



Mapu Maia
Providing Help, Enriching Lives.

Who Are We?

Mapu Maia is a national by Pacific for Pacific health service provider.

Locations

Auckland, Hawkes Bay, Wellington, Levin, Porirua, Christchurch.

Teams

Public Health, Ta'iala (Community Navigators), Taki Hala (School Connectors), Tautai (Whanua Ora) Peer Support, Clinical, Access and Choice, Workforce Development and Research.

Services

Free and confidential counselling service to Pacific people in Aotearoa who experience
- Mental health issues - Gambling harm – Other addictions.

Culturally appropriate support for gamblers and affected others.

Only Pacific organisation in Aotearoa that offers help for Gambling Harm.



Service Delivery (Nationwide)

Statistics from: 12 Month Period

5,868

Sessions Provided

9,080

Total Interventions

660+

Total Clients Seen



- Regional Office bases
- Nationwide Service Reach & Delivery

Overview

- Goal – New Zealanders' quality of life and life expectancy are not affected by gambling harm.
- Strategic Priorities
- Priority populations
- Mapu Maia's contribution

Gambling Environment

Loss - 2023/24 - 2.79 B increase of 24% from 2.25B in 2021/22 and 2.76B in 2022/23.

Online Gambling

Distribution of Pokie machines

Gambling Activities – Lotto, TAB, Casino and Non-Casino

Participation - 2023/2024 - 64.1% / 2.76 M

Regional Statistics – DIA Jan-June 25

Region	GMP	Venue	EGMs
West Auckland	\$13,206,888.34	42	599
South Auckland	\$21,619,867.93	50	794
East Auckland	\$7,711,654.63	17	279
Wellington City	\$9,057,872.91	33	565
Porirua	\$3,455,833.02	9	138
Lower Hutt City	\$7,526,827.58	27	424
Hastings	\$5,635,294.36	18	293
Christchurch City	\$23,156,070.49	75	1222

Improving Access

- Public Health Activities - Community Events
- Pacific Outreach
- Elderly & Youth - Priority Groups
- Peer Support –
Maintenance Programmes, LEAG Advisory Group, C.O.P, member of the clinical team.
- Clinical Programmes –
Rehabilitation, Youth, Residentials, Community, and Churches.

Strengthening Prevention & Early Intervention

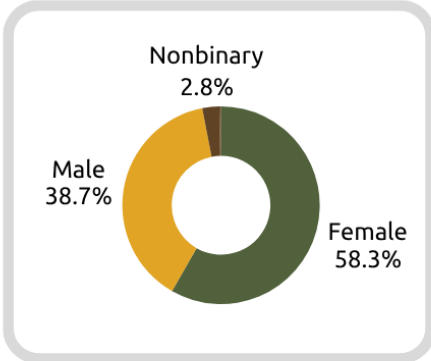
- Online Gambling & Gaming
- High School Programmes
- Tertiary Presentations
- Community led Initiatives
- Collaboration with location Action Groups
- Family and community focus - Plunket
- De-Stigmatisation Campaign – Lead with Love
- GHAW

Service Effectiveness

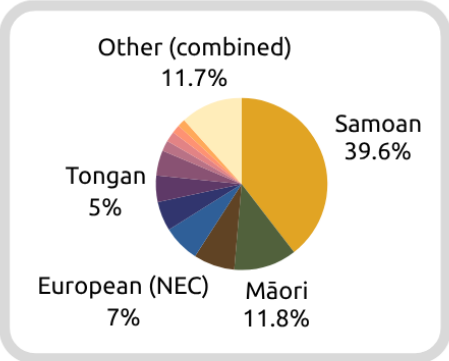
- Research – Formative Evaluation, implementation, development and improvement of new PMGH services.
- Group Work
- Therapeutic Healing in numbers
- Integrated Model of Service Design –
Peer Support Framework, Clinical Practice Review

PUBLIC HEALTH

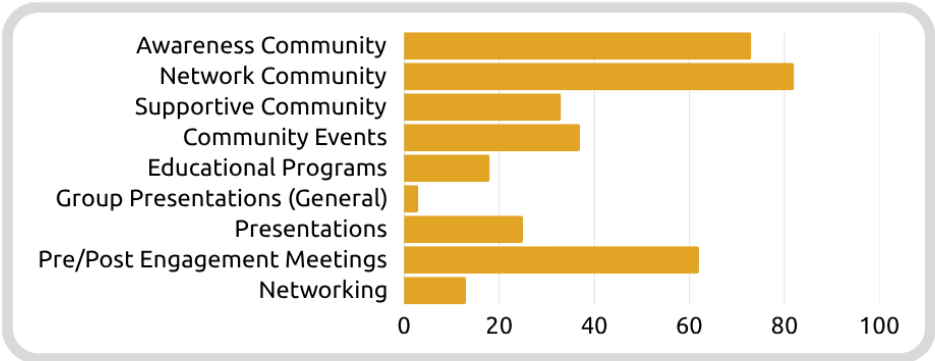
Gender



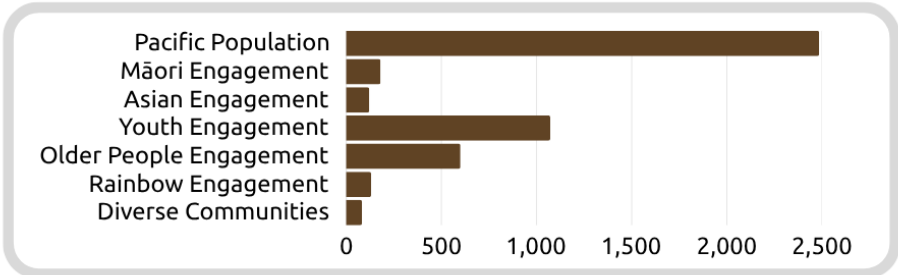
Ethnicity



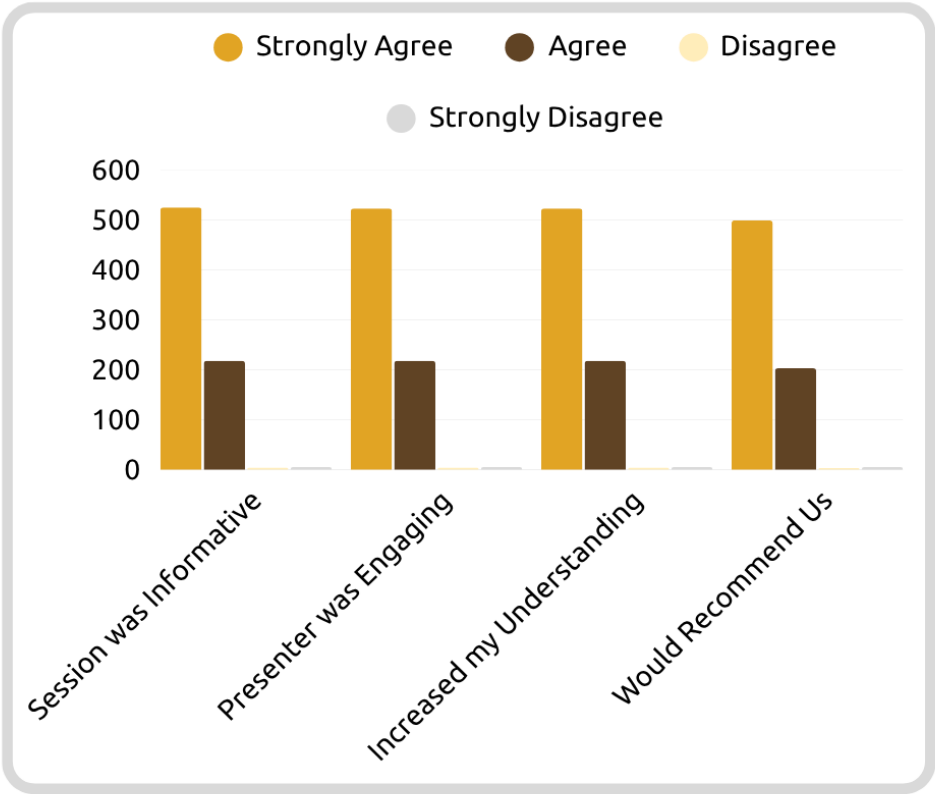
Community Engagement & Activities



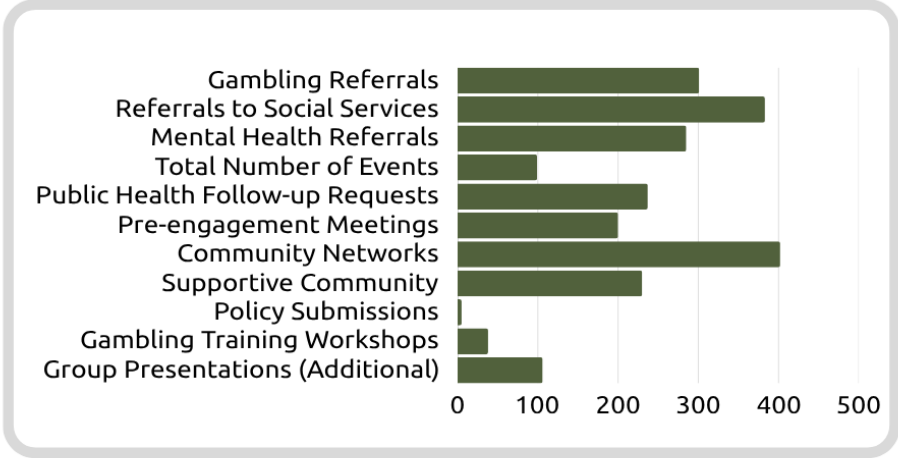
Priority Group Engagement



Feedback



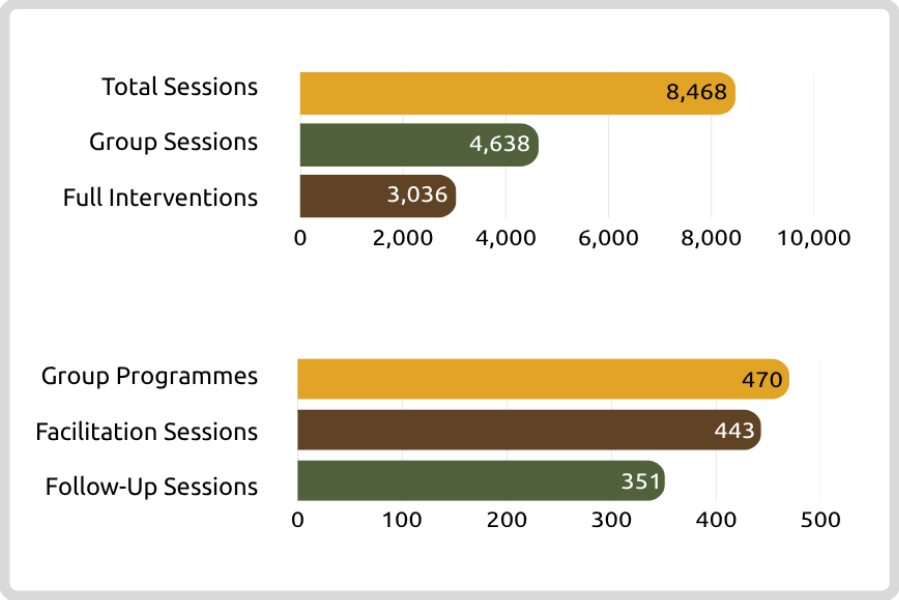
Outcomes



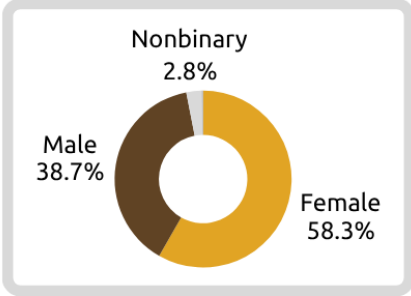
PMGH SERVICE SNAPSHOT

Jan - Jun 2025

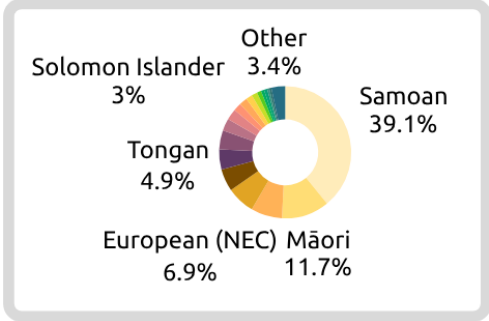
Delivered Sessions



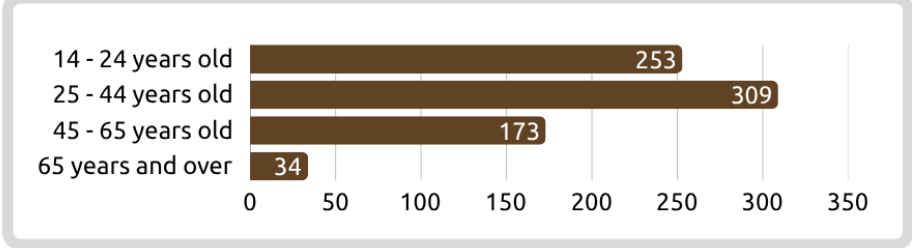
Gender



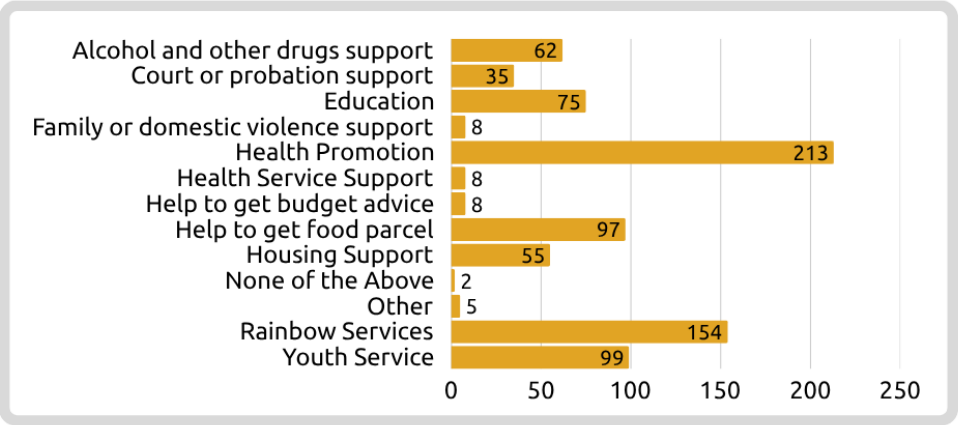
Ethnicity



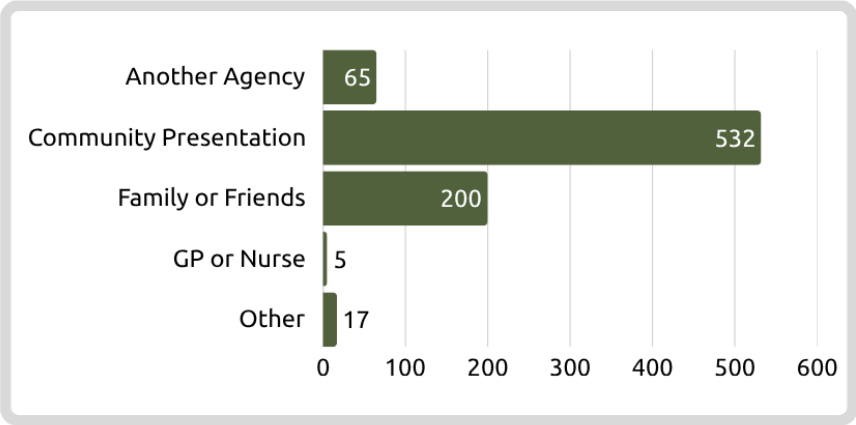
Age Range



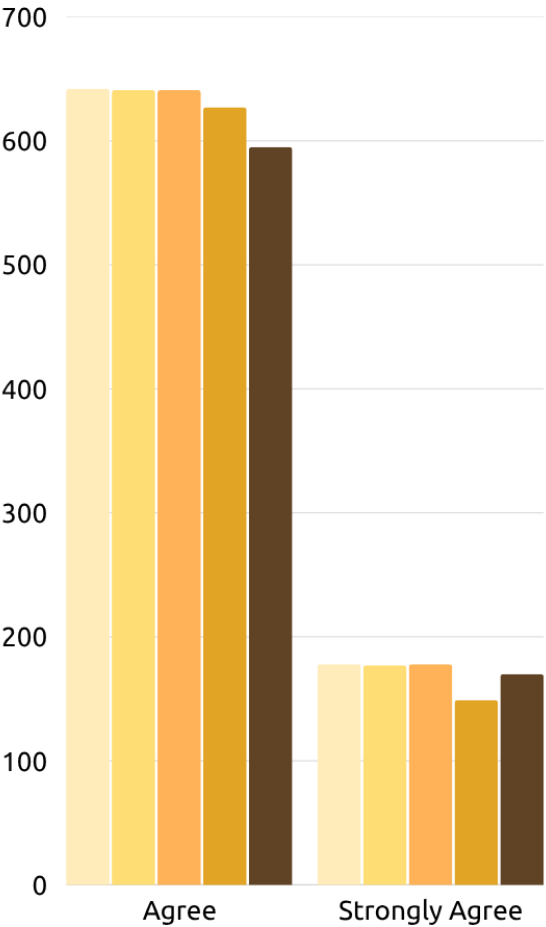
Other Support Accessed



How did you hear about Mapu Maia?



- Easy to Find Services
- First Contact Helpful
- Feel Respected
- Helpful for Wellbeing
- Recommend Us



Growing Workforce

- Internal Workforce Development – Training
- Student Placement
- Internship Programmes
- Dual Roles – integrated model of practice
- Across Sector Involvement – Addictions Leadership, GPS, IGC

Summary

- Pasefika affected by Gambling is under reported.
- Stigma and shame.
- Empower and resource our leaders and communities to address gambling harm.
- Voice our concerns – consultations, research, community engagements.

Fa'afetai tele lava.



INITIATIVES



REFERRAL PROCESS

- ❖ Call us on 0800 21 21 22
- ❖ Visit our website at www.mapumaia.nz
- ❖ Email help@mapumaia.nz
- ❖ We accept walk-ins



Thank You