

# Ancestral Intelligence (AI) is the future

**FIBRE FALE IMPACT REPORT 2024**



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**Matou te ave se faafetai i le tatou  
aiga ma lona alofa ma fesosoani i le  
matou galuega i totonu Fibre Fale.**

**Fa'afetai, Fa'afetai,  
Fa'afetai tele lava.**



Julia, Eteroa and Saphron would like to acknowledge their families for being a constant source of support. Fibre Fale was birthed and built for our Pacific people to be self-determining and future leaders of tomorrow.

We would like to extend our heartfelt gratitude to our funding partners for their invaluable support. Your contributions have enabled us to make significant strides in our mission, empowering us to innovate, expand and achieve our goals. Your partnership is a testament to your commitment to our cause, and we are deeply appreciative of your belief in our vision. Together, we are making a profound impact. Thank you for being an integral part of our success story.



# Acknowledgements



# Birthing a Pacific tech movement

E so'o le fau i le fau – joining fibre to fibre  
forming an unbreakable bond.



**This Samoan proverb speaks to the power of working skilfully together for lasting change. 'Fau' refers here to the fibres of the hibiscus plant – a common and useful plant in the Pacific.**

Fibre Fale believes that working with purpose and strength like interwoven threads of the fau, ignites the path to success as Pacific peoples. Pacific people have always been innovative adaptors and astute observers of their world.

In these dynamic and challenging times, the Fibre Fale team brings these ancestral strengths through to activate a Pacific tech movement that is grounded in cultural values, boldness and creativity.



The fau are strong on their own, but stronger when joined. So'o refers to the many ways of joining such as twisting, braiding and weaving.



Fibre Fale's goal is clear:

**To grow a community of Pacific changemakers who will influence the mainstream tech system AND birth a Pacific-centred tech system.**

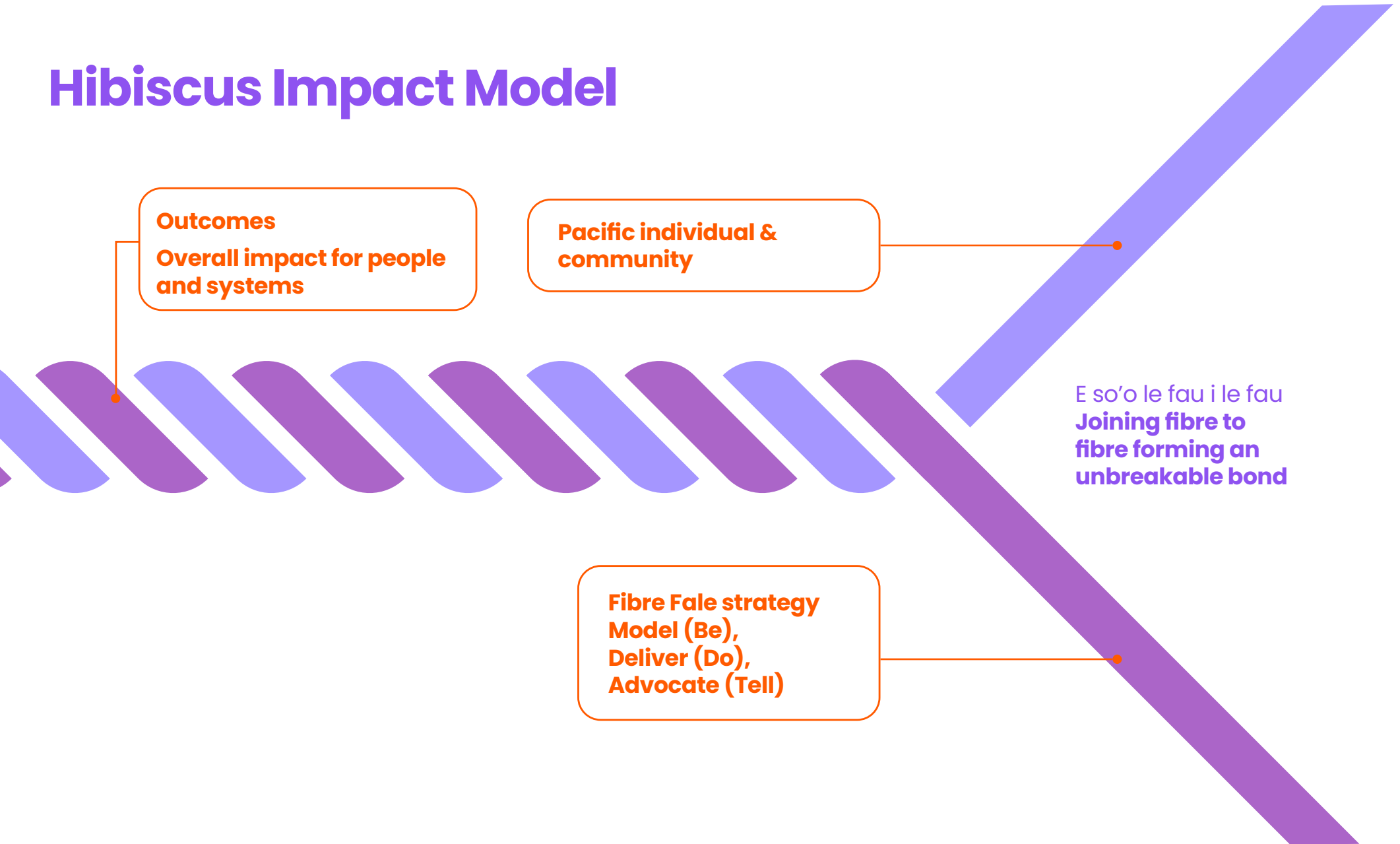
Fibre Fale was launched in November 2022. In a short time, they have done a lot, learned a lot, sharpened their strategy and delivery and grown their team.

The impact journey to date of Fibre Fale is shared through an independent analysis by the Centre for Social Impact (CSI). CSI Associates 'Emeline Unga and Rachael Trotman have been walking alongside Fibre Fale since May 2023, as evaluation and learning partners. Authored by CSI, this impact report reflects this partnership with Fibre Fale.





# Hibiscus Impact Model



**Outcomes**

**Overall impact for people and systems**

**Pacific individual & community**

**Fibre Fale strategy  
Model (Be),  
Deliver (Do),  
Advocate (Tell)**

E so'o le fau i le fau  
**Joining fibre to  
fibre forming an  
unbreakable bond**

## Fibre Fale's Hibiscus Impact Model tells their impact story through a Pacific lens. The joining together of fau is a metaphor to describe how Fibre Fale is facilitating a movement of Pacific creators and controllers in tech.

### In this model:

1. The first fau or fibre represents Fibre Fale as a system - its strategy, activity and relationships, partnerships, power and influence, resources, practices and mindsets.
2. The second fau is Pacific individuals in tech and the Pacific community and all that they bring.
3. The so'o or process of joining these two fau together creates bonds or outcomes at individual, community and system levels.
4. This joining occurs within a wider context and ecosystem, which includes government, industry, funders, localities, national and global forces.

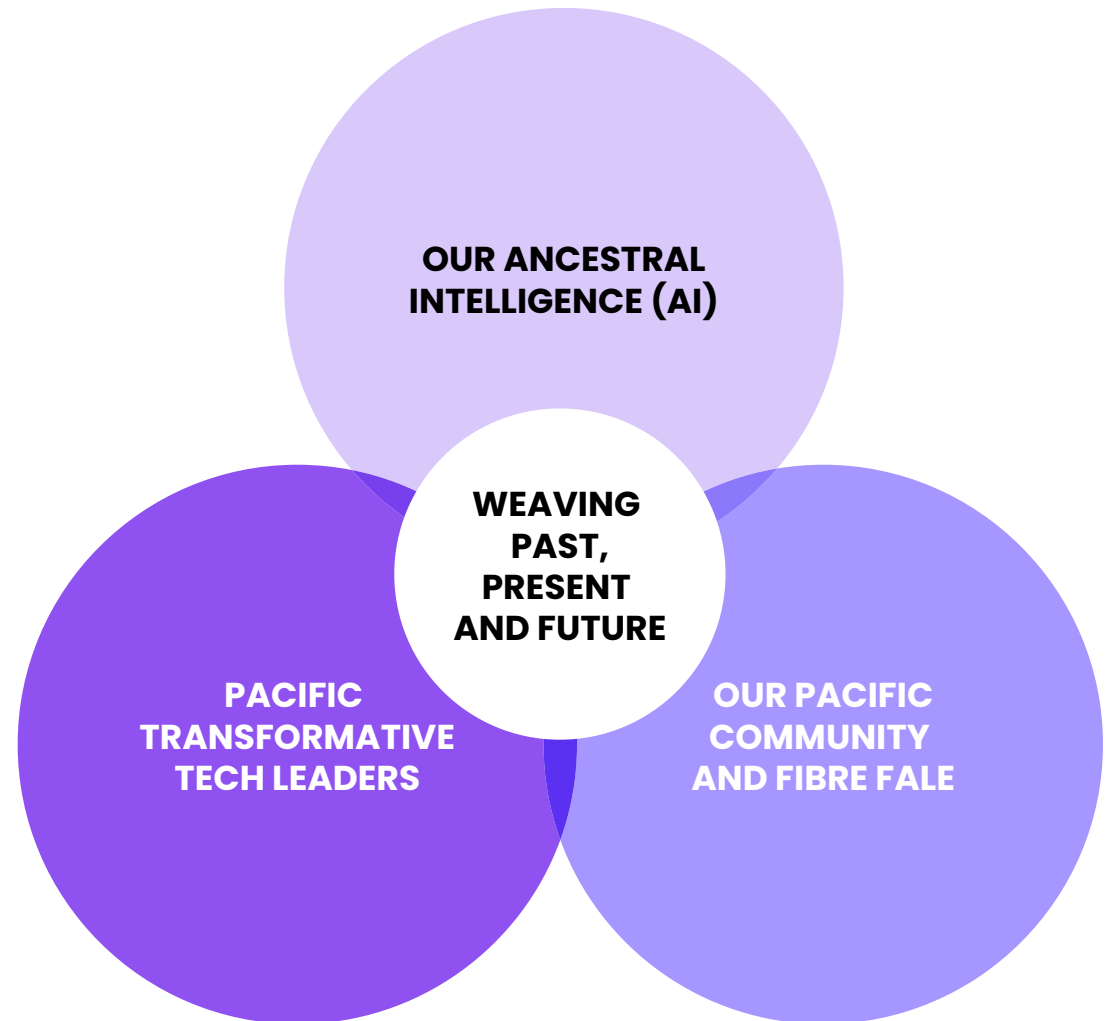


Pre Fibre Fale, Pacific people in tech were typically on their own. Fibre Fale is joining Pacific people in tech together with Fibre Fale and with each other, in the belief that this produces Fibre Fale's intended outcomes (see page 7).

The many kinds of joining and the many uses of fau fibres reflect the multiple ways that Fibre Fale creates change towards its goal.

# Intergenerational approach

**Fibre Fale's Hibiscus Impact Model reflects a collective and intergenerational weaving together to achieve Pacific aspirations in tech. It is founded on recognition and respect for ancestral intelligence (AI).**





**The more people that join with Fibre Fale, and the higher the quality of that relational joining – of the va space – the stronger the progress to their goal. There are many ways to come together. The concept is the wovenness and the process of weaving.**

Fibre Fale uses the Hibiscus Impact Model to show what they are weaving, the value of the weaving, and how the impact of the weaving changes over time.

The BOND or outcomes achieved do not start with Fibre Fale – the team's ancestors are the start of the bond. Fibre Fale weaves themselves to their ancestors, making them visible to present and future generations through their existence.

In this way, the Hibiscus Impact Model and Fibre Fale's work weaves together past, present and future generations. These intergenerational strengths and bonds create better outcomes for Pacific in tech over time and progressively change the tech industry.

**Since Fibre Fale's launch in November 2022, the team has refined their strategy and intended outcomes from being numerous, broad and high-level, to five outcomes that they believe over time will lead to their overall impact goal.**

# Outcomes



# The Bond



## **Fibre Fale catalyses Pacific people in tech to:**

- **Feel seen and heard**
- **Feel true belonging, identity, safety and community**
- **Grow their skills, confidence, leadership and entrepreneurship aspirations**
- **Experience a shift in mindset to be self-determining in their journeys in tech.**
- **Show up boldly, be the change they seek in their communities and mobilise upwards in tech**



# Delivery Outcomes



## Overall Impact

**A movement of transformative Pacific leaders in tech creating generational change by influencing the mainstream system and emerging a new Pacific centred tech system.**

OUR DELIVERABLES



Fibre Fono



Vaka Experience



Tautai Tech Skills  
Workshop



Leadership Camp

LIGHTER TOUCH

DEEPER ENGAGEMENT

# Impact Chart

## In-person delivery

Fibre Fale designs and delivers immersive tech programmes and experiences and facilitates a growing Pacific tech community. Most of their in-person delivery occurs in Auckland, but also in main centres such as Otautahi and Wellington. In-person engagement varies from lighter touch through larger events, to deeper engagement via smaller events such as Fibre Fonos and 3-4 day intensive Tautai Tech leadership camps.

Type of delivery	Description	Participants
Expos	Growing Pacific in tech by connecting with Pacific students through tech and career expos.	Secondary school students including Māori & Pacific
Vaka Con	A one-day conference that exposes Pacific youth to the world of tech.	Tech partners, community, primary and secondary students
Tautai Tech Workshops	Community technical workshops engaging Pacific parents and students in the world of coding.	School students, their families and Pacific tech professionals
Vaka Experience	A one-day immersive programme that gives Pacific students real-world insight into the tech industry.	Tech partners, primary and secondary students
Fibre Fono	Relaxed, intimate evenings connecting with fellow Pacific in tech through talanoa and building community.	Pacific tech professionals, tech partners, school and tertiary students
Tautai Tech Leadership Camp	A 3-4 day transformative camp nurturing the next wave of Pacific tech leaders. Designed through a uniquely Pacific lens to support Pacific in tech to realise their full potential.	Pacific tech professionals
Tautai Tech Masterclass	An online programme for Pacific in tech to understand who they are, where they want to go and how to get there. This is an evolution of the Leadership Camp using the same Pacific lens.	Pacific tech professionals



In-person delivery was undertaken by Julia and Eteroa, with some contracted support for events and leadership camps. In the 18 months from November 2022 to May 2024, these two women delivered a phenomenal amount of in-person activities involving around 6650 mainly Pacific people.

## 31 in-person deliveries

**6648 people**

<p><b>3 Expo</b></p> <p>5400 participants</p> <p>1 Tech Expo 2 Career Expo</p>	<p><b>1 Vaka Con</b></p> <p>300 participants</p>	<p><b>5 Vaka Experience</b></p> <p>150 participants</p> <p>2 The Rising Foundation 1 Otara Youth Hub 1 Tagata Moana Trust 1 EFKS Magele i Sasa'e</p>	<p><b>18 Fibre Fono</b></p> <p>700 participants</p> <p>6 Industry Fono 10 Community Fono 2 Alumni Fono</p>	<p><b>3 Tautai Tech Leadership Camps</b></p> <p>28 participants</p> <p>1 x 3 day camp 2023 2 x 4 day camps 2024</p>
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Julia and Eteroa also had a high reach through diverse speaking engagements (see Appendix One for examples). Audiences include government, tech industry, funders, the tech sector and Pacific organisations.

## 36+ speaking engagements

**5,000+ people**

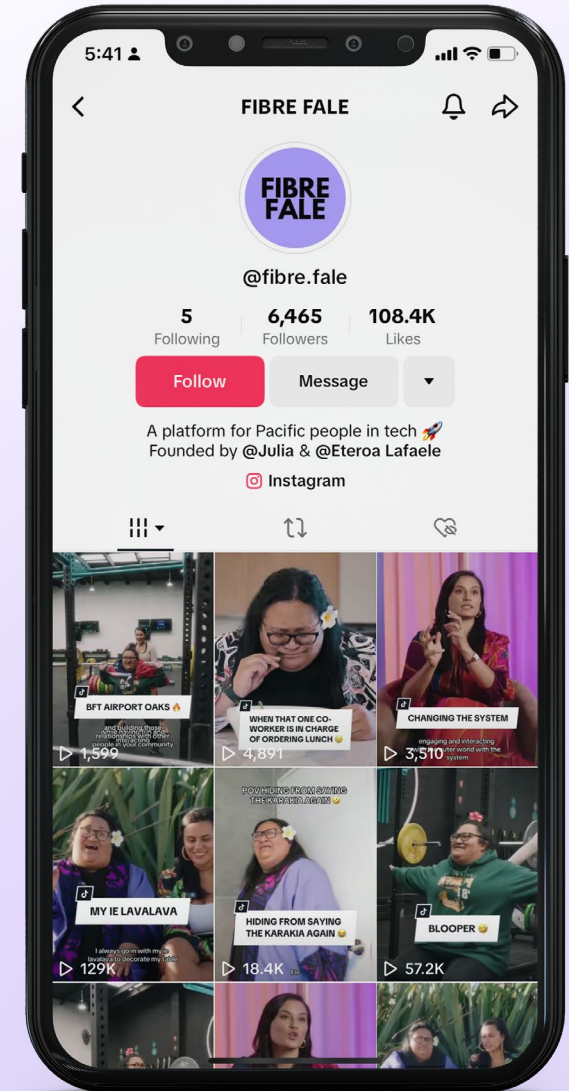
# Digital delivery & reach



## Cybernesia is Fibre Fale’s digital village for Pacific in tech to connect and build a sense of community in Aotearoa.

A members only hub hosted via Instagram, Cybernesia is a space for users to feel connected to Julia and Eteroa on a more personal level, while also forming their own networks.

Through Tech Voyagers and Our Stories, stories of Pacific people in tech are shared to create visibility and amplify the voices of the community. Fibre Fale also creates platforms and spaces for Pacific people to connect, learn and grow.



# Digital highlights

End of June 2024

15.7k +

Followers across social channels

283.7k

Accounts reached across  
IG and FB

589k

Post views on TikTok  
last 60 days

6.2k +

Comments on Tiktok  
last 60 days

39.1% +

Engagement rate on LinkedIn  
1.27% industry average - Hootsuite  
\*486.5% higher vs competitors

7.4k +

Shares on TikTok  
last 60 days

416.3k +

Impressions on IG  
last 3 months

132

Members in Cybernesia

47.1k +

Content interactions on IG in last  
3 months



## Evidence sources

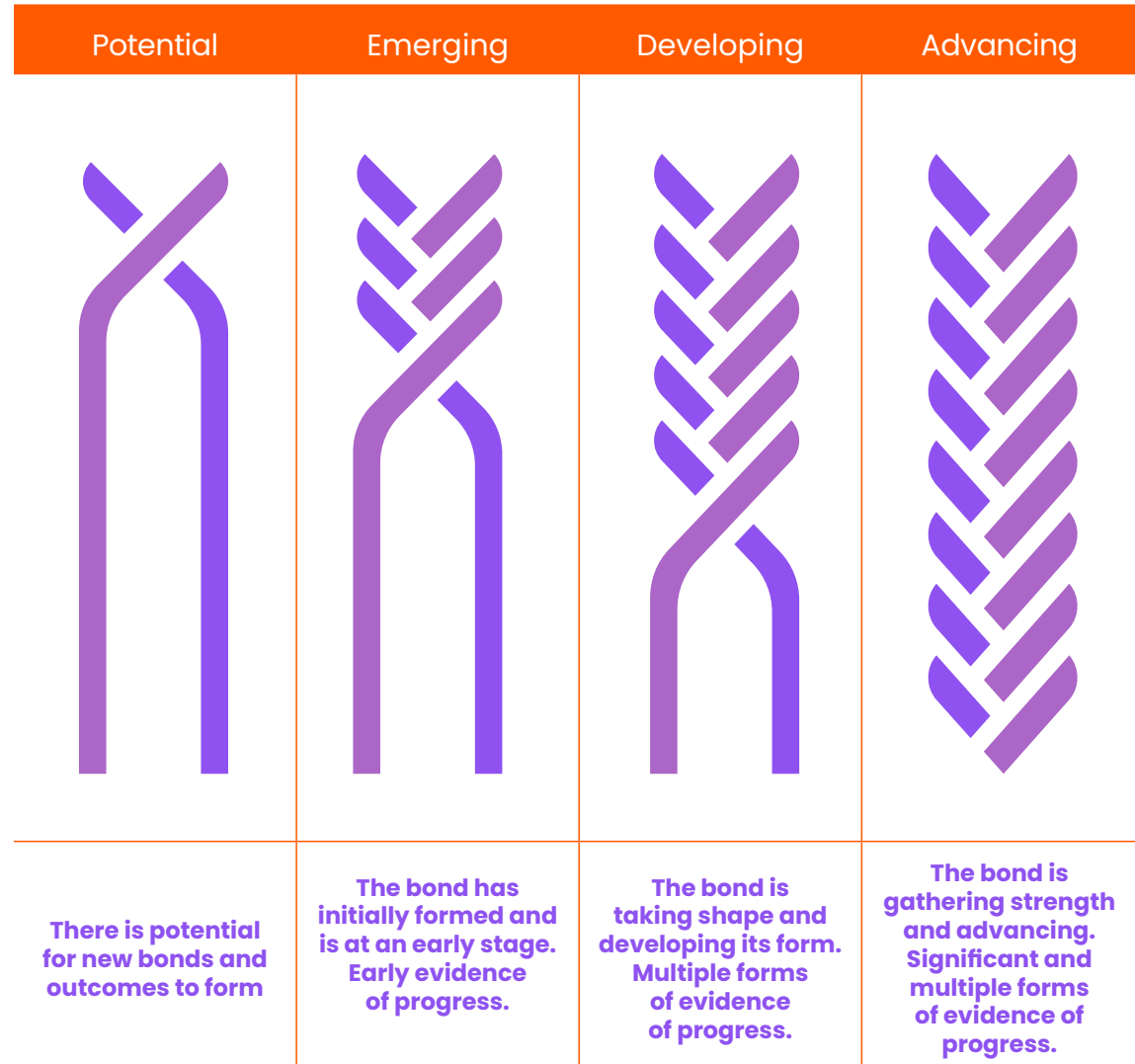
A November 2023 progress report presented a 12 month impact picture for people who had experienced Fibre Fale interventions. It also began to identify pathways to system level impact for Fibre Fale. As part of its learning partner role, the Centre for Social Impact has supported Fibre Fale to refine its Hibiscus Impact model as the means to demonstrate impact for Fibre Fale. Data and evidence sources to identify Fibre Fale’s progress on outcomes to date are as follows.

<p><b>Pre and post information from 500+ Fibre Fono participants</b></p>	<p><b>Talanoa interviews with 22 Fibre Fale partners (Aug–Oct 2023)</b></p>	<p><b>Tautai Tech leadership camp participant feedback</b></p>	<p><b>Direct Messages and ChatGPT analysis of 700+ Tiktok comments</b></p>
<p><b>10 CSI reflection sessions with the Fibre Fale team to gather learning and insights</b></p>	<p><b>Participant feedback from the Vaka Con event</b></p>	<p><b>Talanoa interviews with three Fibre Fale leadership camp participants</b></p>	<p><b>Analysis of Fibre Fale activity data</b></p>

Alongside this impact report, **10 impact stories** share the experience of Fibre Fale leadership camp participants. Click [here](#) to see the highlights reel from these impact stories.

# Progress rating model

At this early stage of Fibre Fale’s journey, progress is represented through four phases, with each represented by the length of two fau (fibres) joined together. The two fau represent Fibre Fale and the Pacific tech community, reflecting the quality of the bond between them and the strength of outcomes produced to date.








**Impact lies in the overall quality and strength of the bond when outcomes are woven together.**





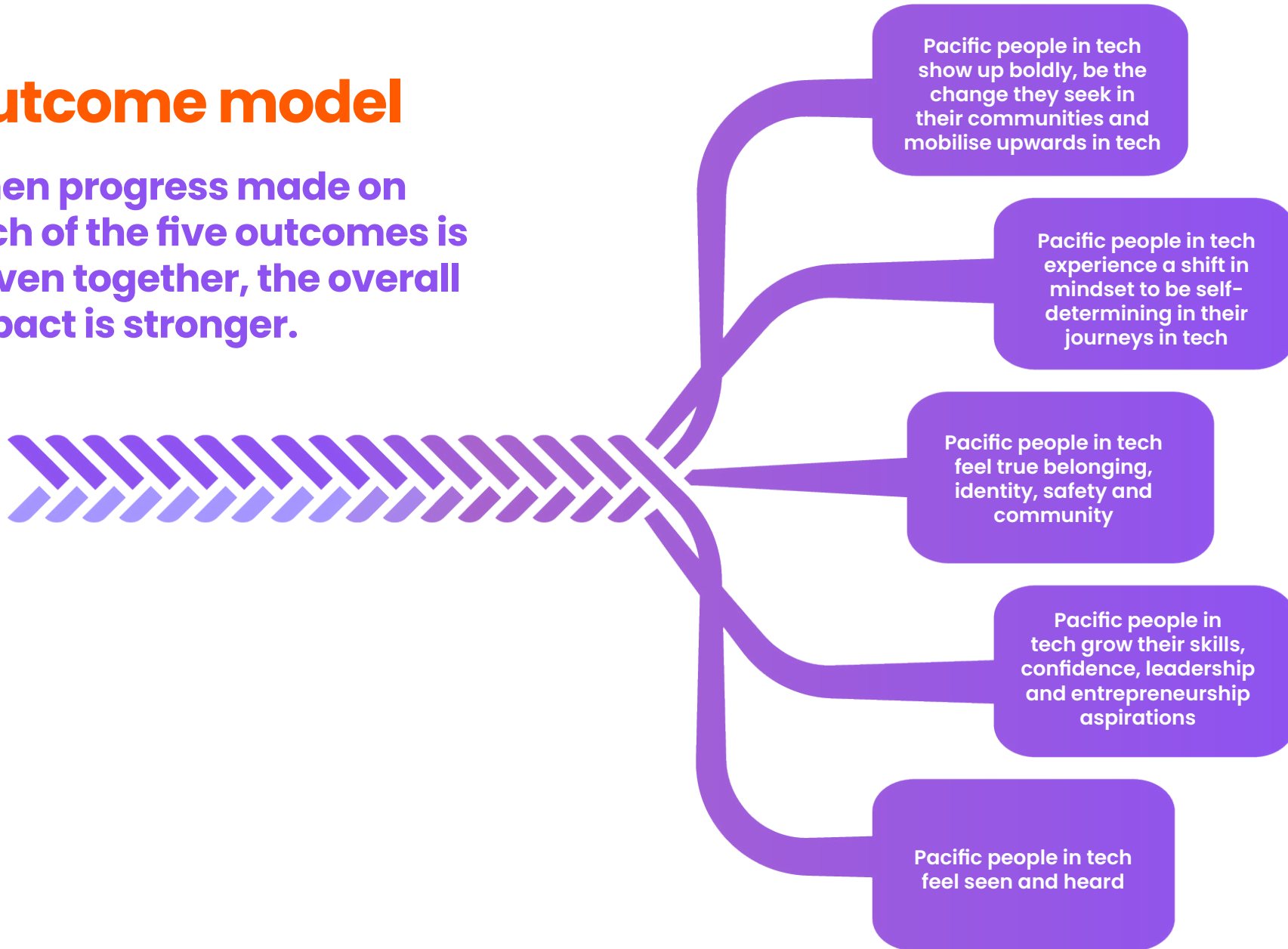
Only 18 months into Fibre Fale’s impact journey, this assessment highlights where progress has been greatest and least. The greatest progress has been made in growing visibility and a sense of belonging and community for Pacific people in tech.

Pacific people in tech feel seen and heard	Pacific people in tech feel true belonging, identity, safety and community	Pacific people in tech grow their skills, confidence, leadership and entrepreneurship aspirations	Pacific people in tech experience a shift in mindset to be self-determining in their journeys in tech	Pacific people in tech show up boldly, be the change they seek in their communities and mobilise upwards in tech
 <p><b>ADVANCING</b></p>	 <p><b>ADVANCING</b></p>	 <p><b>DEVELOPING</b></p>	 <p><b>DEVELOPING</b></p>	 <p><b>EMERGING</b></p>
<p>The bond is gathering strength and advancing. Significant and multiple forms of evidence.</p>	<p>The bond is gathering strength and advancing. Significant and multiple forms of evidence.</p>	<p>The bond is taking shape and developing its form. Multiple forms of evidence.</p>	<p>The bond is taking shape and developing its form. Multiple forms of evidence.</p>	<p>The bond has initially formed and is at an early stage. Early evidence of progress.</p>

The impact picture showing all these outcomes joined together is shown next, followed by evidence for each outcome assessment.

# Outcome model

When progress made on each of the five outcomes is woven together, the overall impact is stronger.



# Pacific people in tech feel seen & heard

## Progress here is **Advancing**

A strategic shift from November 2022 was moving from delivering high volumes of in-person activities in 2023, to prioritising in-depth engagement with Pacific tech leaders and growing visibility, reach and engagement via digital means from 2024.







Fibre Fale strategies to support the visibility, voice and representation of Pacific people in tech include:

- Profiling Fibre Fale and Eteroa and Julia's 'hero stories' in tech as inspirational role models
- Sharing stories of other Pacific leaders in tech
- Building Fibre Fale's online platform and social media presence to grow awareness of tech as a career path for Pacific people
- Growing Cybernesia as a Pacific tech online village

Eteroa's Tiktok videos for example are regularly going viral. A Chat GPT analysis of 700+ TikTok comments notes that viewers find the content relatable, highly engaging and reflective of their experiences. Humour helps to create a bond between Fibre Fale and its community. The vast majority of online comments are positive and indicate that the audience is emotionally invested in the content. Fibre Fale brand awareness is strengthening. Google is Fibre Fale's number one source of online traffic, with Tiktok now being a key driver of Google searches for Fibre Fale.

**Evidence of progress on this outcome includes:**

- 15.7K+ followers across social media channels
- 589K+ views on Tiktok in the last two months
- 36+ speaking engagements for Julia and Eteroa, raising awareness of Pacific tech leaders and advocating for Pacific tech access, representation and digital equity (see Appendix One)
- Awards and recognition for Fibre Fale, Eteroa and Julia (see Appendix Two)

**Pacific community outcomes evidenced through online and in-person delivery feedback include:**

- Inspiring the Pacific community to consider tech by showcasing Pacific role models and counter-narratives
- Inspiring Pacific youth to explore and progress in tech careers
- Stronger visibility, social media presence and online community for Pacific in tech
- Providing diverse in-person and online platforms for Pacific in tech to communicate with each other and with Fibre Fale



# Indicative online feedback

Here is a snapshot of online feedback on what Fibre Fale is doing and offering. Several posts respond to news of Eterod's Young Achiever NZ Hi-Tech Award.

**Comment 1:** 60w · ❤️ by author  
This is SO awesome, and is so needed ❤️  
Reply

**Reply 1:** Replied to your story  
love your mahi Julia!! Kia kaha ❤️

**Comment 2:** 52w · ❤️ by author  
fa'afetai tele lava great lesson. I wish all my compsci lecturers were this easy to understand! Obviously we need more Polynesian blood! #afakasi  
Reply

**Reply 2:** Thank you sis!!! And congrats to YOU — for your ministerial appointment and for getting up another day to be an actual baddie 🤪

**Comment 3:** 53w · ❤️ by author  
Bruh such an easy concept to understand when someone who looks like me and sounds like me explains it! 🙌  
Reply

**Comment 4:** 53w · ❤️ by author  
This is amaaaasing! Love the analogy (I wanna use it myself), and the editing team smashed it here. Shot Fibre Fale!  
Reply

**Text Box 1:** I LOVE SEEING SHIT LIKE this from my friends 🥰🥰🥰 you are being SO seen 🙌

**Text Box 2:** Mōrena Julia. I recently discovered the Nuku podcast and instantly was drawn to your episode because we share the same ethnicity. I just wanted to reach out and commend you on your mahi, how you worded everything and opening up a space for people like me who are trying to work out how to connect to their roots but still be successful in my career through doing something good for my people. You're awesome. Thank you. Amelia

**Comment 5:** 53w · ❤️ by author  
I'm so so excited, I have been following you for some time, since your community initiative throughout covid. Thank you for trailblazing to make that path for your fellow pasifika women in this space sis. Mālo lava  
Reply

**Comment 6:** 8:26 am  
Periiooooo!!! 🤪  
Also, I've got a call today with Mere and I've reached out to Sam from Skyeeye and we're scheduling a call for next week! Thank you!!!!

**Text Box 3:** Malo sis! Sitting here processing the powerful truths you and eteroa shared. My inbox is FULL of the Y25 sharing how their cup is overflowing. Grateful! Thank you doesn't cover it!

**Text Box 4:** Talofa lava Julia!  
Just a quick message to say fa'afetai tele lava for the amazing work that you and Eteroa do with Fibre Fale.  
Truly inspirational. Fibre Fale's messaging has assured me that there is space for us and that we can take that space.  
Also learning to embrace all things wonderful about technology - currently teaching Copyright at Swinburne Law School here in Naarm (Melbourne) which has an IP focus with legal technology and innovation being the core curriculum.  
Naturally, educational institutions and legal practitioners are addressing the uses of genAI - it's made me consider the ethical considerations behind it as a tool to be used.  
Anyway, now I'm rambling but just wanted to say - your mahi is so important and so are you and everything that Fibre Fale stands for.  
And I hope that it's okay.... That I may reference Fibre Fale in my Copyright classes next semester 🙌

**Comment 7:** 6w  
So needed this break down! 🥰🥰 As fellow pasifika girly starting her cloud computing journey I found this so helpful in understanding the jargon! 🙌 thanks sister 🙌  
Reply

**Text Box 5:** JUL 17 AT 9:33 PM  
Dereon and Dom went on the work experience in the holidays and loved it. Really broke down the walls of not being frightened by the word "technology" lol

**Text Box 6:** Now THAT is a #MicDrop moment!!  
Love your work girl! Love how you are moving into these space unapologetic and with so much passion! I am learning so much just following you 🙌🙌🙌

**Text Box 7:** Love all your content, found you through your sis Claudia actually! She shared me all your socials as she knew it would be on the same wavelength as I'm navigating being a young, brown, female in the European, male dominated sports industry..  
Keep up the amazing mahi, 8 Pasifika / maori girls have already like your video I reshared 🙌

**Text Box 8:** FEB 28 AT 12:49 PM  
Talofa Julia! We were due to catch up tomorrow for career mentoring but lots has happened since we last spoke and just today I've been able to secure a new job that better aligns with my values and just ticks all the boxes! Your time is precious and someone else could benefit so I cancelled my appointment with you tomorrow. Thank you for offering your time and knowledge at a time when I really needed it 🥰. Take care ❤️

**Text Box 9:** Appreciate your support sis!!!! Love seeing you and Ete taking fibre fale from strength to strength xxx ❤️

**Text Box 10:** I am inspired by you sis. I mean it when I say this, but you have and are bringing out parts of me that I've lost. I can't repay you, except keep bringing my best.  
My hope is that as you do that for me, and as you do that for others, that it doesn't cost you too much. That it doesn't take more than it gives.  
My prayer for trailblazers like yourself, for rangatira like yourself, that you have people who see you, back you and support you.  
I love you sis. And hope that I can help and support you in anyway I can, going forward. Ofa atu ma sis 🙌

**Text Box 11:** Hey Julia,  
I've been at a few events of yours where you were MC and I was very impressed and inspired by the way you host unapologetically you. I was recently asked to be MC at the health tech week in auckland and had a blast, I even did a fibre fale shout out and spoke of a video of yours about lighting your flame but we can only do it if you make yourself seen.  
I've been asked if I'm interested in any other MC events in the health tech space since they are super boring and the MCs tend to be very dry. I think your chch based and I was wondering if at some point we could catch up for a coffee and kōrero?  
You are very inspirational and I would love to meet you but I know your busy so it doesn't have to be rushed.  
Grace



# Pacific people in tech feel true belonging, identity, safety and community

Progress here is **Advancing**

Community feedback highlights the magnetic, 'superhero effect' of Fibre Fale - people typically love what Fibre Fale is offering and want to keep connecting. Chat GPT analysis of social media commentary notes a sense of community and shared experience online via Fibre Fale. Viewers tend to feel connected to the content creator but also to other viewers, fostering a supportive and interactive environment.



**“Thank you for holding a space and  
creating a space for our community that  
was non-existent for us before”**

Tautai Tech Leadership Camp participant

## In mid 2024, Fibre Fale created a second online community called Niu World. Niu World is an alumni community of leadership camp participants.

The aim in the coming year is to build an active and engaged community of 25 Pacific alumni in tech, with at least five of these practicing leadership in Fibre Fale. This will accelerate advocacy, representation, visibility and belonging.

With only around **4% Pacific representation in the tech industry in New Zealand**, growing a sense of belonging, identity and community for Pacific people in tech is vital.

### Fibre Fale's strategies to do this include:

- Building omnipresence by creating a linked universe of Fibre Fale touchpoints for users to connect, traverse and explore - Cybernesia village, Tiktok, Instagram, LinkedIn, Facebook, speaking engagements, events, programmes
- Sharing the stories and experiences of Pacific people in tech

# “Through Fibre Fale I meet more Pacific people who get what it’s like to be in tech” ... “I feel a lessened sense of professional loneliness, a sense of community”

- Industry Fono participants

## Evidence of progress on this outcome includes:

- The growing digital following of Fibre Fale and the way that is supporting new relationships and connections
- In-person engagement with around 6,650 mainly Pacific people in 18 months (ranging from light touch to in-depth)
- The range of ways that people can connect with Fibre Fale and join its Pacific tech community. Fibre Fono creates a safe and familiar place to “meet other people in tech who are Pasifika” (Industry Fono participant)

## Pacific community outcomes evidenced through online and in-person delivery feedback include:

- Increased awareness and interest in tech careers
- Increased sense of connection to a Pacific tech community
- School student reactions change from quiet and uninspired to buzzing and delight
- Seeing other Pacific people in tech and hearing their stories inspires students to consider a career in tech





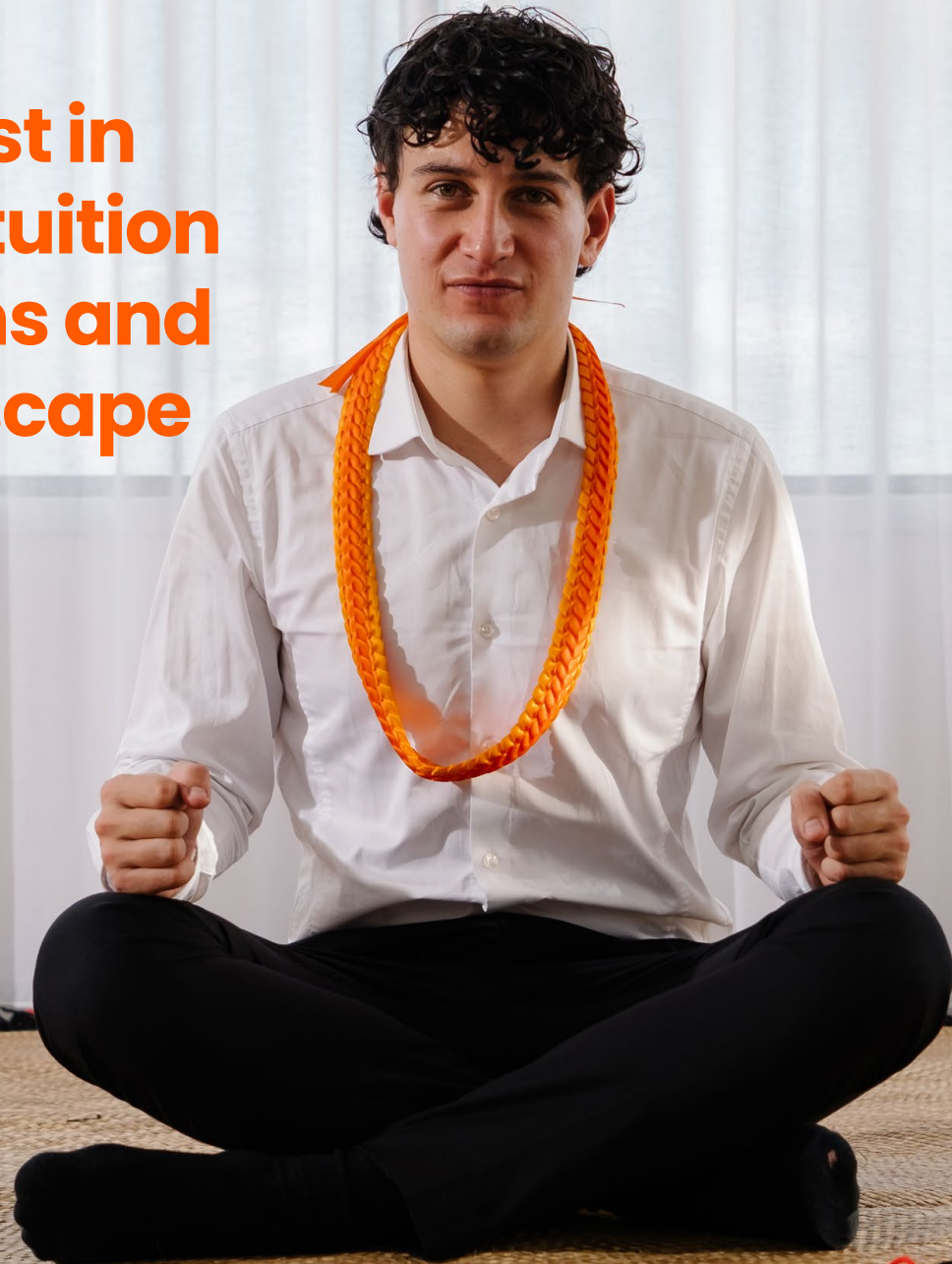
# Pacific people in tech grow their skills, confidence, leadership and entrepreneurship aspirations

## Progress here is **Developing**

The Tautai Tech leadership mission is to grow a nourished village of mission-led 'superheroes', who will role model and support the elevation of Pacific in technology.

**“I now show up with trust in my own abilities and intuition to make sound decisions and navigate the tech landscape with confidence”**

- Tautai Tech Leadership Camp participant



# “Implementing a community oriented perspective. I’m not doing this for me, it’s for US”

– Alumni Fono participant

## **Fibre Fale strategies to grow Pacific tech skills, leadership and ambition include:**

- Working with mainly Pacific school and tertiary students to raise interest and aspirations in tech careers
- Provision of in-person and online tech skills workshops and training, for example via Tautai Master Class programme and Tautai Tech Leadership Camp
- Sharing stories of Pacific tech leaders and entrepreneurs
- Inviting people to join Fibre Fale’s growing online community



# “Fibre Fale grew my confidence as Pasifika to put my foot down, for example saying no to unpaid representation requests”

– Talanoa interview

## **Evidence of progress on this outcome includes:**

- Tautai Master Class participants report gaining practical tech skills and resources to sustain tech learning
- Feedback from Fibre Fale in-person and online events that many have an increased interest and confidence to pursue tech careers – Pacific high school students for example report reviewing their career and university plans
- Tech entrepreneurship aspirations
- Fibre Fono Alumni participants making different decisions, such as changing career direction “more towards leadership and being a changemaker” (Alumni Fono participant)
- Tautai Tech Leadership camp participants report life changing effects, including increased:
  - Leadership capability
  - Sense of confidence and belonging as Pacific in tech



# Pacific people in tech experience a shift in mindset to be self-determining in their journeys in tech

Progress here is **Developing**

Fibre Fale promotes a community-centred approach in tech that is more aligned with Pacific values. Success is about family and community prosperity and wellbeing, not just that of the individual.



# “I realised my Pacific identity was a strength and a value”

- Talanoa interview

## **Fibre Fale strategies to lift aspirations and self-determination of Pacific in tech include:**

- Role modelling Pacific values, practices and ways of being in tech.
- Sharing stories of Pacific leaders in tech.
- Offering the first tech industry focused leadership development and capability that is Pacific-led and for Pacific people.

Fibre Fale encourages Pacific in tech or thinking about tech to consider how they might elevate their community as well as themselves. Leadership camps take people on a journey of acknowledging their path to date, understanding their values and strengths, releasing themselves from the known, boldly considering what they are called to do and forging their new leadership path.

Some Leadership Camp participants report leaving their job to pursue one that is more in line with their values. It is common at Fibre Fale events for participants to ask how they can contribute and support Fibre Fale's vision.

# “I now have a new job, I’m happy, I have a new outlook on life”

– Tautai Tech Leadership Camp participant

## **Evidence for progress on this outcome includes:**

Creating spaces for Pacific people in tech to share experiences and challenges helps reduce feelings of isolation in the tech industry. Participants report gaining a renewed sense of direction and purpose from engaging in Fibre Fono.

Deeply engaging Pacific practices that strengthen the va relationship and ignite self-determination. Leadership Camps for example have Lotu, Talanoa, Kava, Fofola e fala and Samoan proverbs to ignite each day.

Leadership Camp participants report making significant life changes after engaging with Fibre Fale.

Some people are activated after interacting with Fibre Fale: A Year 13 Pacific man who attended Vaka experience in Otautahi is starting a group of Māori and Pacific young men to enter tech called Taniwha Tech. He reached out to Julia for mentorship with their product idea for a Dragon’s Den in Christchurch. They WON! and are now building the prototype.

**“Fibre Fale helped me transition to the corporate tech space while staying true to who I am”**

– Talanoa interview

**“I learnt how to articulate myself better, my opinions, emotions and just be more confident in my voice...and how my environments need to be changed to better suit me as a Pasifika woman software engineer”**

– Tautai Tech Leadership Camp participant



# Pacific people in tech show up boldly, be the change they seek in their communities and mobilise upwards in tech

Progress here is **Emerging**

Strategies here have been the Fibre Fale team role modelling high expectations and aspirations, advocacy through speaking engagements, online and through events, and activating Pacific tech leadership through Tautai Tech Leadership Camps.



**“The camp built my confidence to be proud to wear my culture on my sleeve. It fuelled my passion to lead change”**

Tautai Tech Leadership Camp participant

## **Role modelling has had many ripple effects. The team has had feedback that their stances have prompted people to take similar stands, such as asking for higher pay in their role.**

Fibre Fale is getting known for being agitators and disruptors and are being invited into spaces of influence. Julia and Eteroa are being asked to advise in diverse spaces such as education, human resources, cultural consultation and organisational change.

Some leadership camp participants report showing up differently at work, starting new ventures and bonding more with other Pacific people in tech. The first Tautai leadership camp is starting a book club and an Ancestral Pacific Intelligence group.

Fibre Fale is attracting multiple requests to partner with tech and non-tech organisations, including from Pacific and Māori organisations in indigenous collaborations such as Brown Girl Woke in Samoa, Te Ao Matihiko and Ngahere Communities. There are growing requests to mentor Pacific entrepreneurs and business owners, for example HardLuck Design and SouthSides.



**Feedback from Fibre Fale programme participants and via social media indicates that:**

- How the Fibre Fale team shows up inspires others to show up more boldly as Pacific people. Some Pasifika in tech are being inspired to seek promotion, become agents of change and to grow as leaders in tech. Seeing Fibre Fale advocacy for Pacific people in tech has prompted some Pacific people in tech roles to speak up, as a service to their community. Some Niu World alumni are creating shifts inside of their 'aiga.
- The wider tech industry is starting to see Fibre Fale as a doorway to access Pacific talent. Fibre Fale is being approached to post tech jobs to the Fibre Fale community.
- Fibre Fale has ongoing requests to participate in influential spaces. Three examples are a Callaghan Innovation request for Julia to be a Grant Evaluation panel member, the University of Auckland requesting Julia to be an Independent Council Member, and the Centre for Pacific Languages requesting Eteroa to be a Board member.

**“Seeing two of our own people thriving in tech and seeing the future of tech in their hands creates inspiration”**

- Talanoa interview



**We cannot transform the behaviour of systems unless we transform the quality of attention that people apply to their actions within those systems, both individually and collectively (Theory U).**

# System change







**A first step to system change is a system being able to see itself. The Fibre Fale team has been working to understand themselves as a system, the systemic issues they can most influence and how to do that.**

Fibre Fale considers that all of their work is advocacy, from sharing stories of Pacific people in tech, to speaking events, to role modelling, such as not taking on unpaid work.

There are three clear areas Fibre Fale can influence, in which shifts at the individual or micro level will influence the macro level over time.

**“...the kava sesh...the way the room just felt different, it felt like we were in a protected space. The way the talanoa just lifted the room, it felt alive”**

- Tautai Tech Leadership Camp participant

Shifting mindsets and mental models is the superpower of Fibre Fale. Key target audiences are Pacific in tech, the wider Pacific community and the mainstream tech system.

The team does this through role modelling, story telling, providing counter narratives and challenging the status quo.

# Mental models



**“True belonging doesn’t require you to change who you are, it requires you to be who you are. The belonging piece is don’t be afraid of your culture and bring it into work. We are unlocking change through culture”**

- Fibre Fale team

Drawing from the work of Brene Brown and Owen Eastwood, Fibre Fale is exploring what occurs when Pacific people can bring their authentic selves to the tech world, rather than ‘fitting in’ to that world.

Fibre Fale strategy has shifted from trying to change tech culture, to growing a sense of true belonging, identity, connection, community and confidence as Pacific people.

This keeps agency with Pacific people and grows Pacific visibility and community in tech on their terms, and in their ways.

# Growing true belonging as Tangata Moana in tech

**“We want to grow more Pacific leaders in the tech world, more Julias and Eteroaas”**

- Fibre Fale team

Fibre Fale is organically growing a network of advocates and champions for Pacific people in tech. This occurs as people follow Fibre Fale online and move through its offerings.

The high level of social connection and word of mouth in Pacific communities means engagement grows quickly.

# Growing a network of changemakers

## Six conditions lens

Using the Hibiscus Impact Model progress rating, here is how the work of Fibre Fale to date relates to the six conditions of systems change. Fibre Fale’s core strengths lie in its practices, relationships and connections and mental models.

System change condition	Rating	Commentary
Policy	Potential	Understanding the policy landscape and change potential here is an area for development
Practices	Advancing	Cultural values and Pacific-led practice hold huge promise for system change - role modelling and encouraging people to be the change they want to see (e.g. Cybernesia, Tautai Tech Leadership camp)
Resource flows	Developing	The focus to date has been on resourcing Fibre Fale in a way that flows through to Pacific communities, being mission-led rather than a charity and exploring development as a Pacific tech company
Relationships and connections	Advancing	Scaling new connections between the tech industry and Pacific community, connecting different parts of the Pacific community with tech (churches, schools, youth), growing a connected Pacific tech community, growing visibility of Pacific people in tech
Power dynamics	Developing	Julia and Eteroa are being invited onto spaces of influence (governance Boards, Digital Council for Aotearoa, government trade missions), and are often the only Pacific and young person in the room. They are co-writing funding agreements and realising their own power, especially on Tiktok
Mental models	Advancing	Fibre Fale is inviting Pacific people to work and advocate in line with their values. More Pacific people in tech are feeling seen, heard and understood. They are growing a sense of community and belonging as Pacific people, raising aspirations and voices for change

Internally for Fibre Fale, the work has been on relationships, developing practices, resource flows and power dynamics. Externally, building relationships, growing power and influence and changing mindsets have been the focus.

# Key insights





# A steep learning curve

The team's hunches as to what will activate real change for Pacific in tech are being affirmed: reclaiming ancestral intelligence and cultural values as a strength; and the need to build visibility, community and belonging for Pacific people in tech. The more people see themselves in tech spaces, both mainstream and Pacific-centred, the more they will move into them.

Fibre Fale's learning has been constant and exponential, but several insights stand out.





**Fibre Fale's early focus was to create immersive in-person and online programmes to navigate Pasifika people into tech.**

**This has shifted significantly in 2024 to:**

Working intensively with Pacific tech leaders, to grow a community of changemakers

Opening tech as a pathway and building a Pacific tech community through the digital world.

## We are the system changing

System change starts with understanding ourselves and modelling the values and ways of being that deliver on Pacific aspirations. Fibre Fale began wanting to change the mainstream tech system and capitalism itself – they have learned that changing themselves and birthing an alternative tech system reflecting Pacific AI (Ancestral Intelligence) and cultural values is powerful. Pacific people can't wait for governments and corporations to change.

## We are tall poppies

**“I haven't seen an organisation coming in hitting quite so hard as them – the messages, the volume, the colours, the no holds barred quality. That will cause challenges at times, as we are in a cultural environment that doesn't do that (Aotearoa), also in the Pacific community”** – Industry partner

Role modelling and being tall poppies is critical, including challenging Pacific stereotypes, but this puts Fibre Fale in the firing line from all sides, including their own community. A thick skin is required. Fibre Fale is getting on the radar of Pacific community leaders and Pacific organisations.

# A steep learning curve

## Meeting our communities where they are

Lack of awareness of tech jobs and low proximity to the tech industry are two major pain points for the Pacific community – representation, visibility and the democratisation of information are key. Fibre Fale is learning how to be omnipresent to its community, including being savvy with social media. One Tiktok alone had over 111,000 views. In particular, online micro-learning provides an opportunity for growth and removes geographical barriers.

## We connect through humour and shared experience

Fibre Fale's audience is young Pacific in tech but they are finding that other marginalised communities are drawn to them, as they share their stories and as people resonate with those and share their own. What Pacific communities find most relatable is trauma, sharing lived experiences and stories, humour and entertainment and relatable, hands-on education.

# A steep learning curve



## Fibre Fale's next frontier is working to understand the roles and potential of artificial intelligence to progress its goal, in conjunction with ancestral intelligence. Fibre Fale has developed a Blueprint for the next few years that has these four elements.

### Grow their audience

Capture attention and interest by meeting their audience where they are and serving aspirational, creative and high value content that resonates and motivates.

### Provide value

Fibre Fale's small team, limited resource and Pacific-only audience means scalability is low. It is shifting focus to developing a product suite and revenue models. This means designing and delivering high value products that solve community problems in a meaningful way while driving revenue for Fibre Fale. A Digital Academy is being launched in September 2024, offering micro learning master classes.

### Facilitate community

Create spaces for Pacific in tech to connect and grow by cross-leveraging the personal brands of Eteroa and Julia, fostering relationships and nurturing a sense of belonging, while bringing users on the journey of building Fibre Fale.

### Unlock advocacy

Deepen connections by fostering a circle of Pacific technologists and changemakers through the Niu World (Fibre Fale Leadership Camp alumni).

## Appendix One: Speaking engagements

2023

Speaker	Event	Description
Eteroa	Whānau Manaaki Conference - Wellington	Keynote speaker: "The Passionate Learner" and led workshop on "Digital Equity"
Eteroa	TIA - Tourism Industry Aoteroa	Keynote Speaker: "Be ready, stay ready"
Julia and Eteroa	Y25 Talanoa	Fibre Fale - Julia and Eteroa's Journey
Julia	ICT Tertiary Conference	Fibre Fale - Pathways of Pacific people into technology
Julia	Hi-Tech Awards Gala	MC for 2023
Julia	Accenture IWD	Journey as a Pacific female entrepreneur and as Fibre Fale
Julia	Atlassian Foundation	Inclusive Entrepreneurship - journey as a Pacific entrepreneur and as Fibre Fale
Julia	University of Canterbury	Graduation Alumni Speech & UC Te Kakau a Māui Scholarship cohort - journey as a young Pacific female entrepreneur and as Fibre Fale
Julia & Eteroa	Science Alive	STEAM Pasifika - journey as young Pacific female entrepreneurs and as Fibre Fale
Julia	Young Enterprise	Journey as young Pacific female entrepreneur and as Fibre Fale
Julia & Eteroa	TV3 Samoa	Journey as young Pacific female entrepreneurs and as Fibre Fale

2024 (to June)

## Events

- **Cloud & Platform Engineering Summit NZ**
- **BlackBird Conference**
- **Angel Association Conference**
- **Pasifika Venture Well Investors Forum - Fiji**
- **University of Auckland CUPSA Business Panel Pasifika**
- **Electrify Female Founders Conference**







## Appendix Two: Recognition

### 2023

- Forbes 30 under 30 for Social Impact – Nu’ualii’i Eteroa Lafaele
- University of Canterbury Young Alumni Awards for Innovation and Entrepreneurship – Julia Arnott-Neenee
- Sunpix Pacific Peoples Awards for Enterprise – Fibre Fale
- Finalist at the Impact Awards for Enterprise – Nu’ualii’i Eteroa Lafaele
- Finalist for Social Entrepreneur of the Year GEN NZ Ecosystem Awards – Julia Arnott-Neenee

### 2024

- New Zealand Hi-Tech Awards Xero Young Achiever Award Winner Nu’ualii’i Eteroa Lafaele
- New Zealand Hi-Tech Awards – first Pacific co-founder wahine finalists since 1994 launch of these awards: Julia for Inspiring Individual and Eteroa for Young Achiever
- Kiwibank New Zealander of the Year – Julia was a Semifinalist for Young New Zealander of the Year
- Porirua Civic Awards Winner – Nu’ualii’i Eteroa Lafaele



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