

sPACIFICally PACIFIC

<http://www.tki.org.nz/r/pasifika/spacpac>

REFLECTING THE COMMUNITY OF THE PACIFIC



Every year, regional sPACIFICally PACIFIC events are held through which agencies and individuals working with Pasifika youth come together to communicate their work and their vision. In 2004, CWA New Media was there to

capture the story on camera.



THE NEED

The vision of sPACIFICally PACIFIC is to promote inter-agency collaboration and to strengthen the networks that support Pacific education. In turn, this supports key goals of the Ministry of Education. The Ministry determined that it needed to promote the initiative by creating a special collection about sPACIFICally PACIFIC within its online schools portal, *Te Kete Ipurangi*.

THE INNOVATION

A typical sPACIFICally PACIFIC event features multiple stages on which a rich and lively mix of inspirational speakers, music performances, church youth groups, fashion shows, and more, take place throughout the day. In planning our coverage, CWA New Media worked closely with Ministry of Education manager Mere Bailey, to ensure we captured its essence.

On-camera interviews from key individuals were also required. To achieve this, our video producer researched and filmed interviews with a range of community members, role models and participating agencies to ensure their messages were included in the coverage.

The resulting online sPACIFICally PACIFIC web collection can be found within the Pacific Education community on TKI. The collection includes a wide ranging mix of online videos, profiles, comments, resources and links. Interviewees featured in the video gallery include All Blacks sporting hero Michael Jones, representatives from the Ministry of Pacific Affairs and other government agencies, and staff from the New Zealand Institute of Sport.

Also included are comments from young people of the Pacific themselves, who speak from the heart about the importance of their culture and families, and of their aspirations for the future.

** Footnote: Sadly, shortly after this project, Mere Bailey passed away. Mere was a regular visit to our offices and was a wonderful personality, totally committed to enhancing opportunities for Pasifika youth. CWA New Media misses Mere, and acknowledges her passion and enthusiasm. Our thoughts are with her family and friends.*

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