

Auckland Libraries TALANOA

Transforming through
shared stories
and respect



**Auckland Council
Libraries**

Ngā Pātaka Kōrero o Tāmaki Makaurau



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Auckland Libraries, West Auckland Research Centre

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Foreword

Reverend Uesifili Unasa

‘Our place, our story’

I vividly remember my small village upbringing in Samoa. There were no computers, televisions or mobile phones. There was just story-telling. Mothers, grannies and aunties had a way of weaving magic and wonder into our little minds.

Many years later, when I recall these stories, I am sure they indelibly shaped and inspired my own life.

Today, storytelling is so much more - more words, more ideas, more learning, more experiences, more colour, more pictures, more storytellers and, of course, more places to tell them.

We are very fortunate our public libraries provide our Pasifika communities with a place to read, listen and watch stories from all around the world. Here we learn of other people's and cultures different from ourselves. There is a wealth of information through learning facilities and materials to aid our understanding and learning.

More importantly, our libraries are our place. It is where we can shape and tell our own Pasifika stories. Like the days of old, it is the place where magic and wonder can be woven. I can think of nothing better or more inspiring.

This is not only important for understanding and self-improvement. It is essential for our survival.

Mirla Edmundson

General Manager, Libraries and Information, Auckland Council

Auckland is one of the world's significant Pacific and Polynesian cities.

Auckland Libraries is well placed to provide spaces, services and collections that both support and reflect the aspirations of Pacific communities and Pacific Aucklanders.

This talanoa document is written down at a point in time but within an ongoing discussion of the many ways in which Pacific families can get more benefit from their public library. It is a guide to ensuring that services designed with customers at the centre put Pacific peoples at the centre too, for learning and leisure, as well as for valuing, preserving and providing access to Pacific stories and culture.

Pacific staff and a culturally-aware workforce are at the heart of a library service that delivers for Pacific Aucklanders. Let's take talanoa as our mandate to grow the appeal of libraries to Pacific Auckland.

1 Introduction

Auckland Libraries and Pacific Aucklanders offer each other significant transformative benefits. The role of talanoa is to help bring those benefits into realisation. This will be done through:

1. Libraries engaging with Pacific Aucklanders who understand and value what we currently offer so that we learn what helps them identify with Auckland Libraries.
2. Libraries identifying and addressing, with Pacific Aucklanders, the barriers preventing others accessing the service.
3. Identifying transformational opportunities for better outcomes for Pacific communities.
4. Keeping the lines of communication open between Auckland Libraries and Pacific Aucklanders.

1.1 Context

This is the culmination of a comprehensive research process that included a survey with library members and non-members, two talanoa sessions with library staff, a literature review and interviews with noted Pacific members of the community. A draft of initial findings was then critiqued to define recommendations based on all the feedback received from the research process.

1.2 Background

An often quoted line about this city is “Auckland is one of the most diverse cities in the world”. It is an actual fact. According to the World Migration Report 2015, Auckland is the fourth most diverse city in the world, ahead of cities such as Sydney, London and New York whose populations are substantially higher.¹ Within this diversity of 1.4 million people, nearly 15% are of Pacific descent.² This 15% brings into focus another often quoted statement, “Auckland has the largest Pacific population in the world”. While this line is not as easy to verify, Auckland unquestionably has a very significant Pacific population by international standards. Gagana Samoa (the Samoan language) is the third most spoken language in the region.

In approximately 20 years’ time, Auckland’s Pacific population is forecasted to grow to 18%. A 3% increase may seem minimal but compare that to the region’s total population growth and you will see an increase of almost 120,000 in the Pacific population by 2038.

¹ International Organization for Migration, 2015

² Statistics in this section sourced from the census 2013

The Auckland Council, through its driving document the Auckland Plan, recognises that the strong Pacific population, with its languages, cultural practices and customs, gives the region one of its distinctive qualities. Furthermore, Auckland Libraries, through its supporting document Te Kauroa-Future Directions,³ looks at three specific ways to cultivate its Pacific service:

- uplifting and strengthening Pacific resources
- working in collaboration with the Pacific community to develop culturally relevant programmes and events
- collecting and preserving stories from the Pacific community.

In Te Kauroa-Future Directions, Auckland Libraries has developed Universal Access Principles. These centre on growing the knowledge and understanding of residents and celebrating the diversity found in Auckland. Through these principles Auckland Libraries constantly strives to make itself an organisation that is accessible, understandable and appealing to all people. It also aspires for Pacific Aucklanders to feel an ownership for and identify with their public library service.



Louisa Lavakula
~ Niuean, Ōtara Library

The libraries should have combined annual events for Pacific people - which means that each Pacific people can say what they want, how they would like it to happen and where it's leading the Pacific person to in the future. I cannot talk for Samoans and other groups; I can only give information or things that I think for Niueans alone...language weeks, sometimes for Niueans this year, a lot of things happened in Māngere because the libraries in Māngere link with the pre-schools and also with churches and Ōtara should be looking at that and as I mentioned before to you to see if you can visit PIC ministers of churches and three ethnic groups in that church – Niuean, Samoan and Cook Island and that's how things can happen.

But if nothing is done. Language is very important because if we look at fluent Niueans in English we could translate it, interpret it and we can always be called to hospital for translations and being the voice for Niuean patients and all that and that's how we look at it, the variety of areas that can be identified and developed as soon as possible because some generations of Niue are passing away and less people in the age group before me be present to make sure things happen.

I have got resources myself for Niuean language but I only share it with my children and grandchildren and it should be out to everybody. Basic Niuean should be something that is available to the libraries of Ōtara and Manukau.

³ <http://www.aucklandlibraries.govt.nz/EN/About/plansandpolicies/futuredirections/Pages/futuredirections.aspx>

2 The Present

2.1 Pacific staff and workforce

Throughout internal and external talanoa, customers and staff recognise the value and importance of Pacific staff at Auckland Libraries. Pacific participants talked of the importance of the visibility of Pacific staff and the need to have more working at Auckland Libraries. This was named as a way for the library to be seen as Pacific-friendly, raise confidence in the service and address perceptions of libraries 'not being a place' for Pacific peoples. There is a need for all library staff to gain or continue to develop cultural awareness given the perceived lack of cultural awareness across the board. Libraries should reflect the community. This does not mean staff in a team need to be of Pacific descent but Libraries should reflect Pacific values and principles.

2.2 Offering a Pacific experience

Auckland Libraries needs to offer experiences specifically designed for Pacific peoples, allowing them to tell their stories in their own ways, finding importance in Pacific heritage and being aware of Pacific pedagogy/learning styles. Auckland Libraries needs to be mindful that the definition of success can be different for Pacific peoples. Pacific collections, programmes and events need to be of a high standard and show clear and visible linkages with formal schooling and learning. Searching and locating resources is a huge part of learning and education. Because libraries are experts in this, there is a need to increase their use and role in the teaching of the school curriculum for Pacific students. Programmes and events need to reflect the Pacific experience.



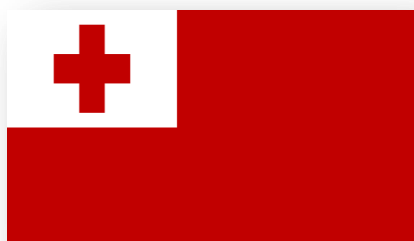
Marama T-Poe

~ Tuvaluan, Te Atatū Peninsula Library

I am excited about many of our beautiful and new libraries in this city and the opportunity for Pacific people to be genuinely heard around our participation and sense of belonging in these spaces.

I think the most valuable lesson Pacific peoples can share with our wider community is our sense of community. Our Pasifika peoples have strong connections with each other whether it be through our church, cultural groups, kaiga and fafine (women's) or talavou (youth) groups. We we celebrate together, we mourn, dance, feast together.

More events and workshops of a greater range and of higher quality catering for Pacific peoples and themes were a key focus. There was acknowledgement of those already provided and suggestions to theme existing activities as Pacific, e.g. Pacific Wriggle and Rhyme. The development of more quality, targeted events, such as Pacific author talks, language learning opportunities, dance workshops, computer classes, Pacific-focused mentoring for students and oral history workshops, and a well-resourced, intentional approach to marketing and promotion were highlighted within the talanoa. No particular age group was singled out as needing more events, though language learning for young people was emphasised. Auckland Libraries currently delivers some Pacific events and programmes very well, albeit in an inconsistent way. Talanoa input reflected a desire for Auckland Libraries to provide these activities on a more significant level and in a more intentional way.



laisaane Mossati
~ Tongan, Northcote

Our most valuable asset as Pacific people is working with one another in collaboration and through respect and care. This may not seem much. However we do so much through the act of love and through the ability to make something happen for a bigger purpose. Our people have been hard workers and it was always for a purpose whether it's for their immediate loved ones or the extended family and so forth. What we can learn most from our people is to love and to share. It starts with the people behind the counter or working at the library to take the word out to the community.

Showing that we matter and having our language be allowed in an English-speaking library. Libraries have started by incorporating us but it will be good to see more of our brown faces in the library on a daily basis rather than once a year

2.3 Outreach and engagement

There is a need for stronger outreach and engagement by Auckland Libraries. Engagement needs to happen beyond the four walls of the library. Libraries are perceived as not connecting with Pacific peoples effectively. While there are some strong approaches, practices and activities delivered, these are inconsistent and occur only within a few libraries. Auckland Libraries can do much more to connect 'where the Pacific peoples are'. Churches, language nests and schools were highlighted in the talanoa as places of opportunity, as well as offering the potential of greater through forming relationships with community leaders. As part of a focus on the need for effective outreach and engagement with Pacific peoples, library staff must build, maintain and resource deeper relationships. Some libraries were identified as being a model which other libraries could use to develop and deliver Pacific services. These included Onehunga, Māngere Town Centre and the Tupu Youth libraries.

Talanoa feedback clearly highlighted that libraries must be seen to always be working towards better, broader, positive, social outcomes, including improving literacy. Searching for and locating resources needs to be acknowledged as a huge part of learning and education. This focus would also support Pacific students in changing their experience of libraries as foreign or a foreign concept.

Libraries are not just a place for books but are also learning and community hubs. A library is the place people immediately think of when desiring to learn something new, either as an individual or within a group context, or as a place to meet with others. Libraries are an extension and expression of the community and it is important that this image is owned by libraries. In this context there is potential for reshaping the Community Library Manager role into one that looks more at community development approaches rather than operational management alone.

2.4 Marketing and promotion

This is the area needing most improvement. Effective marketing and promotion does not extend into Auckland's Pacific communities. A lack of awareness of library services and how to use them remains a key concern. Effective marketing of library events and programmes and promotion of the Auckland Libraries Pacific collections are necessary and desired. Many suggestions and requests for 'better' and 'more' Pacific resources came through strongly in the talanoa. Highlighting language resources for young people as a means of keeping Pacific languages alive in Auckland is a key need.

The use of library services, at no cost, is important for Pacific peoples. Free use of the public computers and the ability to borrow books, cost free, was highlighted as important and a positive for Pacific peoples.



Elisapeta Pedro
~ Tokelauan, Rānui

As a minority to bigger ethnic groups we have so much to offer in regards to the knowledge that our elders obtain. Although not valued as much in the western world, we have collective ways of living that are unique and something we should value and recognise.

Our Pasifika people are orators and we need to preserve our stories, provide scholarships for tertiary and secondary Pasifika students.

2.5 Pacific-themed libraries/spaces

Libraries would be more attractive to Pacific peoples if Pacific art or themes were incorporated into building design and the Pacific customer experience was taken into account when library spaces and services were designed. This includes approaches where interiors are reflective of Pacific cultures and a Pacific collection that stands out in

bright colours. More spaces where talanoa can occur is also desired; this includes spaces where Pacific customers can congregate in small groups and talanoa informally. There is a perception that this is currently prevented due to the traditionally quiet nature of libraries, respecting students, lack of space, etc.

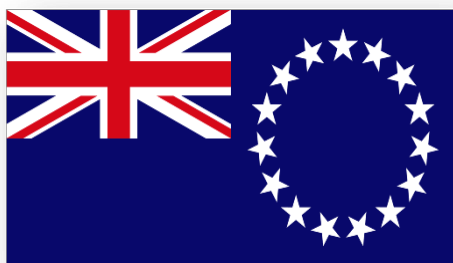
3 The Future

This document reflects a customer and community-centred design approach. Being clear about Libraries' own purpose and positioning, we will also apply our Universal Access Principles and continue to work towards the delivery and implementation of Te Kauroa.

We will continue to build our understanding of the changing, self-defining nature and complexity of Auckland's Pacific communities and how we can deliver transformational opportunities with Pacific Aucklanders.

We seek to learn and know more and to be more effective through engaging and working alongside Pacific Aucklanders. To do this we are committed to the implementation of Te Kauhanganui, the department's Māori responsiveness plan. Our practice for engaging in Pacific contexts and communities is built upon - and will continue to be built upon - the tikanga, protocols and practice of our organisation and the mana whenua of Auckland.

We will employ and develop definitions and standards of success regarding effective relationship-based, Pacific-focused outputs and outcomes.



Mareta Opo
~ *Cook Islander, Glen Innes*

As people of the Pacific, we are the people of embracement, meaning knowing, caring and sharing.

What can libraries do to share this message is hold workshops, meeting and inviting other cultures to share their life experience and the changes they have made focusing on the resources that we have available.

4 Recommendations

The following recommendations focus on developing and documenting an approach that will enable Auckland Libraries to work towards being a service that is easily accessible, understandable and appealing to Pacific peoples.



Engage with Pacific peoples, communities and stakeholders to foster quality relationships, shared knowledge and mutual respect.

- Auckland Libraries engage with Pacific Aucklanders at places and times that suit the community
- ongoing, meaningful engagement with the Pacific community.

1. Create a Pacific Engagement Plan.
2. Modify the 'Other Pacific Island' membership option to include other Pacific ethnicities, e.g. New Caledonia, Papua New Guinea, etc.
3. Explore and test the notion of a community library working within a Pacific kaupapa to deliver the best possible Pacific customer experience by using customer-centred design.
4. Advocate for allocated hours for Pacific outreach; allowing for working hours to accompany this outreach; allowing for Time Off In Lieu (TOIL) to attend meetings/events/programmes outside of work time, etc.
5. Engage with Pacific Aucklanders to develop and implement an Auckland Libraries Pacific success framework that incorporates an approach to measuring strategy implementation and progress.
6. Commit to ongoing research to continuously hear and understand the expectations and library experiences of Pacific Aucklanders.

REFLECT **FAKAMATALA** MAFAUFAU MANAMANATU

TALAFEAGA MAFAUFAU MO TE LUMANKI O TATOU AKARA KARA'ANGA

Reflect the cultural needs and aspiration of Pacific peoples and communities to strengthen access and create spaces that enhance confident engagement in use of libraries.

- reflecting Pacific values in library spaces.

1. Show Te Ao Māori to Auckland's diverse community.
2. Incorporate customer and community-centred design processes into library planning and development processes to enable an engaged approach working with Pacific communities.
3. Use library builds and redevelopment as opportunities to include Pacific artwork and design elements.
4. Develop and apply clear principles and guidelines for language appropriate signage relating to Pacific collections and services.
5. Identify a library to pilot a customer and community-centred design approach to explore a library offer focused around delivery of the best possible Pacific customer experience.
6. Ensure library spaces are a readily accessible and reflects what makes them comfortable.



Elisapeta Pedro
~ Tokelauan, Ranui

Libraries are an extension of learning. We can make libraries more attractive and appealing to Pacific people. Library buildings should be more reflective of Pasifika people to create that sense of belonging. Tie us to our families, culture, history so that we can generate and engage with one another.

Libraries need to be engaging more with our Pasifika people throughout our communities, they need to be more proactive in providing our children with more Pasifika learning opportunities and educational resources. For example, language weeks are celebrated well throughout libraries but we need to look more further into things like Pasifika competitions in the libraries, actively seeking out young Pacific Island authors, publishers who we can invite to the libraries and have book launches. Once we have that more Pasifika children and families will all come together.

IDENTITY **KO AURA'I** FAKAILOAMAIGA TUPUAGA GAFA

TUPU'ANGA AGANUKU VOLAITUKUTUKU YAVUTU

Contribute to the retention and maintenance of Pacific languages, customs and traditions by celebrating them in programmes and activities at Auckland Libraries.

- promote a Pacific perspective
- make spaces for Pacific cultures in Auckland Libraries.

1. Deliver programmes and events that are grounded in a Pacific worldview.
2. Create opportunities for Pacific communities and organisations to design, co-design and deliver Pacific programmes (cultural, language, library or technical) with and within Auckland Libraries.
3. Resource staff effectively through communities of practice, ensuring baselines, evaluation and prioritisation frameworks are established, and culturally appropriate hosting is understood.
4. Explore the establishment of a library role and focus as an Auckland Pacific Language Centre for language maintenance and retention.
5. Secure external sponsorship for Pacific events such as Pasifika and Pacific language weeks.
6. Ensure timing of programmes and events reflects the working hours of Pacific customers.
7. Deliver on local board priorities in respect of Pacific communities and customers.



Marama T-Poe
~ *Tuvaluan, Te Atatū Peninsula*

I believe our libraries can also be living, breathing maneaba like the meeting places of our home islands. Communities gathering to share experiences and life. Our libraries must take a proactive approach to reach out to our Pacific communities. Who lives in your area? Where are they from? Does our library reflect that? Where are the older I-Kiribati women? Where are the very young Tuvalu children? Genuine two-way relationships need to be formed with Pasifika groups. The Rānui Library generously allows our Tuvalu reading club to use a space twice a week over the last year. The staff know our children and go out of their way to help them. During Tuvalu language week, the Rānui Library was fantastic in opening up other spaces for us to use. We danced, we feasted, we celebrated. I felt like we belonged.

SPEAK **LEA** TALANOA FAIPATI LEA TUATUA VOSA VEIWASEI TAUTALA

The voice of Auckland Libraries speaks to Pacific peoples.

- understand Pacific priorities
- build strong relationships with Pacific media and Pacific media providers.

1. Use our deep understanding and expectations of Pacific people's priorities to shape Auckland Libraries' promotion that engages Pacific people.
2. Further develop Auckland Libraries' Pacific social media and engagement.
3. Focus on building strong relationships with Pacific media and Pacific media providers.
4. Work alongside other departments and parts of Auckland Council to support broader engagement and promotion with and to Auckland's Pacific communities, in particular around language support, communication and translations.
5. Build Auckland Libraries' Pacific international presence and reputation by sharing learnings, experience and stories about its unique place in Aotearoa/New Zealand.

Steven Kalava
~ Samoan, Ōtara



The library is the recorder, the record keeper of what has gone prior. Links with an authentic interaction needed to express history and thoughts from the past to connect the future. Maintain and build relationships through the human element of tradition

COLLABORATE **FEALOFANI** GALUE FAKATAHI

FELAGOLAGOMA'I LAFI MAI NGĀUE VEITOMANI FAKATAHA ANGA'ANGA
TA'OKOTAI CAKACAKAVATA

Collaborate to create a public library collection that reaches the heart of Pacific communities and customers.

- grow Pacific peoples' engagement through collections, Pacific heritage and research.

1. Become a creator and publisher of Pacific content working in partnership with Pacific people and communities, authors, writers and publishers.
2. Co-develop with Pacific communities culturally appropriate guidelines and approaches in collecting, ownership and preserving Pacific stories, resources and materials for future generations.
3. Deliver exhibitions focused on Pacific resources within the heritage collections, co-designed with Pacific peoples.
4. Co-develop with Pacific customers and communities guidelines when curating exhibition of Pacific resources, stories, materials within the heritage collections.
5. Play a leadership role in collaboration on Pacific collection matters nationally.
6. Ensure Auckland Libraries' Pacific Collection Management Plan is progressed and reviewed, with shared planning, ongoing talanoa and Pacific community input.

Meli Kaveinga
~Tokelauan, Rānui



Promote Pasifika in the libraries through language weeks. Hire Pasifika staff
Bring in experts - mamas, papas, aunts, uncles, guest speakers - to tell stories or show their expertise, e.g. weaving, making tapa, handcrafts.

CONNECT SEMA

VEIWASEI VEITARATARA FESOOTA'I'IGA FAKAFESOKOTAI

MANUTAKI KIA MAU FAKAHOKO HOKOTAGA

- build staff confidence
- Pacific communities and customers have the opportunity to connect to the world of information through Auckland Libraries
- information safety and information literacy.

- | |
|--|
| 1. Support Pacific communities and customers to be confident e-citizens. |
| 2. Build upon successful digital outreach initiatives in South Auckland with high levels of Pacific participation. |
| 3. Take the lead in offering e-learning programming and opportunities for Auckland's Pacific communities. |
| 4. Explore what language specific opportunities can be delivered via the Auckland Libraries' website. |



Yara Richmond
~ *Fijian, Henderson*

Connect with our families back home and across NZ. Make use of our digital age with skype, hangouts, video conference and have more interactive learning. Involve the pacific communities/groups in your planning and engagement – user friendly.

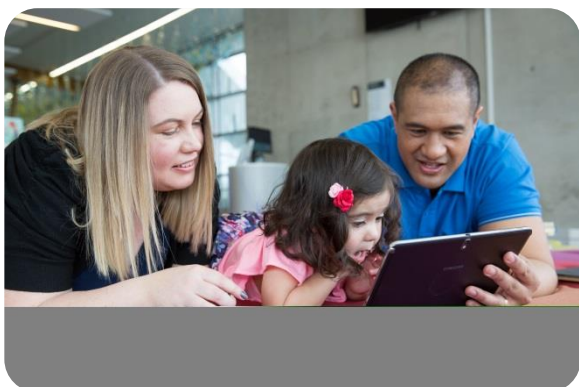
GROW TUPU

TUTUPU TUPU MA OLA TUPU OLA TUPUOLA KIA
TUPU

Auckland Libraries will focus on building strong foundations for a sustainable workforce and fostering vibrant Pacific leaders.

- grow and strengthen Pacific leadership within Auckland Libraries
- value Pacific approaches to staff development that focuses on passing knowledge and learning through shared experience
- support staff to grow their confidence to engage in meeting the needs of Pacific communities and customers
- invest in staff professional development to strengthen Pacific customer experience.

1. Scope and create a Senior Library Assistant – Pacific Services role.
2. Create principles-based guidelines and cultural practice and protocols for appropriate and inclusive recruitment and induction practices for Pacific identified staff, i.e. afio mai.
3. Grow Pacific staff talent through job exchanges, on-the-job learning, recognising the cultural experience and skills of Pacific staff.
4. Strengthen and support the work and role of Pacific-focused roles within Auckland Libraries to provide internal leadership in the development of services and collections.
5. Embed a specific development opportunity to continue to grow Pacific competency.
6. Establish a Pacific advisory group to guide Auckland Libraries around Pacific ways of working.
7. Establish a group to prioritise and progress staff development actions for Pacific and non-Pacific staff.
8. Embed a region-wide Pacific staff network to function as a community of practice.



Richard Misilei
~Manager, Tupu Youth Library Ōtara

I think of talanoa like this. The heart has two ventricles that have an utmost important function in keeping the entire body functioning. This is immense. Without the heart and blood working together in the body we would cease to exist.

Auckland Libraries' talanoa is the heart of our commitment to Pacific peoples of Auckland and, like our heart, talanoa has two sides also. One is

that Pacific peoples would be able to behold libraries as a place they own, share and enjoy deeply; that they would know the immense services and resources libraries offer as a means to grow themselves.

The other side of talanoa is that Auckland Libraries would shape itself to better accommodate its Pacific communities and recognise that this continuous action would help create a stronger, more rounded library system.




We now need to bring talanoa to life. It is essential that we turn our talanoa into actions and let it not be mere words. We must power the 'blood' of talanoa to pump through the veins of Auckland Libraries. This needs partnership with our Pacific communities.

**"For the life of every creature is its blood; its blood is its life." (Leviticus 17: 14a).
 Blood equates to life!**

**Fakefetai lasi, Malo 'aupito, Meitaki, Vinaka Vakalevu, Fakafetai. Ki a monuina, Kia manuia,
 la soifua ma ia manuia.**



Find out more:
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or visit aucklandlibraries.govt.nz

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