but I feel fortunate that I did this time."

EDUCATIONAL WORKSHOPS

"Really good & informative. Should have more programmes like this."

"Great + well presented. Answered all questions + were very supportive + understanding."

"We learnt how to be good parents, the right and effective skills and strategies to deal with various situations."

EVENTS

"A well-organised programme that really brings everyone together. So supportive! Thank you!"

Client survey

85%

Feel respected and listened to when talking to your counsellor

93%

Helpful for your wellbeing

94%

Valuing a counsellor who understands your culture

99%

The importance of having AFS tailored to the needs of Asians in NZ

98%

Yes, I would recommend

Client stories

Understanding my Culture

Growing up in New Zealand with Chinese heritage, I found myself facing immense pressure to meet my parents' expectations and the burden of being the "perfect Asian." While I was outwardly successful, pursuing a medical degree and leading a leadership program funded by an international initiative, I was struggling internally with feelings of loneliness, depression, and anxiety. Seeking help, I turned to counselling, but unfortunately, many New Zealand European counsellors dismissed my experiences. They labelled my family as co-dependent and brushed off my feelings, often saying I shouldn't worry about what my parents thought. I began to doubt the legitimacy of my depression and anxiety, believing it was all self-imposed.

At my lowest point, I reached out to Asian Family Services. As someone who identifies as Kiwi Asian, I never expected to find the comfort and

understanding I had been desperately seeking within this service. However, my first session with a Chinese counsellor at AFS was a revelation. She understood my perspective without requiring explanations or justifications about "Chinese" cultural nuances. For the first time in a long time, I felt truly heard, understood, and normal. I realised that my struggles were real and valid, not just in my head.

I can't speak highly enough of what AFS provided me. Since then, I have encouraged my peers who face similar challenges to contact Asian Family Services. I am forever grateful for their support in helping me navigate my cultural context and make sense of my world without judgment or labels. Thanks to AFS, I've been able to continue doing what I love the most, and for that, I am truly thankful.

A Journey from Gambling to Recovery

Tony, a self-employed Burmese refugee residing in Wellington since before 2000, faced a significant challenge with gambling harm. His involvement in pokies at local pubs led to financial strain and family relationship breakdowns, particularly with his wife and three sons.

Seeking financial guidance, Tony and his wife approached a budgeting service, eventually leading to a referral to Asian Family Services (AFS). Initially reluctant due to shame and stigma, Tony gradually opened up and embraced the counselling process.

Through AFS, Tony applied for a Multi-Venue Exclusion (MVE), which profoundly changed his outlook. After six months without gambling, he requested an extension, demonstrating his commitment to change. This decision marked a turning point in rebuilding his family life and financial stability.

Tony's story highlights the effectiveness of culturally sensitive counselling and the importance of overcoming stigma in the Asian community. His journey with AFS is a testament to the resilience and the possibility of recovery, providing hope and encouragement to others facing similar struggles.



Client stories

Breaking Free from Gambling's Grip

Simon, a Hong Kong Chinese and construction designer living in West Auckland, shares his journey of overcoming a gambling harm that almost cost him his family and future. He came to New Zealand as a child with his family, seeking a better life. But as an adult, Simon found himself caught in the throes of gambling, mainly through TAB, which he accessed on his cellphone.

Initially, gambling consumed 40% of his income, leaving him with little for personal expenses or his mortgage. His habit led him to lie to his family and partner and even access his partner's bank account for funds. His partner, a nurse, felt betrayed and struggled to trust him again.

The turning point came when his partner discovered his gambling and demanded he seek help. This led Simon to Asian Family Services (AFS). Initially reluctant, he began to see value in

counselling, sharing his feelings and experiences openly. Over time, Simon's dedication to recovery was reflected in his progressively improving PGSI scores, showing a significant reduction in gambling behaviour.

Simon's engagement in counselling marked a shift in his lifestyle. He replaced gambling with golf and social activities with friends. Though his partner remains hesitant to trust him fully, Simon continues to work on rebuilding their relationship.

Simon's story is a powerful example of the challenges and triumphs in the journey towards recovery. It highlights the importance of culturally appropriate counselling and the need for understanding and support from loved ones. His experience serves as a beacon of hope and a testament to the possibility of change.

United in Challenge: Priya and Raj's Path to Healing

In Hamilton, Priya and Raj, an Indian couple over 60, confronted the significant challenge of Raj's gambling addiction. Having moved to New Zealand 30 years ago in search of a better life, Raj, a farmer by profession, became involved in casino table games, pokies, and lotto. This led to the couple losing their retirement savings, including their plans for a secure future.

Their daughter, deeply worried about the family's financial stability and her parents' marriage, reached out to AFS's Asha team for help. She hoped to give her father a chance to overcome his gambling issue, fearing that if it continued, her mother might consider divorce.

Initially, Raj was reluctant to engage in counselling, attending sessions only because he felt compelled to. It took multiple sessions before he began to

acknowledge his losses, having initially minimised them. Priya, more open about her concerns, struggled with feelings of frustration and betrayal, seeing Raj's gambling as an escape from problems at home.

The counsellor focused on both Raj's gambling behaviour and the couple's relationship dynamics. Over time, their son noticed and appreciated the positive changes in his parents' relationship, expressing gratitude to the counsellor for the improvement.

Despite their age, Priya and Raj's commitment to working through their issues together was evident. The counselling sessions helped them navigate the complexities of gambling harm and its impact on their marriage, demonstrating the importance of a holistic approach in such cases.



Our people



SUE LIM, QSM, CHIEF OPERATION DIRECTOR

I have been a fervent advocate for enhancing the responsiveness of Asian health and wellbeing services. I established the country's sole Asian Health Services in Waitemata Te Whatu Ora, starting from scratch. My pioneering work in introducing interpreter services in New Zealand and developing the eCALD® national cultural and linguistic diversity training programme underscores my commitment to creating culturally and linguistically sensitive services and training for the health sector. I am pleased to contribute to AFS and feel confident in my ability to contribute to our strategic directions. I aim to elevate our operational processes, ensuring we continually look forward, progress, innovate, and achieve our collective goals.



IVAN YEO (DEPUTY DIRECTOR)

Having worked in the sector for nearly 20 years, my experience with AFS has been a dream come true, particularly because of the organisation's dedicated focus on the needs of Asian communities. This has enabled us to establish a robust framework and policies that identify and address systemic gaps that have persisted for many years. Most importantly, I have had the opportunity to develop a long-term vision for cultivating Asian lived experience individuals for future advocacy work. This ensures that our services and initiatives will have a lasting impact on Asian communities, allowing our voices and needs to be expressed without dilution.



JULIE ZHU, CLINICAL PRACTICE LEAD

I have been working as a counsellor for many years, I enjoyed my job, but it never recognised the challenges that faced by Asian and often that responsibility seen to be on my shoulder instead of the organisation. Working for AFS the impact providing services to clients reach far beyond the individual, I get to provide supervisions to the clinical workforce equally care deeply about the community and build their competency and confidence in working with Asian clients. Help to develop and support culture competency by having culturally appropriate supervision and building the Asian mental health and addiction workforce. Most important seeing the work that I do being valued and matter and genuinely have a lasting impact on people come to our services that have been informed by best practise is extremely rewarding.



VIVIAN TEREI, ASHA PRACTICE LEAD

Working for Asha has granted me the privilege of focusing on the South Asian community's needs. I have witnessed numerous individuals, particularly from the South Asian community, facing challenges and often not receiving proper understanding from mainstream services despite seeking support. Frequently, these individuals are judged through an individualistic lens, leading to self-blame and disengagement. As a leader within the Asha team, I can empower my colleagues to excel in their roles, with a strong emphasis on addressing clients' needs and ensuring culturally sensitive support, ultimately resulting in improved outcomes.



LEAH RODRIGUEZ-PALOMER, BUSINESS MANAGER

For many years, I worked in mainstream services, but I often felt constrained by the environment due to the lack of recognition and understanding of the unique needs of Asian individuals when accessing these services. Joining AFS has been a dream come true for me. Here, the services we provide are meaningful and tailored to the specific needs of Asian communities. The staff at AFS are amazing, and there's a common understanding of the norms and procedures, eliminating the need for constant explanations. This efficiency allows us to work more quickly and effectively, saving time and ultimately leading to better outcomes for our clients.



HONG YUAN, PUBLIC HEALTH LEAD

As a migrant myself, I can personally relate to some of the challenges faced by Asian communities, particularly when it comes to accessing support services and understanding the available resources. My role in psychosocial early prevention and raising awareness of gambling harm has allowed me to collaborate with numerous community groups to enhance their knowledge and skills for better daily life management through education and awareness initiatives. This work is highly rewarding, especially when I hear feedback from the community, particularly from seniors, who express that AFS genuinely cares about them and is committed to ensuring they can access services that they often felt excluded from due to cultural and language barriers. Additionally, many international students have expressed their gratitude for our efforts in educating them about gambling harm and helping them better manage the daily stresses of studying overseas.

RESEARCH



[Mentally Healthy Work Migrant Insights of workers in the retail sector \(2023\)](#)



[Helping Others Helping Ourselves – International Students Remaking Lives \(2022\)](#)



[Reaching Out: Early Identification and Intervention of Gambling Problems Among Asian People in Primary Care \(2022\)](#)



[New Zealand Asian Responsible Online Gambling Report \(2022\)](#)



[Gaps, challenges and pathways to improve Asian mental wellbeing \(2021\)](#)



[Supporting Equitable Perinatal Mental Health Outcomes for Asian Women \(2021\)](#)



[New Zealand Asian Responsible Gambling Report \(2021\)](#)



[New Zealand Asian Wellbeing & Mental Health Report \(2021\)](#)

MEDIA: COMMUNICATIONS AND MARKETING



[Asian New Zealanders engaging in online gambling/gaming](#)



[Study Shows Asian Online Gamers Keen on Buying Loot Boxes](#)



[Large percentage of Asian New Zealanders taking part in online gambling, gaming – report](#)



[Government's new migrant exploitation regime 'underwhelming' says Green Party](#)



[Breaking the stigma – South Asians and mental health](#)



[Questions on absence of Asian New Zealanders in Te Whatu Ora Health's leadership](#)



[The Inbetweeners: A Documentary About The Challenges Of Growing Up As An Ethnic Person In New Zealand](#)



[More support needed for Asian mental health](#)



[Matt Doocey MP talks Asian mental health with Melissa Lee MP and Kelly Feng](#)



[A very successful AFS Pre-Cutting Edge Asian Hui in Christchurch to launch the New Zealand Asian Responsible Online Gambling Report 2022. Chief Executive Kelly Feng was interviewed by New Hub at 6 o'clock](#)

Our offices

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