

KANTAR

Evaluation of the Samoan Quota and Pacific Access Category pre-settlement information pilot - Phase 1 Report:

Findings to inform development of resources

September 2019



PACIFIC ACCESS CATEGORY (TONGA)

Getting to New Zealand Checklists

Your 4 step plan:

1. Learn how New Zealand is different
2. Find a job
3. Prepare your documentation and visa application (by 15 March 2019)
4. Get ready for New Zealand



MINISTRY OF BUSINESS, INNOVATION & EMPLOYMENT
MŌHANA WHAKATUTUHI

immigration.govt.nz

Planning to succeed

Pacific Access Category (PAC) information for applicants in Fiji

Raewyn King
John Hellesoe
Eva William
Jason Chand

MINISTRY OF BUSINESS, INNOVATION & EMPLOYMENT
MŌHANA WHAKATUTUHI

New Zealand Government

Planning to succeed

Fuafuaga e manuia

Samoan Quota information for applicants in Samoa

Rosemary Posini
Eva William
Tony McNeill

MINISTRY OF BUSINESS, INNOVATION & EMPLOYMENT
MŌHANA WHAKATUTUHI

New Zealand Government



PACIFIC ACCESS CATEGORY (TUVALU)

Mea e manakogina mo te fano ki Niu Sila

I te avanoaga mo Tuvalu i te PAC (Pacific Access Category) (Tuvalu)

Tau palani e 4 sitepu:

1. Tauloto me pefea te kese o Niu Sila
2. Sala sau galuega
3. Fakatoka tau fakatagi ki tou visa pela foki mo nisi pepa e manakogina (ke toka mai mua o te po 15 o Iulai 2019)
4. Fakatoka fakalei mo Niu Sila



MINISTRY OF BUSINESS, INNOVATION & EMPLOYMENT
MŌHANA WHAKATUTUHI

immigration.govt.nz

Contents

Executive Summary	4
Background and context	4
The pilot resources being evaluated	4
Evaluation question 1:	5
Evaluation question 2:	5
Evaluation question 3:	5
Evaluation question 4:	6
The Evaluation	7
Evaluation purpose	7
The evaluand	7
Evaluation scope	7
Evaluation questions	8
Overview of evaluation methodology	8
Cultural lens on the evaluation	8
Purpose of this report	8
Settlement outcomes context	10
Positive settlement outcomes	10
Poor settlement outcomes	10
Barriers to successful settlement outcomes	11
Evaluation question 1:	13
Delivery of pre-settlement information in 2018	13
Exceptions to the planned pilot delivery	16
Reach of the sessions	16
Evaluation question 2:	17
Key messages	17
Immigration NZ interviewees' view on content coverage	17
Ballot winners' view on content coverage	19
Evaluation of pre-settlement information based on research review on outcomes and barriers	20
Evaluation question 3:	21
Degree to which key messages were successfully communicated	21
The degree to which delivery was culturally competent	25
The degree to which pre-settlement communications reached ballot 'winners' pre-departure	28
Ballot 'winners' were better prepared for life in New Zealand (impact)	28
Evaluation question 4:	30

Initial findings	30
Ideas to improve the 2019 pre-settlement information process.	30
Appendix A – Glossary of key terms used in this document	34
Appendix B – Review of pre-2017 and 2017 processes and pilot resources	35
Appendix C – Additional pre-settlement information requested by ballot winners	37
Appendix D – Example quotes on whether ballot winners’ plans have changed as a result of attending the seminars	39
Appendix E – List of Pacific Settlement documents reviewed for this evaluation	41
Appendix F – Post-seminar questionnaire	42
Appendix G – Post seminar questionnaire response rate	50

Executive Summary

Background and context

New Zealand's International/Humanitarian Policy recognises a historical relationship with the Pacific, through the Samoan Quota (SQ) and the Pacific Access Category (PAC) programmes that allow approximately 1,750 people to be granted residence in New Zealand annually.

Registrants are selected via a random ballot process and invited to lodge formal applications for the grant of residence in New Zealand provided they meet the eligibility criteria. If successful in being drawn from the ballots, registrants are invited to attend sessions to learn what they need to do, particularly around the residence visa lodgement and job search processes.

Over the last couple of years Immigration NZ's Settlement Unit has become increasingly concerned about the need for clear and effective information to ensure applicants through the Samoan Quota and Pacific Access Category ballot processes understand the reality of life in New Zealand. In 2017, the Settlement Unit focused on improving post-ballot information to PAC countries (Fiji, Tuvalu, Kiribati and Tonga). In 2018, the Settlement Unit extended this strengthened pre-settlement information to SQ applicants in Samoa as well as continuing to provide it in the PAC countries.

This pre-settlement information was intended to provide SQ and PAC ballot 'winners' with up-to-date information about living and working in New Zealand, the challenges they may face, what can help with these challenges and where they can find assistance.

Immigration NZ wished to evaluate this pilot of pre-departure settlement information to:

1. evaluate whether delivering pre-departure settlement information to SQ and PAC ballot 'winners' helps them to prepare better for migrating to New Zealand and contributes to them settling more easily
2. use what is learnt from this evaluation to inform and improve future information and support services provided to ballot 'winners'.

Due to the time between participating in the post-ballot information session and arrival in New Zealand, it was not possible to receive feedback from 2018 migrants in time to inform the development of the 2019 resources. Hence the evaluation is made up of two phases – this first one, which evaluates the pilot mainly from observations from Immigration NZ staff and results from a post-seminar questionnaire¹ and a second phase where migrants who attended the post-ballot sessions will be interviewed once they have arrived in New Zealand. The main purpose of this interim report on the first phase was to help inform the development of the 2019 resources. A workshop to develop these resources was held on February 19, 2019 to outline these findings and start the prioritisation and development of the 2019 resources.

This report covers the first phase of this two-phase evaluation and is drawn from an extensive document review, interviews with Settlement and Visa Services staff, observation notes made by Settlement staff during the seminars and an offshore post-seminar questionnaire filled in by ballot 'winners'.

The pilot resources being evaluated

The pilot resources evaluated in this report include the pre-settlement information provided in:

- the presentation 'Planning to succeed' presented in the group seminar.
- the job profiling interviews (where they touched on pre-settlement information).
- Slideshows or Welcome Show shown in each country as applicants waited.
- A 4-Step Checklist in either English or their own language (except Fiji which was English only).
- in Samoa, Talanoa videos showing Samoan Quota migrants telling their stories about living and working in New Zealand that were incorporated into the presentations.

Four evaluation questions were used to evaluate these resources. The initial findings, based just on the Phase 1 investigations and reviews are presented below. It is important to note that these findings, especially for Evaluation Questions 2 to 4, are only indicative and are not based on migrant experiences with settlement, which will be covered in Phase 2.

¹ A copy of this questionnaire is provided in Appendix F

Evaluation question 1:

To what extent was the Pilot delivered as intended?

Including:

- **review of operations**
- **implementation/service delivery**
- **reach.**

Settlement and Pacifica Labour and Skills staff travelled to the Islands to hold the post ballot 'sessions, along with the local Visa Services staff. Ballot 'winners' were invited to these sessions which were planned to begin with a group seminar presentation, covering aspects of the visa application process, job application and some pre-settlement information. In Samoa, the Talanoa videos were included in this presentation. Following these seminars, ballot 'winners' were to wait for their turn to attend a job profiling interview and when this was finished they were given the information pack to take home, which included the A5 checklist. While ballot winners were waiting, the Welcome Show (slideshow on loop) was to be played in waiting areas.

Overall, the post-ballot sessions were delivered as intended, with some noted exceptions. These were:

- In Samoa and Fiji, it was observed that the sessions did not go quite as smoothly as planned, due to seminars and job profiling interviews taking longer than had been anticipated. This resulted in some ballot 'winners' having to wait for long periods of time to receive the information.
- The Welcome Show was not played in Fiji.
- The job profiling sessions were run differently in Tonga with eight stations set up where ballot 'winners' could conduct the interviews.
- Responsibilities for running the seminars and job profiling interviews varied by country with Visa Services having more involved roles in Tonga and Samoa. In other markets, job profiling interviews were conducted by Pacifica Labour and Skills Staff only.

Records are not kept on attendance at sessions, so it is not possible to confirm reach of the pilot.

Evaluation question 2:

How well did the pre-settlement information content cover the key aspects SQ and PAC ballot 'winners' need to know to be well prepared for life in New Zealand?

Including:

- **pre-departure planning**
- **settling over the first 3-6 months.**

The pre-settlement information content was considered by Immigration NZ staff interviewed to cover the main messages needed for ballot 'winners' to prepare for life in New Zealand. As indicated in their response in the post-seminar questionnaire, some ballot 'winners' had quite specific additional information needs, while others wanted more information on aspects already included in the seminars. More information around getting a job, life in New Zealand and the cost of living were the most common information needs reported by ballot 'winners' after the seminar in the post-seminar questionnaire. Two content areas that Immigration NZ staff felt could be emphasised more in future resources were the importance to successful settlement of learning English and the high cost of living in Auckland, relative to other locations. This question will be further evaluated in the Phase 2 migrant interviews.

Evaluation question 3:

How successful were Pilot communication methods and timing in delivering information effectively?

Including the extent to which:

- **key messages were successfully communicated**
- **delivery was culturally competent**
- **information reached ballot 'winners' pre-departure**
- **ballot 'winners' were better prepared for life in New Zealand (impact)**

While interviews with ballot 'winners' have not yet been conducted, feedback from Settlement, Pacifica Labour and Skills and Visa Services staff indicate key messages were not always successfully communicated to all ballot 'winners', due to the point in the process this information was provided, as well as the format and amount of information. Presentations took between 50 and 60 minutes long and observations were that many ballot 'winners' were focussed on the immediate requirements for getting a job and their visa approved and were not ready for much of the pre-settlement information. The videos used in Samoa were considered the most effective at communicating messages as they told stories and were delivered in the local language. The issues with logistics of the process, mentioned earlier, such as long waiting times and facility setup were also a barrier to effective communication.

According to Settlement, Pacifica Labour and Skills and Visa Services staff, the pilot resources were not developed within a formal cultural competency framework, however the overall content was felt to be culturally appropriate. Immigration NZ staff across all three teams suggested ways to improve the cultural appropriateness of the pilot content. These and evaluation of the pilot resources against cultural frameworks identified ways to improve the cultural competency of the resources.

Ballot 'winners' that completed the post-seminar questionnaire reported that they were better prepared for life in New Zealand because of the information received. It is, however, important to recognise the limitations of their responses, as without having experienced New Zealand life at the time of questionnaire completion, they would not have been able to accurately assess this.

Evaluation question 4: What lessons can be learned to improve design and delivery of pre-settlement information and support by Immigration NZ in the future?

As a result of the evaluation, the following recommendations are made to improve design and delivery of pre-settlement information, particularly with regards to developing the 2019 pilot resources.

Delivery and logistics of the post-ballot sessions

- Work to optimise the logistics of the sessions, clearly identifying the Visa Services and Settlement staff roles.
- Set up working groups between Settlement staff and Visa Services to develop more seamless, local and relevant content.
- Reduce the length of time ballot 'winners' must sit and listen to a PowerPoint presentation.
- Look to develop an accepted application touchpoint in all countries, and for non-PQE employees in Samoa.

Format

- Create videos for all nations in local language with stories from migrants. Show while ballot 'winners' are waiting during sessions, put on social media and provide on a USB.
- Consider replacing some written content with other communication methods such as a video presentation in local language.

Timing of messaging

- Look at ways to provide the relevant information at key stages in the process, using social media or family contacts as touchpoints.
- Develop support systems for PAC and SQ migrants post arrival.

Cultural competency

- Consider cultural values and communication styles better when developing resources.
- Use Visa Services or locals to test the information before communication.

Content

- Scale back the pre-settlement information provided at the pre-application stage to information relevant for getting a job i.e. differences between New Zealand regions, working culture and the cost of living.
- English proficiency is closely linked to better settlement outcomes and improving English should be a key message added to resources.

The Evaluation

Evaluation purpose

1. Assess if the pilot successfully delivered pre-departure settlement information to SQ and PAC ballot 'winners' and whether this helped them to prepare better for migrating to New Zealand and settle more easily in the short term [Including review of operations, implementation and service delivery].
2. Inform and improve future information and support services provided to help Pacific ballot 'winners' to plan for life in New Zealand.

The evaluand

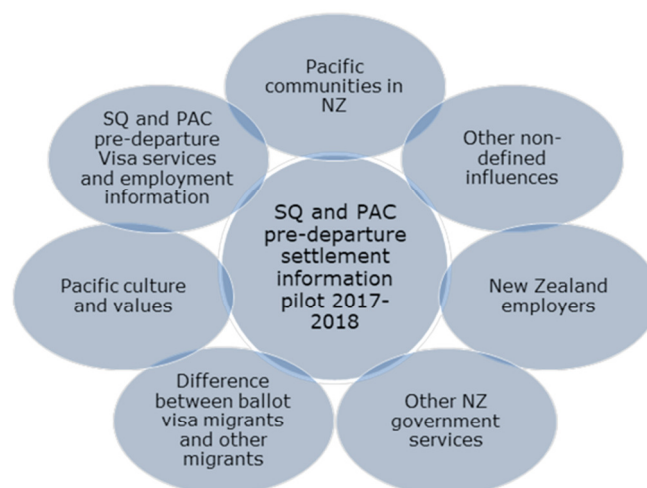
The evaluand is all settlement resources developed for the pre-ballot stage and information sessions for the 2017 and 2018 SQ and PAC ballot 'winners'. While Visa Services and employment information is not directly included, the co-ordination with this information is relevant. The full list of the resources used in the pilot is:

- Pre-registration fact sheet (only used in 2017).
- The PowerPoint presentation shown in the seminars in each country.
- The job profiling interviews (where they touched on pre-settlement information).
- Slideshows or Welcome Show shown in each country as applicants waited.
- A 4-Step Checklist in either English or their own language (except Fiji which was English only).
- In Samoa, the Talanoa videos were incorporated into the presentations.

Evaluation scope

It is acknowledged that this pilot does not exist in isolation and that several other factors will influence the successful delivery of the pre-departure settlement pilot.

Figure 1: Influencers on the successful delivery of the pre-departure settlement information pilot.



It is recognised that the pre-settlement information was delivered together with Visa Services and employment information.

However, for the purposes of this evaluation, the Evaluand is limited to the SQ and PAC pre-departure settlement pilot activities carried out in 2017 and 2018 – the central circle, with most focus on the 2018 resources. While the existence of these other influences (petals in Figure 1) may be noted through the evaluation, and their impact on the success of the pilot discussed, they are not directly within scope. This means that the evaluation questions do not cover them and that any reported impact from their influences is unlikely to be complete or robust.

There are however two exceptions, where the scope will extend to include – Pacific culture and values and the unique characteristics of this migrant group.

Evaluation questions

The evaluation questions¹ as developed from the discussions in the Evaluation Workshop are:

1. To what extent was the Pilot delivered as intended? [including review of operations, implementation/service delivery and reach]
2. How well did the pre-settlement information content cover the key aspects SQ and PAC ballot 'winners' need to know to be well prepared for life in New Zealand? Including:
 - pre-departure planning
 - settling over the first 3-6 months in New Zealand.
3. How successful were Pilot communication methods and timing in delivering information effectively? Including the extent to which:
 - key messages were successfully communicated
 - delivery was culturally competent
 - information reached ballot 'winners' pre-departure
 - ballot 'winners' were better prepared for life in New Zealand (impact)
4. What lessons can be learned to improve design and delivery of pre-settlement information and support by Immigration NZ in the future?
 - How do the resources being developed for 2019 stack up against these recommendations and where can they be further improved for 2020 and beyond?

Overview of evaluation methodology

The evaluation methodology is split into two phases.

Phase 1: Offshore post-seminar questionnaire, observations and review of what is known from other key sources – including analysis of responses to a post-seminar questionnaire completed by 564 ballot 'winners' after attending the 2018 seminars, key findings from observations of Settlement, Protection and Attraction (SPA) Relationship Managers and Visa Services staff and a document review of 16 relevant articles and reports provided by Immigration NZ (listed in Appendix E).

Phase 2: Extended in-depth interviews in-home/work place (beginning May 2019) - 14 extended in-depth interviews will be held with migrants and their extended family or work groups who were part of the 2018 SQ and PAC post-ballot sessions and who have arrived in New Zealand.

Cultural lens on the evaluation

The evaluation has used the following to include the Pacific cultural values in this evaluation.

- Resources are evaluated using the Kapasa framework developed by the Ministry for Pacific Peoples. This is a framework of common Pacific values, namely Family, Collectivism and Communitarianism, Reciprocity, Respect and Belief in Christianity.
- The definition of Cultural Competency has been explored through interviews with local Visa Services staff and the secondary research review, although little was found from this latter source. Cultural Competency was defined as: recognises Pacific values, is understandable, is positive, uses humour (carefully) and reflects national pride. This definition is used to evaluate the resources.

Purpose of this report

This report covers the findings from Phase 1 of the evaluation of the SQ and PAC pre-settlement information, including the context of Pacific migrant settlement and findings for each of the four evaluation questions. It is intended to provide initial high-level guidance for the development of pre-settlement information resources for 2019 and beyond.

As noted earlier, Phase 2 involves talking to migrants involved in the pilot once they have arrived in New Zealand. This will be critical in gaining a good depth of information from the migrant perspective, to help develop the future trajectory for pre-settlement information and to further answer the evaluation questions.

The following is a list of information sources used to develop this report.

¹ Note that the term 'migrants' used in the evaluation questions in the evaluation plan has been replaced by 'ballot 'winners' in this report to clearly differentiate between those receiving the pilot information and those who have migrated to New Zealand

Table 1: Information Sources

Reports by Immigration NZ Settlement staff about pre-settlement information provided in the 2016 and 2017.

564 post-seminar questionnaires filled in by 2018 ballot 'winners' after the seminars in their home country

A face-to-face group discussion with the Immigration NZ Communications team responsible for developing the pilot materials.

A face-to-face interview with Pacifica Labour and Skills staff about their experience with delivering pre-settlement information and their ideas for future development of pre-settlement materials.

A face-to-face interview with Settlement staff who travelled to the Pacific and delivered the 2018 pre-settlement information at the seminars.

Phone interviews with five offshore Visa Services staff based in Samoa, Tonga and Fiji who were involved in delivering the 2018 post-ballot sessions.

Observation notes from Settlement staff who attended the post-ballot session in each country in 2018.

The resources used in the 2017 and 2018 pilots.

A literature review of 16 reports provided by Immigration NZ.

Understanding Pacific Migrant Journeys - qualitative report Kantar TNS February 2017.

Settlement outcomes context

Pacific peoples are one of the fastest growing populations in New Zealand with 344,400 in 2013 and projected with a 2.2% annual growth to reach 590,100 in 2038¹. In 2013, 38% of the New Zealand Pacific population were born overseas with the largest proportions from Fiji and Samoa. 72% of those migrants born in the Pacific Islands reside in Auckland².

There has been an increase of 4% between 2012/13 and 2016/17 in the number of New Zealand residence visa approvals from the Pacific, mostly coming through the Family and International/Humanitarian visa streams. In 2016/17, just over a third of total residence approvals were through the International/Humanitarian visa stream, mostly from SQ (57%) and PAC (33%)³

Positive settlement outcomes

There are many positives for Pacific quota migrants moving to New Zealand. Migrants from the Pacific had high retention rates⁴. Around 80% of those arriving on a PAC visa in 2005 and 70% arriving on a SQ visa in 2005 were still in New Zealand in 2017. Quota migrants in this same study reported high levels of satisfaction with New Zealand, with fewer than 5% not satisfied. Similarly, this report found that quota migrants felt well settled in New Zealand, with very few 'unsettled,' and over 40% of both PAC and SQ migrants saying they felt 'very settled'.

Other studies also report on positive settlement outcomes for quota migrants. The longitudinal study of Tongan migrants⁵ found that those arriving from Tonga on a PAC visa were '*earning on average almost 300% more than non-migrants in Tonga, have better mental health, live in households with more than 250% higher expenditure, own more vehicles and have more durable assets*'. It also conservatively estimated a lifetime gain of NZ\$315,000 in net present value terms of moving to New Zealand. Another older study⁶ also found a similar result with Tongan ballot 'winners', estimating a 264% increase in income from migrating.

The recent Pacific Migrant Trends and Settlement Outcomes report⁷ found Pacific migrants (of which around a third are SQ and PAC migrants) reported similar or better settlement outcomes than other New Zealand migrants on some indicators. Where Pacific migrants were doing well was in social connectivity, feeling safe in the new environment and their sense of belonging to New Zealand.

Poor settlement outcomes

However, several studies also give evidence to suggest the existence of less than desirable settlement outcomes for some Pacific migrants when compared to both other migrant groups and the New Zealand population.

Although most Pacific-to-New Zealand migrants have better economic outcomes in New Zealand than they may have had at home, this does not necessarily mean that their incomes catch up with those of New Zealand-born individuals of the same age, education level, and other observable characteristics⁸.

The Kantar TNS research⁹ with PAC and SQ migrants found that some migrants arrived in New Zealand having borrowed the airfare to get here and with no financial means. It observed this could lead to poor outcomes '*such as getting into debt, falling behind with their rent, not having enough money for the basics of life such as food, clothing, furniture, a poor diet resulting to health issues, poverty related issues etc.*'

Other studies have also identified indicators of poor settlement outcomes.

Many appear to experience downward occupational mobility following migration. While the 2008 Longitudinal Immigration Survey New Zealand (LISNZ) showed labour market participation among Pacific migrants is similar¹⁰, when compared to the total migrant population, their occupations after migration are more weighted towards lower skilled and manual jobs plus they experience significant greater "*downward occupational mobility*" following migration. Pacific migrants experienced the "*most significant drop in the proportion occupying professional /managerial positions*" ...and a

1 Pacific Migrant Trends and Settlement Outcomes Report, MBIE, 2019

2 2013 New Zealand Census

3 Pacific Migrant Trends and Settlement Outcomes Report, MBIE, 2019

4 The settlement experience of Pacific Migrants in New Zealand: Insights from LISNZ and the IDI, Motu Economic and Public Policy Research, 2019

5 The long-term impacts of international migration: evidence from a lottery, Institute for the Study of Labour, year?

6 How important is selection? Experimental vs non experimental measures of the income gains from migration, Motu Economic and Public Policy Research - 2006

7 Pacific Migrant Trends and Settlement Outcomes Report, MBIE, 2019

8 The settlement experience of Pacific Migrants in New Zealand: Insights from LISNZ and the IDI, Motu Economic and Public Policy Research, 2019

9 Understanding Pacific Migrant Journeys - qualitative report Kantar TNS February 2017

10 Immigrants from the Pacific: Drain on the Economy or Active participation in the Labour Force? By Richard Bedford, University of Waikato, Anne-Marie Masgoret, Manuila Tausi and Paul Merwood, Department of Labour, Asian and Pacific Migration Journal, Vol. 19, No.3, 2010

“significant drop in the proportion employed in clerical/administrative jobs”, corresponding with an increase in “community and personal service jobs and labourers”. Older Pacific men experienced the most significant downward occupational mobility following migration¹

May be over represented in low-skilled, low paid roles. There is evidence to suggest that Pacific people are likely to be over-represented in low-skilled, low hours² and low paid roles³. The recent longitudinal study⁴ results identify that this is true for Pacific migrants, with Pacific migrant men earning over \$1,000 less each month than non-Pacific migrant men. Those arriving on the PAC and SQ visas were on lower incomes than other Pacific migrants³.

Possible link to reduced health outcomes. A literature review⁵ on the settlement of Pacific migrants in New Zealand found that Pacific peoples as a whole have the poorest health outcomes of any demographic group in New Zealand. The same report noted that this is particularly concerning as Pacific people constitute New Zealand’s youngest demographic group with 46.1% under 20 years old (in 2013)⁶. The recent Motu research⁶ identified that SQ and PAC migrants in the longitudinal study had a decline in the proportion reporting ‘Excellent’ or ‘Very Good’ health over the first three years after arriving in New Zealand, although reasons for this are not clear, and may not be because of moving to New Zealand. A report on housing with migrants from Kiribati found evidence that adult mental health was impacted by poor housing⁷. The longitudinal study on Tongan migrants however found that those migrants had better mental health post migration than those who had remained in Tonga, so it is not possible to conclude that migration results in poorer health⁸.

May be more likely to be on a benefit. The recent Motu report⁹ suggests Pacific migrants have higher benefit receipt rates than non-Pacific migrants, with Pacific migrant females showing particularly high benefit receipt rates. For females, especially during the Global Financial Crisis, this benefit is most commonly the Sole Parent Support. Pacific migrants, males and females, have higher proportions receiving Jobseeker Support. Analysis by visa type shows that those on the Samoan Quota are particularly likely to be receiving a benefit, but rates are lower for those on the Pacific Access visa, possibly due to advantageous characteristics, e.g. higher employment rates, among Fijians.

Indications of a lack of career progression and economic mobility. A 10-year study¹⁰ of Tongan lottery migrants found substantial financial, health and standard of living benefits from migration to New Zealand compared with those who were not selected, but positive benefits were similar at first year in New Zealand compared to 10 years, suggesting that despite migrants moving within New Zealand, studying and changing jobs, they generally were not able to be promoted or progress their careers in any pay related way. “*The economic payoff of migrating to a richer country seems to come immediately, and then not grow further*”. While it is positive that these migrants moving to New Zealand maintain the benefits of the move, ideally, they would see some form of economic mobility if settlement was optimised. It is important to note that this study is only on a small specific group (i.e. Tongans who have arrived through PAC) and no similar research is included here on other migrant groups.

Barriers to successful settlement outcomes

The following aspects have been identified across several studies as possible barriers to successful Pacific Migrant settlement outcomes.

Living in Auckland and the high associated cost of living. In 2013, 72% of migrants born in the Pacific Islands reside in Auckland¹¹. This is likely to be due to existing family and communities there, and links to job opportunities through these communities. While this support means those starting in urban areas such as South Auckland generally settle more easily in the short term, the high cost of living, family responsibilities and overcrowding appear to impact on longer term health and settlement outcomes¹². A longitudinal study of Tongan ballot winners¹³ in 2015 showed that there has been an increase in the proportion of Tongan migrants who moved out of Auckland due to cheaper living costs. Those who moved out of Auckland reported better outcomes such as lower cost of living and less crowded accommodation.

¹ Immigrants from the Pacific: Drain on the Economy or Active participation in the Labour Force? By Richard Bedford, University of Waikato, Anne-Marie Masgoret, Manuila Tausi and Paul Merwood, Department of Labour, Asian and Pacific Migration Journal, Vol. 19, No.3, 2010

² The settlement experience of Pacific Migrants in New Zealand: Insights from LISNZ and the IDI, Motu Economic and Public Policy Research, 2019

³ Pacific people’s workforce challenge: accelerating the advancement of Pacific people in the workforce, The Southern Initiative, Ministry of Business, Innovation and Employment and Auckland Co-Design Lab

⁴ The settlement experience of Pacific Migrants in New Zealand: Insights from LISNZ and the IDI, Motu Economic and Public Policy Research

⁵ Literature Review on Pacific Migrant’s settlement in New Zealand, by Kaita Sem, 2016

⁶ The settlement experience of Pacific Migrants in New Zealand: Insights from LISNZ and the IDI, Motu Economic and Public Policy Research, 2019

⁷ Housing and health of Kiribati migrants living in New Zealand, by Mary Anne Teariki, He Kainga Oranga/Housing and Health Research Programme, Department of Public Health, University of Otago, Published October 2018

⁸ The long-term impacts of international migration: evidence from a lottery, Institute for the Study of Labour, 2015

⁹ The settlement experience of Pacific Migrants in New Zealand: Insights from LISNZ and the IDI, Motu Economic and Public Policy Research, 2019

¹⁰ The long-term impacts of international migration: evidence from a lottery, Institute for the Study of Labour, 2015

¹¹ Pacific Migrant Trends and Settlement Outcomes Report, MBIE, 2019.

¹² Literature Review on Pacific Migrant’s settlement in New Zealand, by Kaita Sem, 2016

¹³ The long-term impacts of international migration: evidence from a lottery, Institute for the Study of Labour, 2015

Limited English skills. Many reports demonstrate the linkage between successful settlement outcomes and English language skills. Almost all Pacific migrants who arrived in New Zealand have little or no English¹.

According to the recent Motu report² *“This lack of English skill is likely to have been a substantial impediment to employment in New Zealand. Among Pacific migrants, those with lower English proficiency at wave 1 still had much lower employment and higher benefit receipt ten years later”*. It also reported that English proficiency is lower among PAC and SQ migrants than those who migrated through other visa categories.

Furthermore, this study found that very few Pacific migrants for whom English is not their first language go on to study English – 9% compared to 40% of non-Pacific migrants. It stated that it *‘is likely that the relatively low English proficiency and education of Pacific migrants make them particularly vulnerable to weak economic conditions’*. For example, research on the Kiribati migrant housing and health outcomes³ found that low English proficiency contributed to poor tenant / landlord relationships and was a barrier to them asking for housing assistance. This implies that poor English proficiency may be impacting on many different aspects of settlement for migrants. The literature review on Pacific Migrant settlement⁴ also concluded that *‘a lack of English proficiency is negatively impacting settlement, especially in the regions’* and that *‘low English proficiency contributes to reluctance amongst some Pacific people to integrate in rural areas where fluent English is expected outside the workplace’*.

A lack of understanding of cultural differences in some workplaces. The Pacific People's Workforce Challenge⁵ observed *‘the duality/tension of world views between Pacific and Western concepts of advancement and success’*. It stated that *‘Pacific employees consistently showed us they place a high value on the success of the ‘collective’, and interpreted success in a collective rather than individual way, whereas Western society, which governs the employment landscape, places a high value on the success of the ‘individual’, and often measures success at work in individual terms’*. This report also mentioned that while some employers were empathetic towards this difference, *‘others were less clear on ways to connect with their employees to bring out the best in them and to support those who would like to progress’*.

A literature review⁶ on all Pacific people's progression in the labour market noted from the Equal Employment Opportunities Trust research in 2011 that *‘some workers felt they had to leave their culture at their door when they began work, reducing their sense of belonging’*. The review recommended there was work to be done to create common understanding between employers and workers and to educate employers on Pacific culture and practices.

The Kantar 2016⁷ report observed that quota migrants generally had a much more positive settlement experience when finding employment through the PQE programme. Here they generally joined an established and self-supporting community of Pacific migrants, and employers who were sympathetic to their cultural context.

Lack of preparedness for New Zealand (weather, traffic and other differences from home). The Pacific People's Workforce Challenge identified that while migrants thought they were prepared for New Zealand before leaving, after arriving, the culture shock, coupled with the colder weather, was over whelming for many. This mirrors findings in the Kantar TNS report⁸ suggesting that some Pacific migrants lack access to good advice and support prior to departure. This problem can be greater among some PAC migrants who depart for New Zealand shortly after winning the ballot, believing it will be easier to find a job and apply for their Visa from here. Again, those who found employment through the PQE programme were found to be better prepared and settled better⁹.

Low education levels, literacy and technological skills. A survey of all Pacific people living in New Zealand¹⁰ (migrant and non-migrant) showed that Pacific people as a whole lag behind non-Pacific people in several skill areas. It also found that Pacific adults born outside New Zealand had much weaker skills on average for literacy, numeracy and problem solving than those born here, or who moved here before the age of 12. It found Pacific people as a whole have lower than average literacy scores at every qualification level and show less upward intergenerational education mobility than non-Pacific people. Pacific people were much less likely to be able and willing to use a computer. One in five Pacific 16 to 65-year olds in the study either had no computer experience, did not pass a simple computer use assessment, or declined to use a computer. This compares with one in ten non-Pacific 16 to 65-year olds¹¹.

1 Survey of adult skills: pacific adults' literacy, numeracy and problem solving skills, Ministry of Education, October 2018

2 The settlement experience of Pacific Migrants in New Zealand: Insights from LISNZ and the IDI, Motu Economic and Public Policy Research, 2019

3 Housing and Health of Kiribati Migrants Living in New Zealand (journal), International Journal of Environmental Research and Public Health, year??

4 Literature Review on Pacific Migrant's settlement in New Zealand, by Kaita Sem, 2016

5 Pacific people's workforce challenge: accelerating the advancement of pacific people in the workforce, The Southern Initiative, Ministry of Business, Innovation and Employment and Auckland Co-Design Lab, year??

6 Pacific Peoples Progression in the Labour Market: A Literature Review, Commissioned for MBIE and The Southern Initiative, year??

7 Understanding Pacific Migrant Journeys - qualitative report Kantar TNS February 2017

8 Understanding Pacific Migrant Journeys - qualitative report Kantar TNS February 2017

9 Understanding Pacific Migrant Journeys - qualitative report Kantar TNS February 2017

10 Pacific adults' literacy, numeracy and problem solving skills, Ministry of Education October 2018

11 Survey of adult skills: pacific adults' literacy, numeracy and problem solving skills, Ministry of Education, October 2018

Evaluation question 1:

To what extent was the Pilot delivered as intended?

Including:

- review of operations
- implementation/service delivery
- reach.

Overall the post-ballot sessions were delivered as intended. Seminars were provided for ballot 'winners' and were followed by job profiling interviews after which the 4-Step checklists were handed out. Some minor exceptions in operations were noted. In Samoa and Fiji, it was observed that the sessions did not go quite as smoothly as planned, due to seminars and job profiling interviews taking longer than had been anticipated. This resulted in some ballot 'winners' having to wait for long periods of time to receive the information. The Welcome Show was not played in Fiji. The job profiling sessions were run differently in Tonga with eight stations set up where ballot 'winners' could conduct the interviews. Responsibilities for running the seminars and job profiling interviews varied by country with Visa Services having more involved roles in Tonga and Samoa. In other markets, job profiling interviews were conducted by Pacifica Labour and Skills Staff only. Records are not kept on attendance at sessions, so it is not possible to confirm reach of the pilot.

The 2016 Kantar TNS research 'Understanding Pacific Migrant Settlement Journeys' found that many applicants receive a "rose tinted" view of life in New Zealand from relatives and friends who are living in New Zealand and identified a need to provide ballot 'winners' of the PAC and SQ quota schemes better settlement information, prior to departure for New Zealand.

As discussed earlier, in 2016 Immigration NZ reviewed the provision of pre-settlement information and developed resources which were trialled in 2017 in all markets except Samoa, where the system for working with ballot 'winners' is quite different. (Details of the situation prior to 2017 and the 2017 pilot are shown by market in Appendix B.)

The following table provides an overview of the differences between the resources delivered in 2017 and 2018 – the delivery of the 2018 resources will be discussed in more detail in the next section.

Table 2: Pilot resources provided by country across 2017 and 2018

COUNTRY	SAMOA		TONGA		FIJI		KIRIBATI		TUVALU	
	2017	2018	2017	2018	2017	2018	2017	2018	2017	2018
Pre-registration fact sheet	no	no	yes	no	yes	no	yes	no	yes	no
Seminar (PowerPoint presentation)	no	yes	yes	yes	yes	yes	yes	yes	yes	yes
4-step A5 Checklist	no	yes	yes	yes	yes	yes	yes	yes	yes	yes
SQ Talanoa videos	no	yes	no	no	no	no	no	no	no	no

The main differences between the resources used in the two years was that in 2018

- the pre-registration fact sheet was dropped, based on feedback from the local Visa services team that they were not being read by applicants
- Immigration NZ introduced the seminars and checklists and the use of the Talanoa videos in Samoa. Five Talanoa videos were developed using stories collected from Samoan migrants working in New Zealand. The videos covered information about working in New Zealand, money, differences between Samoa and New Zealand, finding a job and getting ready to move.

Delivery of pre-settlement information in 2018

The Pilot was generally run as intended in all markets in 2018 – as follows:

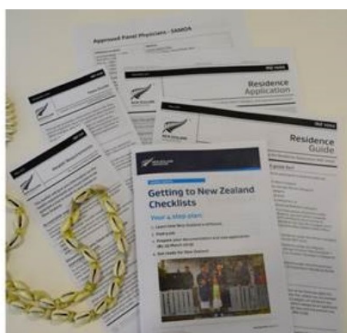
- Pilot resources were developed in Wellington and sent to the Islands prior to the post-ballot sessions.

- In Tonga, Fiji and Samoa groups of ballot 'winners' were asked to arrive at a certain time. These sessions started with a 50 – 60 minute seminar presentation to all which covered Visa application information (presented by local Visa Services staff members), job information (presented by Pacifica Labour and Skills staff) and pre-settlement information (presented by Settlement staff).
- In Tuvalu and Kiribati, where there are no local Visa Services teams, a Pacifica Labour and Skills staff member ran the full post-ballot session.
- These presentations were followed by job profiling interviews with a Pacifica Labour and Skills staff member where the main purpose was to collect information around skills and job experience to begin the job application process.
- While ballot 'winners' waited for their turn for the group presentations and their job profiling interviews, the slideshow presentation from the seminar was played on a loop. In Tonga, Samoa and Fiji, Settlement staff 'worked the room' talking to ballot 'winners' about the reality of living in New Zealand and some of the things they might want to think about. Ballot 'winners' also completed a short questionnaire asking about the seminars.
- At the end of their job profiling interviews, ballot 'winners' received an information pack.

Figure 2: Graphical representation of information pack contents

What's in your pack

- ITA Confirmation letter
- Planning checklist
- Forms and guides:
 - INZ1000 Residence application form
 - INZ1121 Health requirements
 - List of Samoa panel doctors



The following table shows the languages that the resources were developed in for each market in 2018.

Table 3: Pilot resources language available by country in 2018

COUNTRY	SAMOA	TONGA	FIJI	KIRIBATI	TUVALU
Seminar (PowerPoint presentation)	English only	English only	English only	Mainly English with some translations for titles and 'Planning for Success' slide	Mainly English with some translations for titles, 'Stop Think, Plan' and 'Planning for Success' slides
4-step A5 Checklist	English and Samoan	English and Tongan	English only	English and Gilbertese	English and Tuvaluan
SQ Talanoa videos	Samoan with English subtitles				

The following table summarise key aspects of how the post-ballot sessions were held in each market.

Table 4 Post-ballot sessions by market

	SAMOA	TONGA	FIJI	KIRIBATI	TUVALU
How ballot 'winners' were contacted about sessions	Applicants emailed or phoned. VS staff call applicants two days prior to remind.	By phone (mix landline and mobile) Text messages Email limited	Invitations sent by VS staff by phone or email	Local office puts up notice on window with winners and session details. May advertise on radio.	Phone and email or via High Commission.
Number of sessions	20 sessions across 11 days	6 sessions	3 days, 3 per day (9 in total)	4 sessions	2 sessions
Who ran the seminars	VS staff PLS staff Settlement staff	VS staff PLS staff Settlement staff	VS staff PLS staff Settlement staff	PLS staff (no local VS staff)	PLS staff (no local VS staff)
Language seminar given in	VS part in Samoan Rest in English	VS part in Tongan Rest in English	English	English	English
Who did the job profiling interviews	PLS staff and VS staff	VS staff. Set up 8 stations, with PLS staff available for support	PLS staff only (2 present, so could continue interviews while seminars being held)	PLS staff	PLS staff
When given information pack	Handed out at the end of the 1-on-1	At the end as they leave	At the end, otherwise posted if couldn't attend	N/A	N/A
Other comments		Unique way of doing the job profiling. More efficient	Some subsequent questions emailed to VS staff, mainly about Visas and jobs. VS staff didn't help with job profiling but could.		

Exceptions to the planned pilot delivery

The following table identifies the known exceptions to the planned pilot delivery by market:

Table 5 Exceptions to planned delivery by market¹

	SAMOA	TONGA	FIJI	KIRIBATI	TUVALU
Exceptions to planned delivery	<p>Presentations were not received before the arrival of settlement staff from New Zealand due to poor internet connections.</p> <p>Content adjusted based on feedback from local staff. A map of New Zealand was added as well as additional information around car seats and driver's licences.</p> <p>The Talanoa videos and presentation were shown on loop, but due to the room set-up many could not see them well.</p> <p>Timings of seminars were not spaced out enough to allow all the job profiling interviews to happen before the next one was due to start. This created logistical issues with people waiting outside.</p> <p>Some people turned up to sessions other than the one they were scheduled to attend.</p>	No information on any differences.	<p>The Welcome Show (the seminar presentation on loop) was not shown.</p> <p>Job profiling interviews took longer than expected and resulted in delays in the timing of the seminars.</p>	No information on any differences.	No information on any differences.

Reach of the sessions

It is not possible to conclude from the information provided how successful the sessions and pilot information were at reaching all the ballot 'winners'.

In Fiji it was noted that those who could not attend or arrange for a representative to attend were sent out an Information Pack. It has not been possible to determine how many of these packs were sent out.

In Samoa a Visa Services staff member commented that there was high attendance at the sessions, but we have not been able to determine how or if this was measured.

No information on attendance at the sessions in Kiribati, Tuvalu and Tonga has been able to be collected.

¹ Based on observation notes and subsequent interviews with Visa Services staff, Pacific Labour and Skills staff and Settlement staff.

Evaluation question 2:

How well did the pre-settlement information content cover the key aspects SQ and PAC ballot 'winners' need to know to be well prepared for life in New Zealand?

Including:

- pre-departure planning
- settling over the first 3-6 months

The pre-settlement information content was considered by Immigration NZ staff interviewed to cover the main messages needed for ballot 'winners' to prepare for life in New Zealand. Some ballot 'winners' had quite specific additional information needs, while others wanted more information on aspects already included in the seminars. More information around getting a job, life in New Zealand and the cost of living were the most common additional information needs mentioned by ballot 'winners' in their post-seminar questionnaire. Two content areas Immigration NZ staff felt could be emphasised more in future resources are the importance to successful settlement of learning English and the high cost of living in Auckland, relative to other locations.

This evaluation question will mainly be answered through the interviews with migrants, occurring in June and July 2019. Presented below are initial findings based on the discussions and observations by Immigration NZ staff present at the 2018 sessions, as well as answers from the questionnaire filled in by ballot 'winners' after the seminars.

Key messages

A review of the pre-settlement information shows that the key messages covered were:

- New Zealand is very different:
 - **Weather** – can be very cold
 - **Cities** are much bigger – there is a lot more traffic
 - **Speaking English** in the workplace is important
 - In Samoa only: **Driving requirements** including car seats
- Everything in New Zealand is likely to cost more than you are used to:
 - **Money** is important – you will need to budget
 - **Rent** is expensive, but the cost depends on where you live
 - Do a cost of living calculation using the **cost of living tool**
 - **Auckland** may not be the best place to live – Auckland is expensive
 - Start **saving** money before you leave
- It is important to plan before arriving in New Zealand:
 - **Talk** to others about what it is like to live in New Zealand
 - Understand that it **can take time to settle** and feel happy

Immigration NZ interviewees' view on content coverage

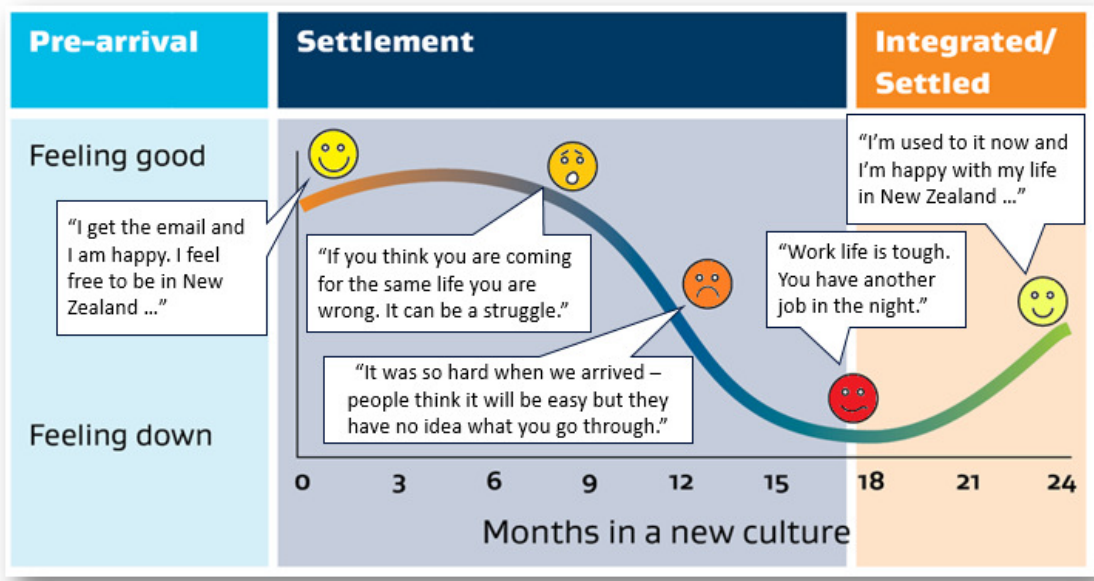
Immigration NZ staff interviewed as part of the evaluation generally felt that the key messages around planning before departure, cost of living, the importance of English and understanding how New Zealand was different (as covered in the pilot resources used in 2018), were the right information to be giving ballot 'winners' pre-departure. This assessment was made on the basis that it covered content usually asked in job profiling interviews or later by emails from ballot 'winners'. It also reflected their personal views on what they believed ballot 'winners' needed to know.

Observations regarding specific content were as follows.

- The graph showing the emotional highs and lows was felt to be overly complicated, especially the inclusion of the text boxes

"The settlement journey curve was complicated and too busy with thought/word boxes. Much easier to just say this could be an example of the emotional rollercoaster you may or may not experience." Settlement Staff Member

Figure 3: Pilot information slide on the settlement journey.



- It became apparent that many ballot 'winners' did not understand the geography of New Zealand, and that there were options to live outside of Auckland. For many ballot 'winners', it appeared they felt New Zealand equalled Auckland. A map of New Zealand was added to the seminar presentation in some markets, or drawn on a whiteboard.

- Settlement presenters felt that the tone of the messaging was overly negative and ended up softening some of the messages during the presentation. However, it was felt by a Pacifica Labour and Skills staff that the negative messages were important and had to reflect the reality of the New Zealand life – not 'sugar coat it'.

"I noticed a theme throughout the presentation videos – New Zealand is really hard work. My approach became one where I tried to soften the message a little bit from "it's really hard" to when "mistakes happen you can bounce back". I was getting the impression we sound somewhat unforgiving." Settlement Staff Member

Someone from Visa Services, summarised the key message from 2018 as being 'the harsh reality of living in NZ'.

"They [Pacifica Labour and Skills staff] did a good job of striking the balance between keeping it positive and delivering hard information. It did not de-rail anyone's willingness to apply." Visa Services Staff Member

"Need to strike balance between reality of New Zealand and not talking it down. Need to build in message 'we are here for you" Visa Services Staff Member

- Some additions were made to content in Samoa and Tonga to fill gaps in knowledge that became apparent upon observing local life and talking to the Visa Services staff. This includes the addition of information about driving in New Zealand. In Samoa this was added to the later PowerPoint presentations. In Tonga it was just added verbally.

"In Tonga (and Samoa as it turned out) it was obvious we had to address child seats, seatbelts and cell phone use as it would be a shock in New Zealand to change these learned behaviours. The [Visa Services] staff helped me shape my delivery and gave me some insights which helped bridge some gaps – I think." Settlement Staff Member

"For some, more practical information was required. For example, reinforcing the cost and need to get a baby seat for safety reasons, reminding migrants the importance of needing a full time non-expired driver's license." Settlement Staff Member

- Another gap in content identified by Settlement staff who presented pre-settlement information in the seminars was around differences in the New Zealand workplace. The videos shown in Samoa implied some of these differences and they were touched on verbally at some points in the presentation, but it was felt that more information needs to be relayed in this area.

"After a while I felt like we needed a slide around "how Kiwi's think in the workplace" or something. I kept feeling like I wanted to try and help prepare them for dealing with a straight up direct New Zealand employer who won't know there is a problem unless you speak up etc. They are very shy and conveying positive messaging around building your confidence might be helpful. [Pacifica Labour and Skills staff member] does it a bit, quite well I might add, but I think we could introduce the Geert-H diagrams¹ for instance" Settlement Staff Member

¹ Geert-Hofstede is a framework which describes differences in cultures based on 6 different dimensions; individualism vs collectivism, power distance, short term vs long term, masculinity vs femininity, uncertainty avoidance and indulgence vs restraint.

“...more of the Kiwi workplace needs to be explored – this was talked about at the English language slide but could be more robust.” Settlement Staff Member

- The cost of living tool example shown in the seminar needs to be tailored to the audience. It showed an example of someone working in Dentistry with an income of around \$130,000.

Ballot winners’ view on content coverage

These initial findings on the ballot winner perceptions are based on the paper questionnaires that ballot ‘winners’ were asked to complete after attending the seminars. There are several limitations to the value of this information. The main limitations are:

- small numbers of post-seminar questionnaires by country, especially for Kiribati and Tuvalu (Kiribati = 21, Tuvalu = 15, Fiji = 110, Tonga = 115, Samoa = 303, total completed 564) means most differences between countries are not statistically significant. In addition, many respondents did not complete every question in the questionnaire.
- the low English proficiency of many filling in the post-seminar questionnaire (noted through observations from Settlement staff and the quality of the written text answers provided in the questionnaire) could mean that many respondents did not understand the questions they were asked. It is also likely that some with particularly poor English did not complete them.
- the Pacific cultural tendency to provide answers that they believe people want to hear and a possible concern from ballot ‘winners’ that their answers may impact their Visa application chances.

These findings are therefore only indicative and answers to this evaluation aspect will be better addressed after the interviews in Phase 2.

In total, 278 of the 403 (around 70%) who answered the question on additional information needs¹ said there was more they would like to know. A lower proportion in Tonga and Kiribati said they needed additional information, although this finding could be misleading based on the limitations stated above.

Additional information wanted varied by market and is shown in Table 6. More information around finding a job was generally the area most ballot ‘winners’ wanted more detail on, however information on life and costs of living in New Zealand were also common needs.

Table 6. Post-seminar questionnaire: Additional information on living in New Zealand wanted²

Samoa	Fiji	Tonga	Kiribati	Tuvalu
<ul style="list-style-type: none"> • Finding a job (20%) • Costs of living (13%) • Living in NZ/ lifestyle/ culture (12%) • Different areas of NZ (11%) • Schooling/Education (9%) • Importance of family connection (6%) • Budgeting (5%) 	<ul style="list-style-type: none"> • Finding a job (31%) • Costs of living (19%) • Different areas of NZ (15%) • Schooling/Education (10%) • Visa (9%) • Using qualifications (9%) 	<ul style="list-style-type: none"> • Finding a job (22%) • Living in NZ (12%) • Schooling/Education (7%) • Healthcare/Laws (7%) • Different areas of NZ (5%) 	<ul style="list-style-type: none"> • Finding a job (33%) • Importance of family connection (17%) 	<ul style="list-style-type: none"> • Schooling/Education (33%) • Living in NZ (17%)
n=219	n=68	n=86	n=18	n=12

¹ Question wording in post seminar questionnaire “Is there anything about living in NZ which you want more information on?”

² Coded responses to an open question asking ‘Is there anything about living in NZ which you want more information on?’

Information requirements show a broad range of needs. Some have quite sophisticated and specific needs:

"Rate of employment. Benefits like student loans/insurance etc. Job offer equivalent. Public goods & services that I'm eligible to use. Medical benefit. Rate of housing/apartment." Tonga questionnaire respondent

"Detailed comparison of the cost of living between major cities." Fiji questionnaire respondent

"Is it necessary to have permanent residence to start a small business-like cleaning, courier, etc? How much money we can travel with?" Fiji questionnaire respondent

"Yes, the cost of living tool. Everyone is required an IRD number. I want to know my rights and the kind generosity. Another question I would like to know is Kiwi saver" Samoa questionnaire respondent

Others are asking for more general information or information that had been covered in the seminar, suggesting that this information had not been heard or processed sufficiently.

"I think that I should want more information, because it is my first time and it can help me to know better about living in New Zealand, how to know the weather, rental cost and so forth." Kiribati questionnaire respondent

"How to apply for citizenship. How to find a good job." Tuvalu questionnaire respondent

"Yes, there is a lot of information I need to know coz I never been to New Zealand before, and that will help me a lot if I move to New Zealand". Samoa questionnaire respondent

"I want more information about how to get your job there, because I want to know and make easy to get a job from my family in New Zealand." Kiribati questionnaire respondent

This shows that some ballot 'winners' have considerable information needs and would benefit from being encouraged to use the New Zealand Now website as part of the seminar. A full list of all additional information needs mentioned is shown in Appendix C.

Evaluation of pre-settlement information based on research review on outcomes and barriers

Reviewing the information covered in the pilot against the outcomes and barriers to successful settlement by SQ and PAC migrants identified in the earlier literature review, highlights other content which should be included or 'dialed up' in future.

- **The importance of long-term success of learning English.** The resources currently just discuss the importance of speaking English in the workplace and the need to complete an English proficiency test. The linkages between good English and successful settlement outcomes are so clear that this should also be communicated clearly to people before the ballot process could be considered.
- **The pros and cons of living in Auckland.** Currently it is reported that many ballot 'winners' think of Auckland and New Zealand as the same thing. The literature review found that while joining an existing community in Auckland can be beneficial for feeling settled, it can create barriers to success (both economically, health wise and socially) from the high cost of living, poor housing, overcrowded living and a lack of integration with communities outside the existing family or country of origin community. While many ballot 'winners' will want to choose family and community over other more western definitions of success, this should be an informed decision for individuals to consider.

In summary, while the information covered in the pilot resources is all considered relevant and necessary, there is a need to reprioritise key messages and provide access to more detailed information for those who desire it. The New Zealand Now Website Pacific page is one way that some of this additional information could be delivered, however limitations on internet access and previous research indicate that this medium will not work for all countries and all ballot 'winners'. Additional touchpoints for providing this information, as well as different methods, should be considered. More definitive details on what information ballot 'winners' need to know to be well prepared for life in New Zealand will be provided following Phase 2 of this evaluation.

Evaluation question 3:

How successful were Pilot communication methods and timing in delivering information effectively?

Including the extent to which:

- key messages were successfully communicated
- delivery was culturally competent
- information reached ballot ‘winners’ pre-departure
- ballot ‘winners’ were better prepared for life in New Zealand (impact).

Based on these initial findings it appears key messages were not always successfully communicated to ballot ‘winners’, due to the amount of information needed to be processed, the timing and format of the delivery and some issues with session logistics. The content was not developed within a cultural competency framework, and several ways to improve the cultural appropriateness are suggested. It is unclear whether all ballot ‘winners’ received the pre-departure information, but attendance at sessions, especially in Samoa, was reported by Visa Services staff there to be high. Many ballot ‘winners’ agreed that because of the information provided in the seminar they were better prepared for life in New Zealand, however without experiencing New Zealand, they are not positioned to accurately assess this. Addressing this Evaluation Question will be the focus in Phase 2 of the in-depth interviews with migrants who attended the sessions.

As with Evaluation Question 2, this question will mainly be answered in Phase 2 through the interviews with migrants once they have lived in New Zealand for a few months. These initial findings based on the Phase 1 resources can only give an indication as to whether the communication to ballot ‘winners’ was effective or not.

Degree to which key messages were successfully communicated

Aspects felt to hinder the effectiveness of the communication

Key messages were not always successfully communicated. Visa Services and Settlement staff interviewed as part of the Phase 1 evaluation identified several factors which they felt hindered the effectiveness of the communication to ballot ‘winners’.

Amount of information to process

Approximately 20 minutes of pre-settlement information was presented to ballot ‘winners’ in the latter part of a 50 – 60 minute long presentation, following information on Visa application and Job Information. Across the whole seminar there was a lot of information to take in, and very few attendees took notes. Questions asked later by attendees during the chats in the waiting room and job profiling interviews indicated that many had not taken in some of the key messages of the presentations.

“The hour of seminars seemed like a long time with a lot of content to be ‘downloaded’ and there weren’t many attendees who took along a pen and paper to write anything down. Therefore, I questioned how much information was retained from these sessions, and this was reinforced when the Visa Services staff appeared to have a number of follow-up questions from attendees after the seminars.” Settlement Staff Member

“From my memory they showed pictures of car seats, that car seats were important, it went on and on” Visa Services Staff Member

“Information overload - missed the target” Visa Services Staff Member referring to the full seminar, not just the settlement aspects.

In Fiji, it was felt by a Visa Services staff member that most seminar attendees ‘believed’ the information, especially as many there had previously been to New Zealand, which helped with comprehension, but that the details taken in were mostly about the job offer.

Timing of the delivery of the information

While the content was considered by observers to cover the key messages needed to be delivered, it was felt by the Immigration NZ staff, especially the Visa Services team, that the post-ballot sessions were not the best time for successfully communicating some of this information. Ballot ‘winners’ had just found out they had won the ballot and

were 'on a high'. They are very focussed at this point on what they need to do to get to New Zealand – specifically getting a job, completing the requirements of the visa application (including police checks, medicals, proving English proficiency) and having their visa application accepted. They are not in the correct 'headspace' to receive detailed information about settlement, when settlement seems so far away and not yet a reality. Some aspects of settlement, such as locations to settle, which are relevant to job seeking, were felt to be more relevant and important at this stage however.

"I do not think they realise they could benefit from the information yet, I think it will dawn on them when they get to New Zealand." Settlement Staff Member

"Settlement information is down the line, third on the list, it was flying over their heads." Visa Services Staff Member

"I think none of the information stuck except the things to do with successful employees." Visa Services Staff Member referring to Samoan slides on how to be a good employee (Be honest, loyal, reliable and hardworking)

"I think the best time for settlement information is when the Resident team¹ hands over passports." Visa Services Staff Member

Visa services and Pacifica Labour and Skills staff noted that most of the questions asked by ballot 'winners', both in the job profiling interviews and after the sessions (for example by email to Visa Services in Fiji) mainly focussed on the job seeking and visa application process. This supports the idea that ballot 'winners' may be more interested in learning about getting employment rather than settlement at this stage.

Format of the communication

Observations of Settlement and Pacifica Labour and Skills staff during the seminars were generally of ballot 'winners' not appearing particularly engaged. Few took notes or asked questions. Many looked bored, disengaged or overwhelmed. Shyness and language barriers were felt to impact this as well.

Seminars were usually given in English, although in Samoa part of the presentation was delivered in Samoan which was felt to give applicants a better opportunity to understand. Ballot 'winners' appeared more receptive through more engaged body language (smiles, obviously listening) when information was in Samoan rather than in English.

The Getting to New Zealand Checklists handed out at the end of the job profiling interviews were provided in local languages. Settlement and Pacifica Labour and Skills staff mentioned a sense that in Samoa, some did not speak English well.

"As I spoke to people individually after the presentations as they waited to fill out profiles it was evident who had the language skills and would more than likely be successful and those that were going to struggle as they had trouble having a conversation about what job they wanted or where they were going to live." Settlement Staff Member

"The body language of attendees differed markedly – easy to see who was connecting with information and those that were not – for whatever reason – shyness or those that perhaps struggled with English." Settlement Staff Member

"I do not think anyone asked questions about settlement. It was not done in Samoan." Visa Services Staff Member

"People's eyes glaze over - more responsive to storytelling by own people, in own language" Visa Services Staff Member

Logistics of the process

As mentioned, particularly in Fiji and Samoa, seminars were often behind schedule, due to the job profiling interviews and the seminars taking longer than anticipated. This meant that some people attending the seminars had already been waiting for some time, possibly in the sun, and this may have made it harder to concentrate for the hour-long seminar. Additionally, some of the seminars in Samoa were very full as people turned up outside their scheduled time. Facilities in Samoa were not set up to allow ballot 'winners' to read the writing on the seminar slides, so it was felt playing these slides at this point was wasted.

The way in which the job profiling interviews were run in each market also varied and there is room to improve this. In Fiji, a Pacifica Labour and Skills Staff member did all the job profiling interviews and data input of profile details (personal details, skills, job history) by themselves, and Visa Services Staff felt they could have helped more with the job profiling, rather than just being involved in the presentation of the seminar. There were two Pacifica Labour and Skills staff members involved, which did mean one could do the second seminar, while the other completed the job profiling interviews from the previous group. In Samoa, Visa Services Staff did much of the interviewing and data input but there were comments that they felt that it was repeating a lot of content from the seminars, and delivering and organising the

¹ The 'Resident team' is referring to an Immigration officer in the Residence processing team who hands back the physical passport to the applicant once the SQ residence visa application has been decided

seminars overburdened staff who had their regular jobs to do as well. In Tonga, eight different stations were set-up by Visa Services staff for job profiling. There were two Pacifica Labour and Skills staff members there who moved between these stations to give advice as required. This system, while relying heavily on Visa Services staff, seemed the most efficient.

Aspects which helped with the effectiveness of the communication

The use of videos in Samoa

Most staff interviewed made comments about observing people particularly connecting with the Talanoa language videos shown in Samoa. People were felt to be more attentive when these were on and enjoyed listening to other Samoans tell their stories. While there were only three stories in the videos, a few observers felt that there were too many included, making it too long and some had concerns that some of the video content was not always correct. For example, when a comment was made that migrants only get one chance with an employer, and that mistakes were not tolerated.

“The videos of New Zealand migrants talking about their work and life in NZ was really well received – attendees were very attentive during the videos and there was an audible response to some of the emotional and funny content in the videos. I think there is an opportunity to better integrate the content within the videos to the content in the slides.” Settlement Staff member

“The videos were on point – possibly too many squeezed into a small space – people were engrossed by videos.” Settlement Staff Member

The use of humour

The use of humour was mentioned by some Settlement and Visa Services staff members as appearing to assist with effectively communicating pre-settlement information in the seminars: for example, locations in New Zealand were related to rugby teams where relevant. Some Settlement staff indicated they used humour to lighten the message that they felt at times came across as too negative.

One Settlement Staff member noted that aspects of the Talanoa videos shown in Samoan always made people laugh and hence provided opportunity for engagement.

“One of the best things I noticed about the videos was that certain lines got people laughing – e.g “I felt like leaving ditching work the next day” and “I finally got to be a kiwi”. People often had a quiet giggle when they heard it. It then presented an opportunity to talk about how kiwi employers value committed employees or to talk about things like kiwis are generally egalitarian in nature.” Settlement Staff Member

However, it was also observed by a few that humour needed to be incorporated very carefully, as there was a risk of being inappropriate or culturally insensitive if not used correctly. Sometimes something a local could say was not suitable for someone from New Zealand to say. The recommendation was that all aspects of humour should be checked for appropriateness with the local teams and used with caution.

Offshore Visa Services and New Zealand-based staff working together to develop the content

There was limited collaboration prior to the post-ballot sessions between New Zealand-based Settlement staff developing the pilot resources and the local Visa Services team. The input from the offshore Visa Services staff was felt to improve the relevance and quality of the content (particularly in Samoa where the presentation was done 20 times). It was done as an iterative process as needs surfaced. Both the local Visa Services staff and the Settlement staff felt more and earlier collaboration would improve the resources further.

“Would be helpful and there’d be value in myself and colleagues from other markets to meet [Pacifica Labour and Skills Staff] in advance to plan seminars. There can be a danger in leaving it until the last minute. It would help build consistency between offices” Visa Services Staff Member

“For future seminars I think there is an opportunity to work more collaboratively across all the business units from the inception.” Settlement Staff Member

Casual conversations held after the seminars

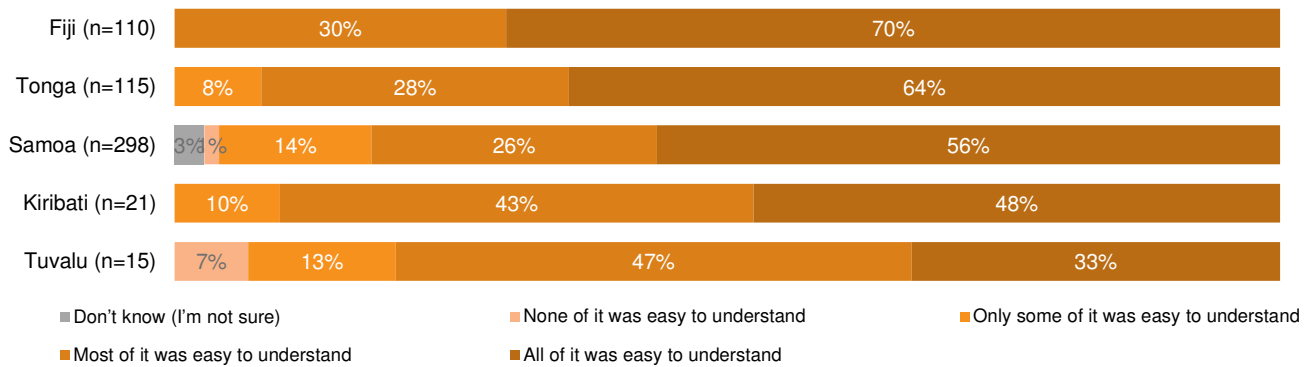
While ballot ‘winners’ were waiting for their job profiling interviews, Settlement staff would ‘work the room’, asking people if they had any extra questions or how they found the seminar. While some were unwilling to talk, possibly perceiving the conversation a test, or due to poor English or shyness with authority, others did open up. Settlement staff felt that for some ballot ‘winners’ this setting was a more comfortable and effective way to communicate information.

Ballot winner feedback on the seminars

As mentioned earlier, ballot winner feedback in Phase 1 is based on the post-seminar questionnaire which have some limitations due to the small sample sizes for Tuvalu and Kiribati, low English proficiency of respondents and possible cultural influences on responses. Therefore, the initial findings are indicative only.

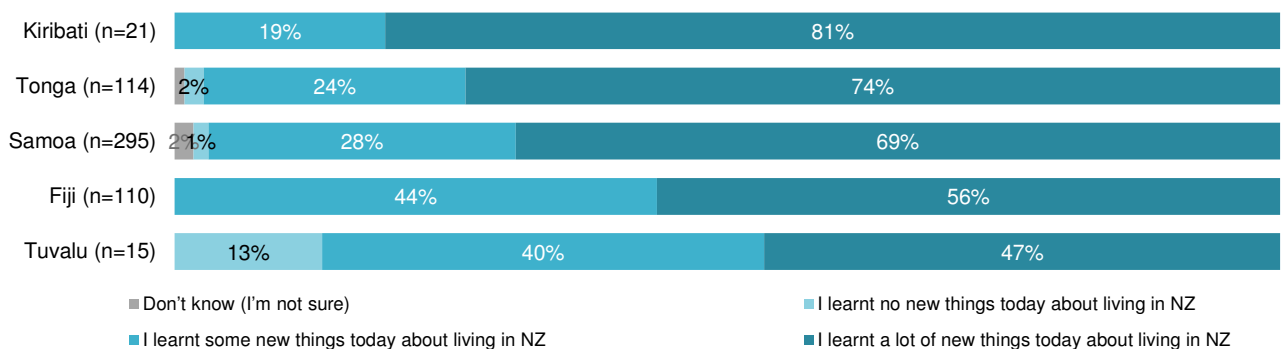
Based on results from the post-seminar questionnaire, most ballot 'winners' felt the information from the seminar was easy to understand. However, people from Samoa and Tuvalu are more likely to indicate they had trouble understanding aspects of the seminars (See Figure 4).

Figure 4: Post-seminar questionnaire – Was the information about living in New Zealand easy to understand?



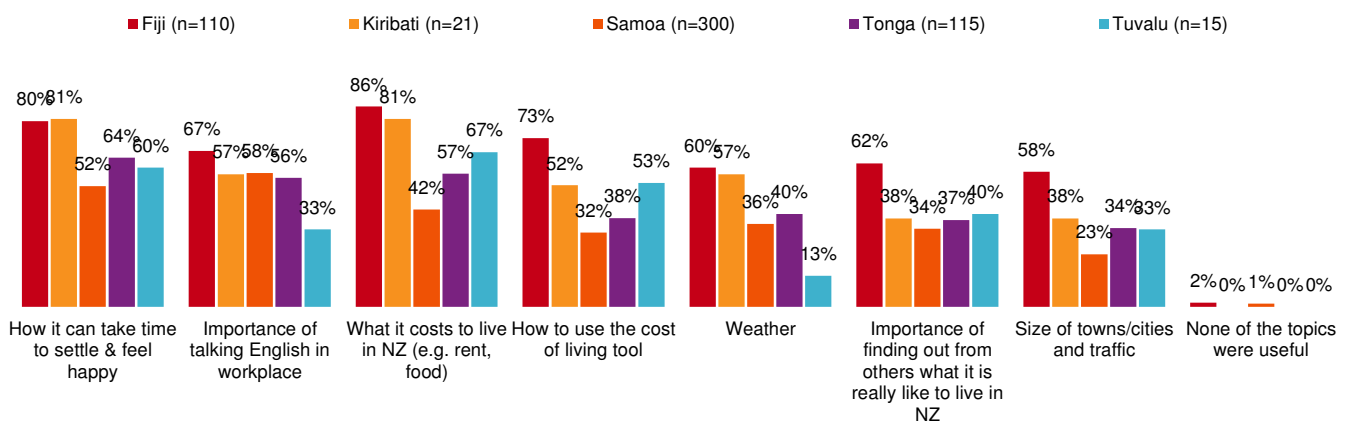
Most ballot 'winners' also believed that they had learnt something new about living in New Zealand from the seminars (See Figure 5).

Figure 5: Post-seminar questionnaire – Did you learn anything new about living in New Zealand?



Most topics covered were considered useful by ballot 'winners'. Topics of more immediate importance such as the time it takes to settle, the importance of talking English and the cost of living, were generally considered more useful than specifics on weather and traffic (Figure 6).

Figure 6: Post seminar questionnaire – What topics were the most useful to you?



The degree to which delivery was culturally competent

The degree to which the communication for the Pilot was culturally competent was determined through assessing the pilot resources against:

- Core Pacific values as outlined by the Kapasa framework developed by the Ministry for Pacific Peoples. This is a framework of common Pacific values, namely Family, Collectivism and Communitarianism, Reciprocity, Respect and Belief in Christianity.
- A list of aspects felt by the Pacific-based Visa Services and Pacifica Labour and Skills staff interviewed to be needed for culturally competent communication. Namely, being understandable, recognising differences between Pacific nations, being positive, using humour (carefully) and reflecting national pride.

Immigration NZ staff interviewed as part of the Phase 1 evaluation felt that little formal attempt had been made to explicitly incorporate culture and values in the development of the pilot materials. They reported that time constraints and available personnel had been factors in this and that this is a potential area to improve the process in the future.

“The local managers and staff had some great insights and we should tap into them more prior to seminars so we can use all the local knowledge available.” Settlement Staff Member

Review of cultural competency – acknowledging Pacific values from the Kapasa

Table 7: Review of resources against the Kapasa framework

Pacific Value	Kapasa definition of value	Evaluation of resources against value	Evaluator suggestions to improve cultural competency
Family	Pacific peoples live in extended families. The family is the centre of the community and way of life. Every person belongs to a family, aiga and kainga and belonging. Ancestry and a sense of place involve a kinship with what and who has gone before.	Resources acknowledge ballot 'winners' will be coming with immediate family to New Zealand and urge them to talk to family and friends in New Zealand about jobs and their own experiences of living in New Zealand. Little in the resources acknowledges the extended family group, the impact of leaving their family, aiga or kainga and ways to adjust to this change once in New Zealand.	<ul style="list-style-type: none"> • Identifying and communicating locations of strong communities for each nationality around New Zealand to aid with decisions around where to settle. • Explaining the visa rules for extended family visits, future immigration. • Showing video clips of migrants talking about their experiences moving away from their extended family group and ways they have had to adjust their life because of this. • Discussing implications for budgeting and self-sufficiency of living more independently of the larger group.
Collectivism and Communitarianism	Most Pacific peoples are communal people. Their way of viewing the world and doing things is mostly driven by what is commonly perceived as acceptable to the community. This includes teamwork, consultation and co-operation, with all members striving to work together to achieve common goals through a consensual approach.	The resources do not seem to particularly acknowledge this value. One study ¹ covered in the document review highlighted some impact from this value at times on differences in workplace expectations between employers and Pacific workers. The resources in Samoa covered workplace expectations in terms of working hard, speaking English and being honest and reliable, but not how this may at times cause conflicts with cultural values.	<ul style="list-style-type: none"> • Workplace differences could be highlighted more in some resources, especially in the context of an individualistic society versus a collective one.

¹ Pacific people's workforce challenge: accelerating the advancement of pacific people in the workforce, The Southern Initiative, Ministry of Business, Innovation and Employment and Auckland Co-Design Lab.

Pacific Value	Kapasa definition of value	Evaluation of resources against value	Evaluator suggestions to improve cultural competency
Reciprocity	Acknowledging the value of relationships and obligation of care between individuals and groups interacting for a shared purpose. Mutual help and interdependence are viewed as more effective than individualism.	There doesn't appear to be any recognition of the value of reciprocity in the pilot resources.	The value of reciprocity could be used more to explain aspects of life in New Zealand. For example, to explain commitment to a New Zealand employer who provided a job and the sort of benefits they might offer in return for loyalty and hard work.
Respect	Pacific peoples learn from an early age to show respect when relating to one another. This is an expected behaviour, including respect towards elders, parents, women, children and people in positions of authority. Respect includes keeping face, acknowledging someone's status and observing proper etiquette.	There was some sense from Pacific Labour and Skills staff interviewed that by having large seminars with diversity of age and status present (for example local chiefs), people would never ask questions as this was not seen as respectful to those with higher status. There was also a feeling from Settlement staff present that staff from Immigration NZ were viewed as authorities and therefore some ballot 'winners' may not feel able to ask questions openly, even in one-on-one interviews.	Giving ballot 'winners' more opportunities to ask questions in an informal, non-threatening environment, or through a medium such as Facebook where they are more anonymous, is likely to result in greater understanding of the content.
Belief in Christianity / spirituality and religious practices, customs and protocols	An emphasis on Christian spirituality and religious practices, and customs and protocols. This will have developed over time and are the traditional or accepted way of doing things.	There doesn't appear to be any recognition of the importance many in the Pacific place on Christianity in the pilot resources.	Providing information on areas where different churches are located, or how aspects of religion might impact decisions, such as not being able to work on certain days, expectations of leave around bereavements, employers who have links to churches or recognition of religious protocols.

Review of cultural competency – meets cultural competency guidelines

Table 8: Review of the pilot resources against the culturally competent communication guidelines identified by local Visa Services staff

Communication guideline	Evaluation of resources against guideline	Evaluator suggestions to improve cultural competency
Resources are able to be understood	Resources are generally considered to be simple enough to understand by most English speakers, but as some attending the sessions do not have good English, there is concern that much will not be understood. Lower levels of education in some markets, especially Kiribati, were also noted as something that may make some aspects of the presentation, for example the cost of living tool, harder to understand quickly.	Present key information in local languages. Test information to be presented with locals to ensure understanding prior to widespread usage.
Resources recognise the differences between Pacific nations	The resources were customised for each nation in terms of photos used and using local language for key dividers. Information on different procedures required in each country were well covered in the Visa Application section. Most pre-settlement information was generally generic, with the exception of Samoa with the Talanoa videos and some additional information on aspects such as driving, workplace practices etc.	Information could be better customised to each local market, using locals as advisors. Customisation could include recognising the variations of literacy and English proficiency among nations, identifying where New Zealand differs from local laws (e.g. wearing seatbelts) and referencing locations and activities in New Zealand that are specific to those from each country.
Resources include positivity	In some markets, the seminars began with a positive message around 'congratulations on winning the ballot' and the positives this could bring for their families. The pre-settlement information presented was considered to be fairly negative, but this needs to be balanced with the need to temper expectations.	Positive stories of how other migrants managed things when they arrived in New Zealand to achieve a positive settlement experience could be included. Start in all markets acknowledging the potential positive impact winning the ballot could have on people's lives.
Resources use humour - carefully	Humour is considered useful for engagement but must be appropriate to the local culture and respectful. A local may be able to get away with humour that if presented by a non-local could be deemed as rude or culturally insensitive. There is a risk of appearing too casual, where the hierarchy is not recognised. Humour was not included in the resources, although aspects of the Talanoa videos did make people laugh. Settlement staff began to use humour in their verbal presentations to build rapport and there is no evidence that there were any concerns with how this was done.	Look for more opportunities to include appropriate humour in the resources. Humour could be connected to local interests, for example rugby or other sports. Settlement staff could do a practice run of any humour they intend to use with local Visa Services staff to check for any unintended consequences.
Resources recognise national pride	Pacific migrants often have a desire to represent their country well in New Zealand, to bring honour on their home country through their behaviour and success. This is not represented in the materials.	Consider dialling up national pride aspects in the welcoming introduction.

Review of cultural competency – considers individuals' motivations

A study¹ of all Pacific migrants (not just PAC and SQ) reviewed for this evaluation suggested that Pacific migrants have different motivations for moving to New Zealand from other migrants. It stated the key motivations as *"economic opportunities"* and *"a better future for their children"*.

These motivations are also commonly mentioned throughout the comments in the post-seminar questionnaire, sometimes with the motivation behind the economic opportunity being described as the ability to send money back to their family in the islands. Pacifica Labour and Skills staff also stated these as the two key motivators. This often translates as a sense of 'wanting to work hard for my family'. A third motivation, noted from the questionnaire, and more prevalent in Fiji, is the desire to further their education and career.

"Living in NZ is better place for children, like school, to me as a mother, I want my kids to be good in school and have a better future. I try myself to work hard and try best in job to do everything." Samoan questionnaire respondent

"I want to help my family here in Samoa because Samoa they got lot of things to do e.g. funeral." Samoan questionnaire respondent

¹ Immigrants from the Pacific: "drain on the economy" on active participation in the labour force? By Richard Bedford, University of Waikato, Anne-Marie Masgoret, Manuila Tausi and Paul Merwood, Department of Labour, Asian and Pacific Migration Journal, Vol. 19, No.3, 2010

The degree to which pre-settlement communications reached ballot ‘winners’ pre-departure

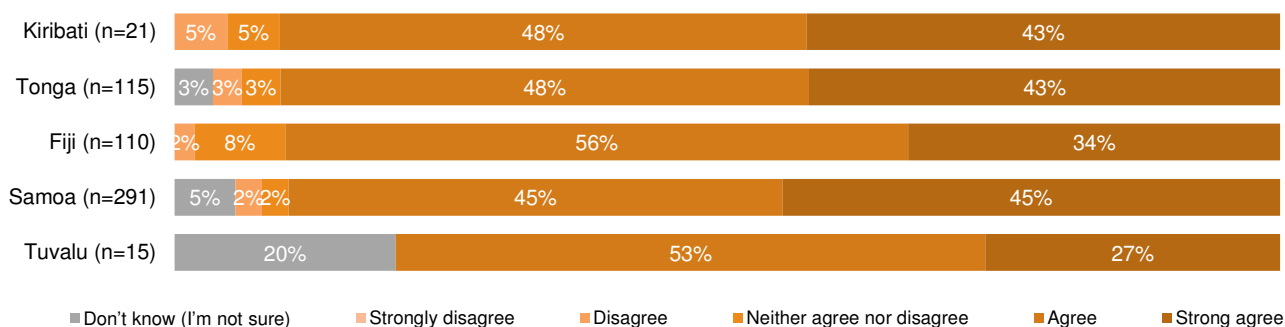
All ballot ‘winners’, on discovering they were successful in the ballot, were requested to attend a local session where they would listen to the group presentation and then have the one-on-one interviews to help them prepare their job profiles.

In Samoa, it was felt by Visa Services staff that nearly all successful applicants attended, although it was not clear if this was just the principal applicant, or secondary applicants as well. The evaluators have not been able to determine at the time of writing whether there was good attendance in other countries.

Ballot ‘winners’ were better prepared for life in New Zealand (impact)

Most ballot ‘winners’ who completed the post-seminar questionnaire agreed that they now know enough about New Zealand to be prepared for living there (Figure 7).

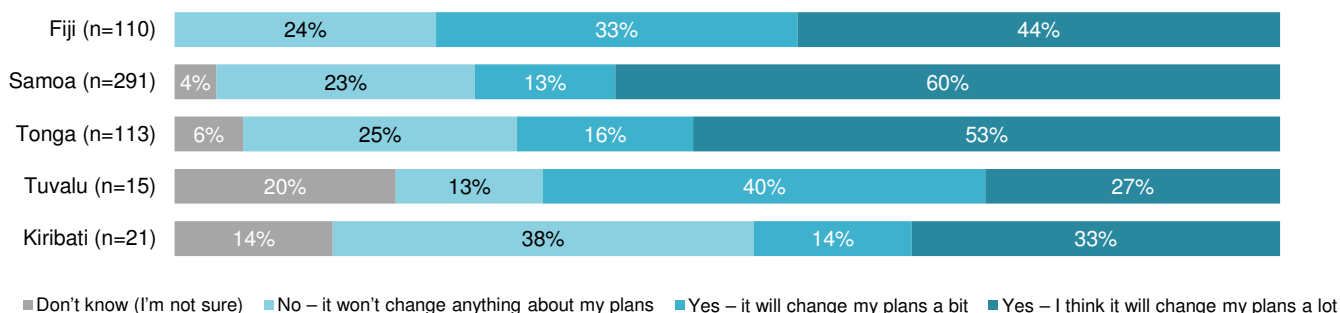
Figure 7: How much do you agree or disagree with this statement – I know enough now about New Zealand to be prepared for living there?



However, this result should be used with caution given ballot ‘winners’ were assuming this prior to moving to New Zealand. Visa Services staff interviewed felt that many ballot ‘winners’ may have considered the questionnaire to be a test and this question would be one they might be wary of disagreeing with.

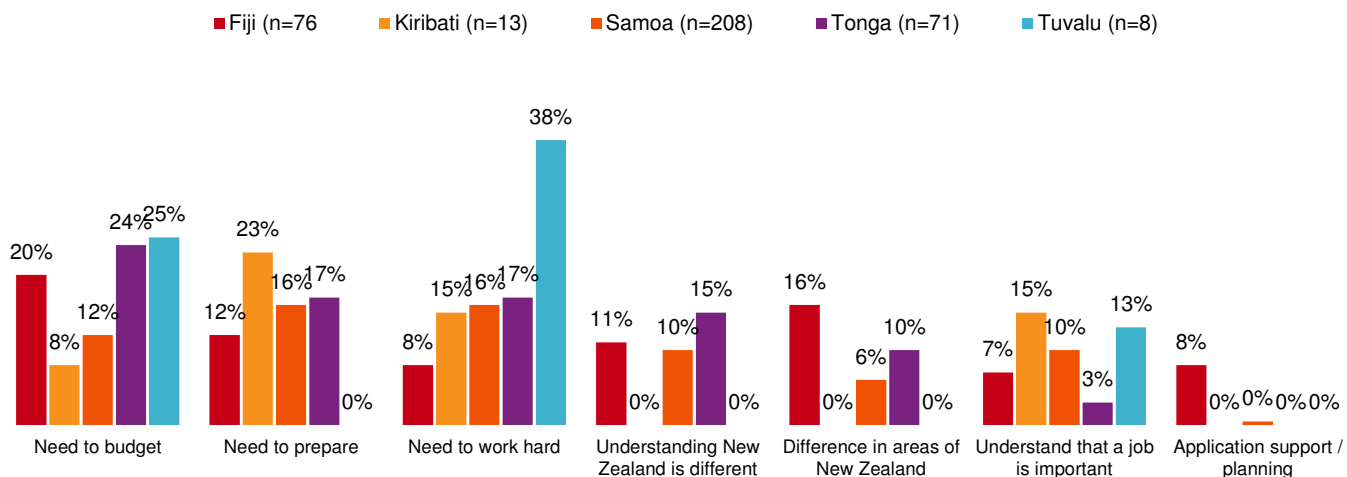
Most ballot ‘winners’ who completed the post-seminar questionnaire agreed that they will change how they plan for living in New Zealand because of what they learned in the seminar.

Figure 8: Do you think what you have seen or heard today about living in New Zealand will change how you plan for moving to New Zealand?



Respondents felt they would be more likely to make changes to their plans around the need to budget and prepare and gaining a better understanding of the importance of a job and working hard. Planned changes generally reflected the short-term preparation stages, rather than much to do with settling in New Zealand. This may support the view that ballot ‘winners’ are not ready to learn about some settlement details at this point in their journey.

Figure 9: How will it change your plans?



Verbatim comments to this open question indicated the value of some key pre-settlement information to ballot ‘winners’ at this pre-application stage. The high cost of living and the importance of working hard to succeed are critical messages to send at this point. A selection of these comments is provided in Appendix D.

Evaluation question 4:

What lessons can be learned to improve design and delivery of pre-settlement information and support by Immigration NZ in the future?

Resources developed for 2019 need to be developed in collaboration with local Visa Services staff, need to focus on providing key information at a relevant time and communication should involve more videos and oral story telling.

Much of this Evaluation Question will be answered through the migrant interviews in the second phase of the evaluation. Based on the learnings to date, the following ideas can be used to inform the development of the 2019 resources.

Initial findings

- The job profiling interviews, where Immigration NZ staff sit down with ballot 'winners' and enter information about them for providing to potential employers, are felt by many of those interviewed to be a key drawcard for people to attend the post-ballot sessions. However, the process is very time consuming as it currently is and in many countries, has a heavy reliance on local Visa Services staff for logistical support. Some of the Visa Services staff interviewed felt that this support falls outside of their core job role, while others appeared happy to do it, or felt they could contribute more to this process.
- Many ballot 'winners' may not be ready for most pre-settlement information at the pre-visa application point. Moving to New Zealand is not yet a reality and the information on visa application and job information is already extensive.
- Video and oral storytelling appears to work better at engaging ballot 'winners' than written material and slideshow presentations. It is believed that many will not read written material.
- 50 – 60 minutes is felt to be too long for the seminar presentation.
- Information provided and the use of humour must be checked for local / cultural appropriateness with Visa Services staff or locals before being used.
- Offshore Visa Services staff can provide good input on the pre-settlement information from a local point of view and should be engaged with more in developing this.
- English proficiency is closely linked to better settlement outcomes and should be a key message.
- Some settlement aspects, such as information on different New Zealand regions, working culture and the cost of living, are relevant for getting a job, so should be included at the post-ballot sessions.
- The ideal time to talk about other aspects of settlement is when a visa application is approved and moving to New Zealand is a reality. Touchpoints at this point vary by country and whether the employer is one arranged by Immigration NZ – a Pacific Quota Employer - or not.
- It may be more useful to provide some of the settlement information post arrival in New Zealand.

Ideas to improve the 2019 pre-settlement information process.

The table on the following page summarises the key stages in the PAC and SQ migrant journey, and suggestions for information needs to be met at those stages.

The following are suggestions for the 2019 resource development based on these early evaluation findings.

- Set up a working approach (e.g. bringing together working groups of Immigration NZ staff from key areas) to develop more seamless content relevant to the local context.
- Work to optimise the logistics of the sessions, clearly identifying the roles of different Immigration NZ staff involved.
- Create videos for all nations in local language with stories from migrants. Show while waiting, on social media and provide on a USB for those with access to PC. Smartphone access is high in Fiji (99% from post seminar questionnaire) and Kiribati (95%), but lower in Tonga (65%), Samoa (52%) and Tuvalu (47%).
- Scale back the pre-settlement information provided at the post-ballot sessions to information relevant for getting a job (e.g. differences between regions), the New Zealand working culture and the cost of living.
- Reduce the presentation length or consider replacing with other communication methods such as a video presentation in local language.
- Use Visa Services or locals to test the information to be provided before communication.

- Look at the best ways to provide the relevant information at key stages in the process using social media or family contacts (Table 9).

The Kantar evaluators presented these suggestions at an Immigration NZ workshop in February 2019. The following areas were identified for further consideration in relation to the 2019 ballot round:

1. Review current content

- Scale back pre-settlement information provided at the post-ballot session.
- Provide a more realistic and relatable cost of living tool example.
- Align/consolidate current information available through MBIE/Immigration NZ online sources.

2. Further resource development

- Set up an Immigration NZ approach for developing more seamless, local and relevant content.
- Develop migrant video for Tonga for 2019.
- Develop messaging to establish the link between learning English and more successful outcomes (while respecting the importance of preserving and maintaining native language).
- Use a focus on collective cultures and 'family' as a motivator for SQ/PAC ballot 'winners'.
- Use bi-lingual messaging where possible.
- Consider replacing the slideshow presentation format with other communication methods (such as a video presentation in local language) to free up local staff and reduce the need for overtime (particularly in Samoa) – allowing applicants to take a copy of the video away with them which could also provide another opportunity for applicants to review and consider information provided.

3. Planning, preparation and collaboration with Visa Services

- Improve integration between different Immigration NZ units when presenting to ballot 'winners', building greater communication and engagement going forward.
- Consider developing an agreed role for Visa Services in pre-settlement information delivery and logistical support for seminars.

4. Leverage Pro-comms¹ plan and data

- Use the emails sent to Visa applicants better to provide access to more pre-settlement information.
- Procomms messaging is sent to applicants, and Licenced Advisors representing applicants, via email or text message. Procomms messaging was sent to acknowledge receipt of registrations and to communicate the outcome of the ballot draw.

At the workshop, some possible longer-term actions and opportunities were discussed and are outlined below.

Consider:

- creating new touchpoints and channels for wider reach and more tailored information delivery.
- using 'softer' channels and tailored messages at other stages of the journey – e.g. outside the post-ballot sessions.
- utilising videos and oral story-telling more to communicate. Look at ways such as providing videos to ballot 'winners', for example on USB, in waiting areas and through social media groups.
- creating opportunities for pre-ballot public relations (PR) and/or social media communications activity and leveraging communication opportunities through Pro-Comms system.
- utilising on-shore touchpoints to reach migrants via family, church, employer channels.
- putting a greater focus on providing employer education and using the workplace as a channel for information delivery to SQ/PAC migrants.
- targeting receiving communities/on-shore Pacific communities to communicate MBIE/Immigration messages to SQ/PAC ballot 'winners'/migrants.
- fostering relationships with schools as potential channels to reach/engage with SQ/PAC migrants on-shore.
- targeting Pacific churches as educators and channels for English language learning for on-shore SQ/PAC migrants.

¹ ProComms is the name used for the CRM tool used to send emails to Visa applicants. The system used is a platform called Engage, created by Ubiquity but now owned and managed by Qrious who are a division or subsidiary of Spark.

Table 9: Key stages in the quota migrant journey and suggestions for information needs at those stages.

	Explaining the process	What to do while waiting	How to prepare for NZ	Support		
Information needs	<p>Employment information</p> <ul style="list-style-type: none"> Location pros and cons (size, traffic, proximity to families and cost of living) Income vs. cost of living (cost of living calculator) Using qualifications (Fiji) Job application process <p>Visa application process</p> <ul style="list-style-type: none"> Health / police checks English proficiency 	<ul style="list-style-type: none"> Need to save Talk to family in New Zealand about what NZ is like Timing of process 	<ul style="list-style-type: none"> Weather Work culture <ul style="list-style-type: none"> Speaking English Working hard Expectations Speaking out Housing options Talking to family in New Zealand Schools / education Information links 	<ul style="list-style-type: none"> Support services Safety information e.g. driving license / car seats Housing options 	<ul style="list-style-type: none"> Can take time to settle Support services Financial advice English language courses etc. 	<ul style="list-style-type: none"> Health outcome support Financial advice
Settlement journey						
Touchpoints	<ul style="list-style-type: none"> Job profiling one on one Ballot winner seminar Waiting for interviews Ballot winner communication 	<ul style="list-style-type: none"> Visa application form 	<ul style="list-style-type: none"> Job offer ceremony (SQ) Notification of visa acceptance Facebook group 	<ul style="list-style-type: none"> New Zealand family contacts Facebook groups 	<ul style="list-style-type: none"> New Zealand family contacts Facebook groups Employers New Zealand email / WhatsApp 	
	Existing / Potential					

The Kantar evaluators presented these suggestions at an Immigration NZ workshop in February 2019. The following areas were identified for further consideration in relation to the 2019 ballot round:

5. Review current content

- Scale back pre-settlement information provided at the post-ballot session.
- Provide a more realistic and relatable cost of living tool example.
- Align/consolidate current information available through MBIE/Immigration NZ online sources.

6. Further resource development

- Set up an Immigration NZ approach for developing more seamless, local and relevant content.
- Develop migrant video for Tonga for 2019.
- Develop messaging to establish the link between learning English and more successful outcomes (while respecting the importance of preserving and maintaining native language).
- Use a focus on collective cultures and 'family' as a motivator for SQ/PAC ballot 'winners'.
- Use bi-lingual messaging where possible.
- Consider replacing the slideshow presentation format with other communication methods (such as a video presentation in local language) to free up local staff and reduce the need for overtime (particularly in Samoa) – allowing applicants to take a copy of the video away with them which could also provide another opportunity for applicants to review and consider information provided.

7. Planning, preparation and collaboration with Visa Services

- Improve integration between different Immigration NZ units when presenting to ballot 'winners', building greater communication and engagement going forward.
- Consider developing an agreed role for Visa Services in pre-settlement information delivery and logistical support for seminars.

8. Leverage Pro-comms¹ plan and data

- Use the emails sent to Visa applicants better to provide access to more pre-settlement information.
- Procomms messaging is sent to applicants, and Licenced Advisors representing applicants, via email or text message. Procomms messaging was sent to acknowledge receipt of registrations and to communicate the outcome of the ballot draw.

At the workshop, some possible longer-term actions and opportunities were discussed and are outlined below.

Consider:

- creating new touchpoints and channels for wider reach and more tailored information delivery.
- using 'softer' channels and tailored messages at other stages of the journey – e.g. outside the post-ballot sessions.
- utilising videos and oral story-telling more to communicate. Look at ways such as providing videos to ballot 'winners', for example on USB, in waiting areas and through social media groups.
- creating opportunities for pre-ballot public relations (PR) and/or social media communications activity and leveraging communication opportunities through Pro-Comms system.
- utilising on-shore touchpoints to reach migrants via family, church, employer channels.
- putting a greater focus on providing employer education and using the workplace as a channel for information delivery to SQ/PAC migrants.
- targeting receiving communities/on-shore Pacific communities to communicate MBIE/Immigration messages to SQ/PAC ballot 'winners'/migrants.
- fostering relationships with schools as potential channels to reach/engage with SQ/PAC migrants on-shore.
- targeting Pacific churches as educators and channels for English language learning for on-shore SQ/PAC migrants.

¹ ProComms is the name used for the CRM tool used to send emails to Visa applicants. The system used is a platform called Engage, created by Ubiquity but now owned and managed by Qrious who are a division or subsidiary of Spark.

Appendix A – Glossary of key terms used in this document

Ballot 'winners – people who have been informed that they were successful in the SQ or PAC ballot, but have not yet migrated to New Zealand. These people may or may not go on to become migrants.

Migrants – used to refer to those who have migrated to New Zealand.

Post-ballot sessions/session – The full session ballot 'winners' were invited to attend, including the seminar, the job profiling interviews and being provided with the information packs.

Seminar – the group presentation showing the PowerPoint resource 'Planning to succeed' containing information on the visa application process, job information and pre-settlement information. The PowerPoint presentation can also be referred to as the seminar.

Job profiling interviews – interviews held between ballot 'winners' and their families and Pacifica Labour and Skills Staff where information is collected regarding work experience and skills that begins the job application process of finding work through a PQE employer.

Appendix B – Review of pre-2017 and 2017 processes and pilot resources

Nuku'alofa/Tonga

Prior to 2017, sessions were run in Nuku'alofa following the PAC pool draw. These were given by Visa Services and Pacifica Labour and Skills staff and focussed on the application process, and job information and assistance. No pre-settlement information was given in these seminars; however, an information pack was provided including a Guide for Pacific Migrants (Tongan) booklet and Niu2NZ magazine which contained some settlement information. Staff in the Tongan branch believed that ballot 'winners' did not read the printed materials as they do not see the information as immediately relevant to them because they are not in New Zealand:

In 2017, these post-ballot sessions were an opportunity to trial the inclusion of pre-settlement information to better prepare ballot 'winners' for life in New Zealand. Three resources were prepared:

- A new PowerPoint presentation was prepared covering the visa application process, job information and settling in New Zealand. This was presented by Visa Services, the Pacifica Labour and Skills staff, SPA Settlement and Marketing staff.
- A 13-slide presentation on settlement covering six key messages, in Tongan, was shown on a 4-minute cycle at the beginning and end of the seminar and as a video in the main waiting room.
- An A5 four-step checklist (in either English or Tongan) was also provided to applicants to take away.

In addition, job profiling interviews were held after the seminars by the local staff where specific settlement questions could also be answered if asked.

Suva/Fiji

Like Tonga, sessions were already held in Suva, prior to 2017. Again, these sessions focussed on the application process and employment information. Information packs were handed out at the end which includes job application forms and employer information.

In 2017, as in Tonga, the new approach to providing pre-settlement information was trialled. Seminars were held at the Holiday Inn, as the Immigration NZ branch in Suva is not set up to be public facing. Local staff were not involved in the job profiling interviews.

The information given was the same as in Tonga. In addition, a pre-registration factsheet was provided for those registering for the ballot. This was designed to introduce at this early stage the key messages about life in New Zealand. It contained information on the Visa process, references to the New Zealand Now website, and some settlement information around working in New Zealand, the cost of living, traffic and weather. An evaluation exercise undertaken in Fiji during the seminar process revealed most applicants did not recall receiving the pre-registration factsheet.

Kiribati and Tuvalu

The Fiji branch administers the PAC for Tuvalu and Kiribati. Pacifica Labour and Skills staff however do go to Tuvalu and Kiribati to complete the job profiling. In 2017, although not officially in the pre-settlement information pilot, Settlement staff used the English versions of the seminar presentation, slide deck and checklist when they attended for job profiling with ballot 'winners'. The pre-registration factsheets (as outlined above for Fiji) were also handed out in Kiribati and Tuvalu in 2017.

Samoa

The process in Samoa is quite different to the other countries, due to the larger numbers and historical processes that include a job acceptance ceremony. Prior to 2017, applicants were not contacted regarding winning the ballot, so had to call into the branch to find out. At this point (or in the next few days) ballot 'winners' were required to have a job profiling interview with the local staff where they received their application pack, provided information required for job matching and had an English proficiency test. If settlement questions came up in these interviews, local staff answered them, but answers were ad hoc. Local staff were more involved in the job search process, working directly with PQE employers and arranging job interviews. For those who got a job through PQE employers (about 30% of Samoan Quota applicants), once visas were approved, a seminar was held. As well as meeting the employer, a pre-settlement information seminar was given by local staff. However, the 70% of successful applicants who found their own jobs were not given any pre-settlement information.

In 2017, this same process was followed for most ballot 'winners'. However, the Samoa branch did hold a post-ballot session trial with a subset of applicants, holding a 30-minute seminar developed locally, followed by a quick job profiling interview. Feedback from staff following this was that they preferred the existing process with the longer interview.

Following the relative success of the settlement seminars in Tonga and Fiji in 2017, Immigration NZ decided to strengthen pre-settlement information for all PAC and SQ ballot 'winners' in 2018.

Appendix C – Additional pre-settlement information requested by ballot winners

Ballot 'winners' who completed the post seminar questionnaire were asked what additional pre-settlement information they would like to know. Outlined below is the complete list of additional information requested.

Schools

- Schools available in New Zealand
- How to get children into a school
- School fees
- How to find schools/enrolment requirements
- How the schooling system works
- Home school arrangement

Financial

- Managing budgets
- Cost of living - food, rent, power other bills
- Bank accounts
- Setting up a New Zealand bank account from Tonga
- IRD Number
- Kiwisaver
- Insurance/Life Insurance

Employment

- Rate of employment
- Wages/salaries of specific jobs
- Potential employers
- Different job options in various parts of the country
- Options for my qualifications
- What my qualifications mean in New Zealand
- Ways to find jobs
- Working two jobs
- Writing a CV in the New Zealand way
- Can you change jobs if it doesn't suit you?
- How long do you have to work in your first job before you can get a second one?
- Part-time employment
- Normal working hours
- What happens if you lose your job?
- Specific industries (e.g. Tourism)
- Nursing registration

Support

- Support groups for new immigrants (cultural, religious, social)
- Success stories
- Help lines or email address for help in New Zealand
- Government help for new immigrants (e.g. rent, education, cost of living)
- How they treat people from Tonga
- English language courses
- Benefits
- State housing
- Studying/Scholarships/Student loans
- Benefits entitled to

Visa information

- How to apply for jobs before you have a work visa
- Permanent Residence criteria
- Better to be married or not before coming to New Zealand?
- Setting up a small business - do you need permanent residence?
- Can you study and work at the same time?
- Do lesbian or gay partners count as partners
- Relocation process
- Documents you need to bring (e.g. birth certificates, CVs)
- Easy way to become a citizen

Living in New Zealand

- Public goods and services can use
- Way of life /how people live in New Zealand
- Difference in lifestyles New Zealand vs Tonga/ Samoa/Tuvalu/Fiji/Kiribati
- Law in New Zealand
- Road rules
- Weather
- Parenting/discipline (without hitting them)
- Police
- Ways of communication
- Culture in New Zealand
- Healthcare/Doctors
- The culture / Māori culture
- Furniture
- Safety
- Childcare
- Study options
- Eating habits

Locations

- Information on different cities
- Cost of living in different cities
- Rent in different parts of Auckland
- Good neighbourhoods/Different locations
- Locations better suited for starting a new life
- Information on specific cities (i.e. is there a farm in New Plymouth)

Houses

- How to find a house
- Living with relatives
- Living alone (safety/costs)
- Apartments
- Time needed to get a rental house
- How many can live in a house?

Appendix D – Example quotes on whether ballot winners’ plans have changed as a result of attending the seminars

Need to budget

“Looking at the fees and cost of living in NZ, I will have to save more and make a good budget in order to meet all the requirements.” Fijian questionnaire respondent

“More prepared financially.” Tuvalu questionnaire respondent

“Budgeting!! I have to spare the paanga & that can save here in Tonga because it will help me with my settlement in New Zealand.” Tongan questionnaire respondent

“I’ll have to start learning how to budget in order to pay all the bills and get what is in need for the family.” Samoan questionnaire respondent

“It will help me re-think smart and how to budget the salary due to the difference in culture and government deductions.” Samoan questionnaire respondent

Need to prepare

“I will prepare myself with my small family in order to move to New Zealand. It is my plan now.” Kiribati questionnaire respondent

“Planning for living, planning for working, alert of minimum wage rate and hours to work.” Fijian questionnaire respondent

“Because of what I’ve heard tonight is really different from what I was thinking of for New Zealand. Not just one thing but all of the things I’ve heard just enlighten my plan and what I was thinking of to make it successful” Tongan questionnaire respondent

“Yes, it will change my plans, moving to New Zealand will be a huge opportunity for my future and my family too. I will work hard and prepare ourselves not last minute but try my best to start now. Time is important and work hard too so I will start planning and preparing things needed from now on.” Tongan questionnaire respondent

“I thought of depending too much on family and relatives but now I should have my own plan for the best for me and family.” Samoan questionnaire respondent

“Thinking about the future, to improve my English, to make a good job.” Samoan questionnaire respondent

Need to work hard

“My plans change a lot because now as I know New Zealand is an expensive place. I will work hard for my family to afford everything especially to my kids.” Kiribati questionnaire respondent

“Will change my plan to support my family here in Tuvalu by earning money to support my relatives and brothers.” Tuvalu

“Get the job offer, work hard and earn good saving to support my family.” Fijian questionnaire respondent

“I had to work hard, experience and learnt new skills from others like English speaking and also my safety and stay healthy since I will not depend on my parents but myself.” Tongan questionnaire respondent

“We see and listen at the presentation today, there a lot of good thing we had to aware to, I’ll change how we used money for living, we need to work hard to achieve what we want.” Samoan questionnaire respondent

“In my opinion it can change my plan with the testimony of the persons showing honest is the key and work hard if I have a job offer and success.” Samoan questionnaire respondent

Understanding New Zealand is different

“I have to prepare myself and my family for the struggle as I have learnt that it is going to be a new start. I am not going to get the job that I have here in Fiji, therefore I have to prepare myself for any type of job that I get in New Zealand.” Fijian questionnaire respondent

"It will change my plan because the differences between Tonga and New Zealand. I have to prepare for it e.g., culture, law. Also, it will change my plan because I will accept anything to accomplish my vision." Tongan questionnaire respondent

"Well, living in Samoa is much easier for us, because we have family here but moving to New Zealand will be a bit difficult in the first time because we do not have a house waiting for us there yet and the arrangements for looking after the kids and with transportation as well." Samoan questionnaire respondent

"Lot of strikes, and high level of living will change my plans." Samoan questionnaire respondent

Appendix E – List of Pacific Settlement documents reviewed for this evaluation

- Pacific Migrant Trends and Settlement Outcomes Report, MBIE, 2018
- The settlement experience of Pacific migrants in New Zealand: Insights from LISNZ and the IDI, Motu Economic and Public Policy Research, March 2019-
- Migrant consultations findings report, MBIE, 2018
- Southern Initiative Report - Pacific People's Workforce Challenge
- Southern Initiative Report - Creating a prosperous, resilient South Auckland where children and whānau thrive
- Southern Initiative Report - Pacific Peoples Progression in the Labour Market: A Literature Review
- Statistical Analysis of Ethnic Wage Gaps in New Zealand, The Treasury, 2018
- Pacific adults' literacy, numeracy and problem solving skills, Ministry of Education, Paul Satherley, 2018
- Housing and Health of Kiribati Migrants Living in New Zealand (journal), International Journal of Environmental Research and Public Health, 2017
- The Long-Term Impacts of International Migration: Evidence from a Lottery (discussion paper), Institute for the Study of Labour, 2015
- Immigrants from the Pacific: "Drain on the Economy" or Active Participation in the Labour Force, Richard Bedford, University of Waikato, Published in Asian and Pacific Migrant Journal, Vol. 19, No. 3, 2010
- Literature Review on Pacific Migrants Settlement in New Zealand, Kaita Sem, 2016/2017
- How important is selection? Experimental vs non-experimental measures of the income gains from migration, Motu Economic and Public Policy Research, 2006
- Understanding Pacific Migrant Journeys - qualitative report Kantar TNS, 2017

Appendix F – Post-seminar questionnaire

Today you may have seen or heard from Immigration New Zealand about living in New Zealand (NZ).

We want to provide useful information to people who plan to live in NZ. So we want to ask you some questions about what you have seen or heard today.

Your answers to these questions are confidential. Your name or any other information that might identify you will not be put in any reports.

Thank you for answering these questions.

Questions

1. Did you see or hear information today about living in NZ?

Tick one answer.

Yes

No

Don't know (I'm not sure)

If you said 'yes' to question 1, please go to question 2. If you said 'no' or 'don't know', please give your questionnaire to an Immigration NZ staff member.

2. Did you see or listen to the talk about living in NZ by Immigration NZ staff?

Tick one answer.

Yes

No

Don't know (I'm not sure)

3. Did you see the 'slide show' on the TV in the waiting area about living in NZ?
Tick one answer.

- Yes
- No
- Don't know (I'm not sure)

4. Was the information about living in NZ easy to understand?
Tick one answer.

- All** of it was easy to understand
- Most** of it was easy to understand
- Only some** of it was easy to understand
- None** of it was easy to understand
- Don't know (I'm not sure)

5. Did you learn anything new about living in NZ?
Tick one answer.

- I learnt **a lot** of new things today about living in NZ
- I learnt **some** new things today about living in NZ
- I learnt **no** new things today about living in NZ
- Don't know (I'm not sure)

6. Overall, **how useful to you** was the information you saw or heard today about living in NZ?
Tick one answer.

Very useful

Useful

Not useful at all

Don't know (I'm not sure)

7. What topics were the **most useful** to you?
Tick as many as you want.

How it can take time to settle & feel happy

Weather

Size of towns/cities and traffic

Importance of talking English in workplace

What it costs to live in NZ (e.g. rent, food)

How to use the cost of living tool

Importance of finding out from others what it is really like to live in NZ

None of the topics were useful

Don't know (I'm not sure)

8. Is there anything about living in NZ which you want more information on?

9. Do you think what you have seen or heard today about living in NZ will change how you plan for moving to NZ?

Tick one answer.

Yes – I think it will change my plans **a lot**

Yes – it will change my plans **a bit**

No – it **won't change anything** about my plans

Don't know (I'm not sure)

10. How will it change your plans?

11. How much do you agree or disagree with this statement – **I know enough now about NZ to be prepared for living there?** *Tick one answer.*

Strong agree

Agree

Neither agree nor disagree

Disagree

Strongly disagree

Don't know (I'm not sure)

These last questions are so we can understand a bit more about the range of people who answered the questions in this questionnaire.

12. Are you male or female?

Tick one answer.

Male

Female

Other

13. How old are you?

Tick one answer.

Under 20 years of age

Between 20 and 29 years of age

Between 30 and 39 years of age

Between 40 and 49 years of age

Between 50 and 59 years of age

60 years or older

14. Do you plan to go to NZ alone or go with a husband/wife/partner or children? *Tick one answer.*

Alone

With a husband/wife/partner

With a child or children who depend on you

With a husband/wife/partner **and** a child or children who depend on you

Don't know (I'm not sure)

15. Where do you plan to live in NZ?

Northland

Nelson

Auckland

Marlborough

Waikato

Tasman

Bay of Plenty

West Coast

Gisborne

Canterbury

Hawke's Bay

Otago

Taranaki

Southland

Manawatu-Wanganui

Don't know

Wellington

Would rather not say

16. About how many people (family, friends) do you already know living in NZ?

17. Do you have a smartphone or tablet?

Tick one answer.

Yes

No

Don't know (I'm not sure)

Willingness to take part in research on-shore

18. Are you happy to be emailed after arriving in NZ to ask you some questions about how you find living in NZ?

Please write your email address clearly here:

Thank you for answering these questions

Please pass your questionnaire to Immigration NZ staff

Appendix G – Post seminar questionnaire response rate

Estimated response rates based on the annual cap and number of ballot winners by country. The estimated response rates are in brackets.

Country	Number of survey responses	Annual cap (Including dependents. Response rates below assume that the questionnaire was filled out by seminar attendees regardless of whether they are the principal applicant or not.)	Ballot winners (Principal applicants only. Response rates below are based on assumption that the questionnaire was filled out by the principal applicant.)
Samoa (SQ)	303	1,100 (28%)	468 (65%)
Tonga (PAC)	115	250 (46%)	98 (100%)
Fiji (PAC)	110	250 (44%)	131 (84%)
Tuvalu (PAC)	15	75 (20%)	26 (58%)
Kiribati (PAC)	21	75 (28%)	30 (70%)
Total	564	1,750 (32%) *low but acceptable.	753 (75%) *close to the preferred response rate for surveys (80%)