



# Asian Family Services

*Together enriching lives*

## Annual Report

# 2024



**Asian Helpline 0800 862 342**

**[help@asianfamilyservices.nz](mailto:help@asianfamilyservices.nz)**

**[www.asianfamilyservices.nz](http://www.asianfamilyservices.nz)**

Tēnā koutou, tēnā koutou, tēnā koutou katoa. Nihao, Neih hou, Konnichiwa, Anyeonghaseyo, Namaste, Sah-wahdee krab, Haallo, Xin Chao, warmest greetings. Welcome to the 2024 Asian Family Services Annual Report. AFS has continued to make significant advances in delivering and advocating for culturally tailored clinical and public health services. Our dedicated team have delivered outstanding results this year – fostering wellbeing in Asian communities across Aotearoa.

- 6,435** Counselling sessions provided – gambling harm
- 42** Safe gambling environment activities
- 5,556** Asian Helpline calls
- 4** Incredible Parenting Programme workshops
- 3,652** General counselling sessions provided
- 8** Submissions made – gambling harm
- 5,980** People engaged during public health activities
- 19,651** Social media followers
- 197** Organisations and community groups engaged – gambling harm
- 658K+** Social media impressions
- 98** Cultural support activities
- 45** Presentations and workshops provided – gambling harm
- 201** Nationwide public health events
- 22** People supported following MVE (Multi Venue Exclusion)

**Vision**  
Our vision is for all people of Asian heritage and backgrounds to lead flourishing and fulfilling lives in an equitable Aotearoa New Zealand.

**Mission**  
Asian Family Services will enrich individuals and families by providing professional, culturally tailored, evidence-based services to support the wellbeing of Asians in Aotearoa New Zealand.

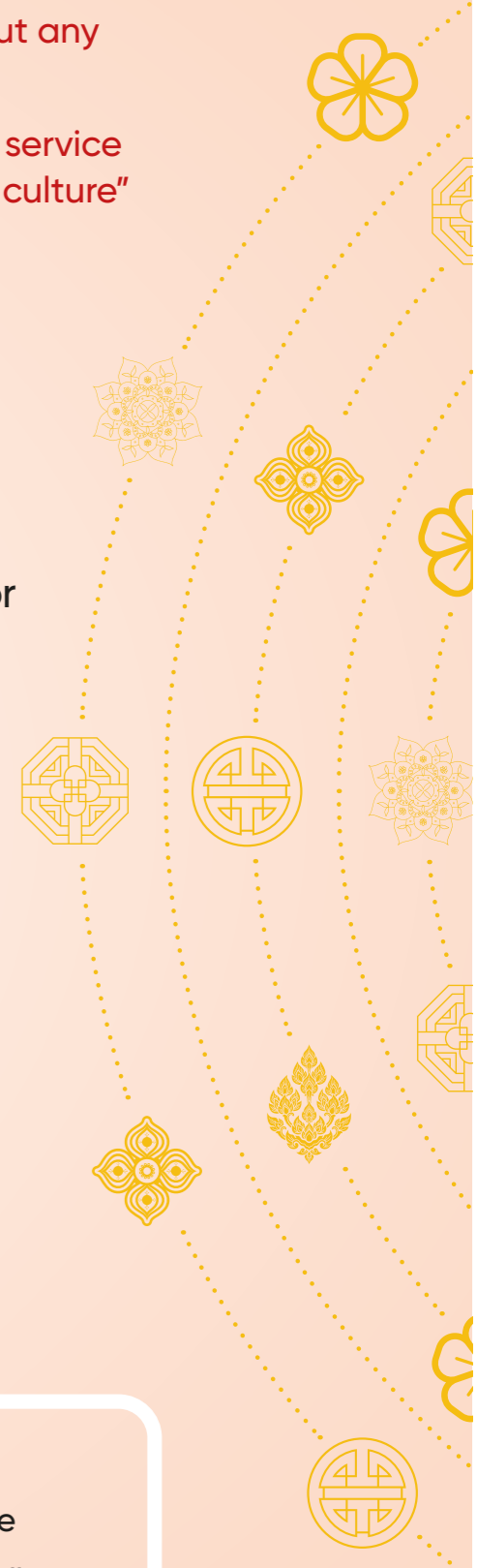
- Values**
- We Care
  - We Embrace Diversity
  - We Are Bold
  - We Are Inclusive
  - We Pursue Excellence

“When I was struggling and feeling lonely, Asian Family Services gave me the strength to continue and acted as my guide.”

“It is extremely helpful to receive kind services without any cultural or language barriers.”

“It is very important to me that Asian people have a service tailored to them due to the significant differences in culture”

- 96%** Helpful for your wellbeing
- 98%** Feel respected and listened to when talking to counsellor
- 98%** Would recommend AFS
- 92%** Feel Asian-tailored services for Asians in NZ is important
- 99%** Value a counsellor who understands your culture



## CHAIR'S REPORT



I am extremely delighted to present the chair's report for the year ended of 30 June 2024 for Asian Family Services (AFS), in its 26th year of operation.

AFS has delivered comprehensive and culturally responsive services across multiple areas with significant impact and is recognised as the "go-to" organisation from the Asian

communities to the public sectors as the leader in wellbeing, mental health, and addiction specialists in meeting the needs of Asian people in New Zealand. We hosted forums and partnered with other organisations to promote awareness of mental health and mental wellbeing of Asian communities.

Since its independence, AFS has experienced significant growth over the past year. We successfully secured funding from Health New Zealand for the Preventing and Minimising Gambling Harm initiative, making us the only Asian provider involved. We conducted much needed culturally relevant research, and our work has been recognised by the sector for its innovative approach in addressing the needs of Asian communities.

We continue to advocate and represent Asian voices to foster inclusivity in national decision-making, influence policy discussions and funding decisions.

The main challenge facing AFS is that despite representing and working for Asian communities which make up over 17.2% of the population of New Zealand, our funding is a meagre percentage of the total mental health budget. The inadequate funding means that AFS has not been able to meet the community demand and build our capacity to deliver a greater diverse service to other Asian communities currently inadequately or not met at all. We are engaging with various ministers and government agencies to advance our case.

I would like to thank my fellow board members Aram Kim, Debbie Chin, Raj Singh and our deputy chair Rajen Prasad, for their unwavering contributions and enthusiastic support.

The Board extends its deepest gratitude to CEO Kelly Feng, MNZM, for her passionate leadership and vision. Under her leadership, AFS has continued to grow its capacity, strengthen its services, and lead impactful research and advocacy efforts for Asian communities across New Zealand. Her commitment to the wellbeing of Asian communities continues to inspire. The Board also expresses its thanks to her team which have been crucial in the successes achieved in the past year.

Looking ahead, AFS is poised to build on this year's achievements. The organisation focuses on delivering innovative, research-informed, culturally appropriate services. By strengthening partnerships, advocating for systemic change, and expanding its reach, AFS is well-positioned to meet the evolving needs of Asian communities across New Zealand.

### Fred Pau

Board Chair, Asian Family Services

## CEO'S REPORT



It is remarkable to celebrate the first-year milestone of leading Asian Family Services (AFS) as an independent organization, serving as its inaugural CEO and embracing my first role as a Chief Executive. This year has been a period of tremendous growth and achievement for AFS as we continue to support and empower Asian

communities across Aotearoa New Zealand. AFS secured multiple contracts under the Preventing and Minimising Gambling Harm strategy, marking a significant milestone with the development of the first-ever Asian Peer Support Framework and Cultural Support Framework. It has been incredible to see our innovative projects in the Digital and Equity spaces come to life, both of which will significantly enhance our efforts to minimise gambling harm. Through our Ministry of Health research contract, we are successfully leading a study on the lived experiences of people impacted by gambling harm. My personally cherished **Integrated Tree Model** will also be groundbreaking in this area.

We launched **Kia Ora Ake**, the first holistic being initiative for Asian communities—a school-based mental wellbeing programme, alongside the Asian Communities Mental Wellbeing Resilience project, which focuses on suicide prevention and stigma reduction. This milestone fills me with immense pride, especially as I reflect on AFS beginning this mahi in 2016 with Safe Talk. Today, we are funded to continue this critical work.

This year, we successfully completed two major research projects. In collaboration with the NZ Drug Foundation and Trace Research, we delivered the Understanding Alcohol and Drug Use Among NZ Asian Communities survey, which highlighted significant substance-related harms. Additionally, our partnership with Centre for Arts and Social Transformation (CAST) produced the Gambling Harm Destigmatisation report, which identified cultural barriers and solutions for seeking help. With Asians now comprising 17.2% of New Zealand's population, these findings emphasise the urgency of culturally responsive services. AFS continues to lead the way with innovative research and groundbreaking reports.

AFS has further expanded our reach through strategic partnerships, including signing an MOU with Plunket NZ and collaborating with ProCare, CAST, New Zealand Drug Foundation, and others. I am proud of our media engagement and advocacy efforts, which have amplified the voices of Asian communities. Recognition such as the 2023 Census Partnership Recognition Award, the Dapaanz Excellence Awards for Problem Gambling Practice, Clinical Supervision, and Asian Addiction Practice, the Te Pou Addiction Workforce Research Award, and the Business North Harbour Community Superhero Award reflect the value and impact of our work.

As we look to the future, our focus remains on securing sustainable funding, expanding services, and fostering collaboration to ensure Asian communities thrive. My heartfelt thanks go to our dedicated staff, board, partners, and stakeholders for their unwavering commitment to our shared vision. Together, we are building a future where all Asian communities in Aotearoa can flourish.

### Kelly Feng MNZM

Chief Executive, Asian Family Services



**Every life matters. Access suicide prevention resources in seven Asian languages – scan to see our new resources.**



**Insights into Asian wellbeing in Aotearoa. Scan to explore our latest research on mental health, gambling harm, and community support.**