

REPORT 2

PACIFIC YOUNG ENTREPRENEURS STORYBOOK

Capturing the journey of aspiring Pacific young entrepreneurs seeking pathways into new and emergent industries.

An Initiative of Alo Vaka:
The Auckland Pacific Skills Shift

MARCH 2022



MATANGI FOU

A **thriving local economy** supported by
a **thriving Pacific community**



Acknowledgement

We wish to acknowledge and thank those who participated in a representative cohort that was convened to provide insights for the current reality analysis. We are grateful for their time and valuable knowledge for contributing to the development of this report.



The Cause Collective

The Cause Collective is a community organisation that aims to create the conditions for communities to thrive from this generation to the next. The organisation is focused on transforming the way in which community and public services are experienced by individuals, families and whole communities.

As a population-focused organisation, TCC has a particular interest in Pacific peoples across Aotearoa, underserved and South Auckland communities. The organisation works upstream to address the causes of complex problems and further downstream to strengthen prevention systems. This is achieved by delivering end-to-end services to communities, clinical and provider networks and to delivery partners.

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MATANGI FOU

Matangi Fou is the name of an initiative that partners Pacific communities and business leaders with The Cause Collective, to deliver a set of breakthrough initiatives to support the Future of Work. These initiatives aim to create conditions for transformation in the labour market for Pacific workers and their families. The initiatives have a focus on Pacific peoples who live in South Auckland but are designed for scale with communities facing similar challenges.

The shared goal we are working towards is that the Pacific workforce actively participates in quality employment opportunities in new and emergent industries. Transformation looks like a thriving local economy supported by a thriving Pacific community.

Note on terminology used in this report

For the purposes of Matangi Fou, the terms **Future of Work** and **jobs of the future** are used interchangeably to describe employment opportunities in new and emergent industries. The terms also refer to the reconfiguration of existing industries which will need to respond to demographic shifts, globalisation, COVID-19, climate change and technology advancement. These terms consider that some jobs and industries will cease to exist if they are unable to adapt to labour market conditions.

The background is a solid green color. It features three horizontal bands of white geometric patterns: a Greek key pattern at the top and bottom, and a central band with a mix of triangles and arrows. Two diagonal white lines with a Greek key pattern run from the top-right and bottom-left corners towards the center.

Capturing the **journey** of **aspiring Pacific young entrepreneurs seeking pathways** into new and emergent industries.

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About

The Pacific Young Entrepreneurs Programme is a breakthrough initiative of Matangi Fou and contributes to the objective: to scope and deliver a Pacific young entrepreneurs and emerging careers pathway programme. In December 2021 work began with a group of Pacific young people in South Auckland to co-design solutions to:

1. Increase awareness of entrepreneurship and its place in the future of work for Pacific communities.
2. Increase the number of Pacific young people interested in pursuing entrepreneurial careers.
3. Mobilise Pacific communities to wraparound support for Pacific young people interested in entrepreneurship and new and emergent industries.

The aim of this work was to generate ideas to create a set of youth-led prototypes that could be tested in Pacific communities. Successful prototypes would help to advance the priorities of the Matangi Fou Future Reality Report.

This storybook is one way we are capturing important learning in the co-design process and serves as the first chapter in the story. As the co-design process shifts to prototyping and testing, further information will be added to the story.

Let the story begin...



Pacific Young People in South Auckland

It has been well established that the Pacific population in Aotearoa New Zealand is rapidly increasing and growing. The 2018 census reported a total of 381, 642 people from more than thirty distinct Pacific groups living in Aotearoa New Zealand, with 64 percent residing in Auckland¹. However, the largest Pacific populations at the 2018 census were reported to have lived in the local board areas of Mangere-Otahuhu, Otara-Papatoetoe and Manurewa.

As the Pacific population continues to grow rapidly, reports show they are becoming more youthful than the rest of Aotearoa New Zealand's population. This means that in South Auckland alone, the majority of the country's Pacific youth population resides here. It is therefore significant that any discussions regarding population, employment and education take this important fact into account².



¹Council, A. (2019). Pacific Auckland. Auckland Council. <https://www.aucklandcouncil.govt.nz/plans-projects-policies-reports-bylaws/our-plans-strategies/auckland-plan/about-the-auckland-plan/Pages/pacific-auckland.aspx>

²Nakhid, C., Collins, E., & Tanielu, R. (2009). Pasifika youth in South Auckland: Family, community, gangs, culture, leadership and the future. <https://openrepository.aut.ac.nz/handle/10292/4416>

Our Co-Design Approach

Co-design is part of design thinking and is a solutions-based process used to help place those who are most affected by a problem at the centre of the process. By starting with the lived experiences of people, co-design helps designers explore, imagine and test new solutions to persistent problems by applying **four key steps**:

STEP 1



Frame

Clarifying the issue we're focusing on.

STEP 3



Imagine

Generating new ideas and opportunities.

STEP 2



Explore

Gaining new perspectives and insights.

STEP 4



Test

Testing and prototyping (low risk, low cost).

Each of these steps was implemented by our design team as part of a three-day sprint. The design team ran a structured process that encouraged creativity, collaboration and a space for new ideas to emerge.

The process was underpinned by the following principles of youth development:

1. The principles of Mana Taiohi - focused on the mana of the young person <https://arataiohi.org.nz/mana-taiohi/>.
2. Pasifika Youth Participation - <https://www.leva.co.nz/resources/pasifika-youth-participation-guide/>.
3. The Code of Ethics for Youth Work in Aotearoa New Zealand - <https://arataiohi.org.nz/career/code-of-ethics/>.

As Pacific designers, we ensured that before any design process began, we created a safe space or vā to surround and support our young people and our work. Vā is the Pacific cultural concept which refers to the relational space that binds and unites people.

The benefits of implementing a co-design approach with young people included:

- The opportunity to understand lived experiences through a young person's eyes.
- Young people feeling included from beginning to end.
- Young people themselves generating ideas to be tested.
- Building problem solving and innovation capability within young people.

The themes for each day were:

DAY 1	Frame and Explore	Understanding barriers and new insights.
DAY 2	Imagine	Developing new ideas and testing the best ones.
DAY 3	Test	Developing the team's big idea and planning how it could be tested 'in the field'.

The Participants

The participants are Pacific young people from across Auckland who all have a shared aspiration to be entrepreneurs. Their ages range between 18 – 24 years old with strong connections to Pacific communities and South Auckland.

Limitations

COVID-19 restrictions presented challenges for conducting the sprint in-person. This resulted in the design team and participants using Zoom. We wish to acknowledge these young people and their commitment for using the online format which resulted in 16 hours of work being completed online. Using Zoom meant the design team had to adapt some of their process and it limited our ability to implement some of our planned activities as part of the process.

The Design Challenge

The design challenge revealed the current reality of Pacific young people and the barriers they face to becoming employed or entrepreneurs. Using their experiences, our Pacific youth were able to design innovative solutions to address the root problem of these barriers. In this case it was the lack of adequate conditions to nurture entrepreneurship.

DAY 1: FRAME AND EXPLORE

The goal for Day 1 was to build relationships and trust between the young people. It was also an opportunity to explore through an empathy lens their aspirations, lived experiences and vision to create more successful Pacific entrepreneurs.

What we did:

Whanaungatanga - Creating connections and a high trust, safe environment. This allowed for the idea generation that resulted in positive energy, open discussions and broad participation in the design process.

- **Taumu'a ngaue** - Setting the scene, clarifying the purpose of the design sprint, anchoring everyone in the intention and the values we bring to work together as a collective.
- **Vision and aspirations** - Capturing participant vision and aspirations for the future, for themselves, their family and community.
- **Empathy talanoa** - The young people held in depth group discussions about entrepreneurship, understanding the barriers to entrepreneurship and shared experiences about how they may/have navigated them.
- **Theming of insights** - Working in groups to discuss insights and begin to generate general themes from the empathy interviews.
- **Reflections** - Reflecting on the day's activities, what they learned about themselves, the process and the themes of talanoa. It was important our participants felt safe to share and learn together.

Tools and methods applied:

- **Empathy interviews** - The design team asked questions that established empathy and developed an understanding of lived experiences, barriers and aspirations.
- **Insight mining** - Developing a deeper understanding of what was spoken around barriers to entrepreneurship.

Participant aspirations:

Pacific young people identified the following aspirations for their future:

- Home ownership.
- Financial freedom to give back to their families.
- Ability to build businesses with Pacific values and beliefs at the centre.
- Pacific young entrepreneurs create and define their own way to reach entrepreneurship which will become the new template for those who are younger.
- For Pacific young people to have exceedingly successful careers in any field they choose.

Insights:

Pacific young people articulated the following insights:

- We do not have access to the tools, resources and support needed to succeed in entrepreneurship.
- We don't have exposure to many entrepreneurs so are not sure of the mindsets required to succeed.
- Our parents and communities are unaware of the jobs of the future and therefore lack buy-in to support us as aspiring entrepreneurs.
- There is no space for aspiring Pacific entrepreneurs to come together and share ideas, tools and access to Pacific mentors.
- We want to achieve success for our families and communities.

DAY 2: IMAGINE

The goal for Day 2 was for participants to generate ideas and solutions that would influence Pacific young people to think positively about entrepreneurship. The session challenged participants to think creatively and critically to generate ideas.

What we did:

- **Day 1 reflections** – Recap on Day 1's activities and overnight 'lightbulb' moments.
- **Introduce the 'how might we' questions** – The 'how might we' questions were introduced used to reframe the problem and generate creative thinking as part of an ideation process.
- **Refine ideas** – Participants reviewed all the ideas generated and wove 'the best bits' into one or two big ideas or concepts that could be tested.
- **Shark tank prep** – The teams began to refine their ideas further with a focus on the key features that made their ideas unique. They presented back through a 'shark tank event' where they had to sell their ideas back to the wider group.
- **Reflections** - Reflecting on the day's activities, what did they learn about themselves, the process and the themes of Talanoa. It was important our participants felt safe to share and learn together.

Tools and methods applied:

- **How might we (HMW) questions** - These were short questions based on insights that helped provide inspiration for new ideas and reframe the design challenge problem.
- **6 up, 1 up** - This tool helped encourage creativity by focusing on a quantity of ideas and then taking the 'best bits' of the six ideas to create one big idea.
- **Concept sheets** - The teams used concept sheets to flesh out their ideas with more information about who the idea is for, how it might work and what it looks like etc.

How might we questions used:

How might we:

- Build entrepreneurial mindsets within our Pacific youth?
- Increase access to entrepreneurship tools and resources for our Pacific youth?
- Enhance Pacific communities' awareness about entrepreneurship and its challenges?
- Build communities of Pacific entrepreneurs to support each other to thrive?

Insights:

Pacific young people articulated the following insights:

- That entrepreneurship becomes normalised amongst Pacific people.
- Pacific people are building successful businesses and investing back into Pacific communities.
- There are Pacific role models and leaders across all industries and sectors.
- A Pacific ideas hub supports future aspiring young entrepreneurs.
- More Pacific homeowners.

DAY 3: TEST

What we did:

- **Day 2 reflections** – Recap on Day 2's activities and overnight 'lightbulb' moments.
 - **Shark tank** – Teams presented back their ideas, including application of what they had learned in the co-design process, the problem they were solving and what the unique aspects of their idea was.
 - **Building prototypes** – Teams started the process of bringing their big idea to life. This required them to deep dive into what they needed to make it happen, and who needed to be involved in further developing and testing of the idea.
 - **Planning for action** – The teams focused on the first three months after the co-design sprint to plan the necessary steps for prototyping and testing.
- We know that agencies and services are out there but for our Pacific young people they are not accessible to us.
 - We were able to take ideas and bring them to life using our collective knowledge, research and tap into different experts that we are connected to.

Tools and methods applied:

- **Testing feedback tool** - A simple matrix was used to capture feedback when testing ideas. This helped prioritise how ideas could be improved.
- **Prototyping** - Building prototypes help to get your ideas into the hands of the people you're designing for. It helps you get feedback early so you can improve your idea in an iterative way.
- **Planning for action** - The teams used a simple planning tool to demonstrate how they would turn their ideas into action. Having a clear plan will help sell the idea to people who could support live prototyping e.g. a library manager or community organiser.

Insights:

Pacific young people articulated the following insights:

- Being included in the creation of solutions gave us confidence that the solutions being developed are going to benefit our Pacific young people.
- We were able to think about the critical barriers we face as young people to ensure that the solutions being built will overturn those barriers.



THE BIG IDEAS

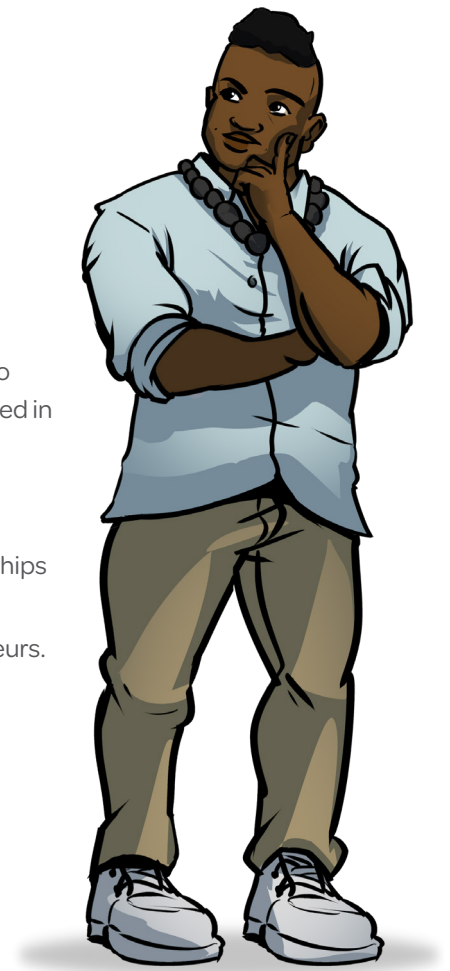
This section outlines the 'big ideas' that the young people designed themselves to respond to the design challenge question.

IDEA 1:

Brain Wash: Brain Wash refers to a training and support programme delivered to Pacific young people to help them gain the right mindsets and soft skills to succeed in entrepreneurship.

Must haves from a Pacific youth perspective:

- Can't be a typical training programme, it must have a strong focus on relationships and connections.
- Requires delivery by young people for young people, supported by entrepreneurs.
- Pastoral care and support need to run alongside this programme.





IDEA 2:

Moana APP: An application that provides easy access to resources, tutorials, and potential investors for Pacific young entrepreneurs. This app would be easily accessible to young people and have the functions that enables them to navigate easily.

Must haves from a Pacific youth perspective:

- User friendly.
- Free.
- Have spaces for our young people to connect together within the app.
- Needs the right connections to entrepreneurs and knowledge experts.

IDEA 3:

Pacific Reality Network Hub: Have a physical hub that is easily accessible to Pacific young people in South Auckland. The hub becomes the centre for Pacific entrepreneurship and is embedded within Pacific communities.

Must haves from a Pacific youth perspective:

- Needs to be in a location accessible for Pacific young people.
- Needs to connect to and contribute to the APP.
- Multipurpose hub that supports various industries, including those in new and emergent industries looking for opportunities.





IDEA 4:

The Moana Campaign: This campaign gives awareness of what you need to know about a particular profession or industry, how to become an entrepreneur and how to get started. This is a multi-platform campaign utilising social media, radio, and face to face communications across Pacific communities.

Must haves from a Pacific youth perspective:

- Must target both Pacific young people and their parents.
- Needs to be regular and relational not transactional.
- Engaging Pacific families using Pacific languages.
- Also needs a platform for the community to voice any ideas, concerns or insights – a feedback loop.

NEXT STEPS:

Following the design challenge, two prototypes were chosen to be tested:

- **Moana APP**
- **The Moana Campaign**

These prototypes are currently underway and will provide valuable learning on where to next for the co-design process. There are a range of other ideas that have been identified through this process which are aligned to the Matangi Fou Future Reality Report.

The next chapter of the Storybook will include:

- Writing up the two prototypes and important learnings from the process.
- Testing and scaling of the two prototypes.
- Taking the learnings from the co-design process to design the Pacific Young Entrepreneurs programmes.

This report is part of a Matangi Fou series of working documents that informed development of the published report **“Pacific Peoples and the Future of Work”**.

- 1. Insights Report**
- 2. Pacific Young Entrepreneurs Storybook**
- 3. Insights for Business Leaders**
- 4. Current Reality Report**
- 5. Ecosystems Report**
- 6. Our Future Now Report**
- 7. Personas and Pathways Report**

These reports can be downloaded from: www.matangifou.nz



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