

The background of the slide is a photograph of a residential street. On the left, there is a small, single-story building with a red-tiled roof and a sign that reads 'SHAMA'. A large, mature tree with green and yellowing leaves dominates the right side of the frame. The sky is overcast. In the distance, a red car is parked on the street.

Shama Ethnic Women's Trust Annual Report

For the year 1st July 2021 to 30th June 2022

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From the Board of Trustees

2022 has been a year of growth, celebration, and transition for Shama. It also marks the third year of living and working within the context of the COVID pandemic requiring flexible adaptation to continue to deliver the programmes and services for our clients and the community. We remain committed to our core principles, values, and goals of delivering culturally-appropriate and empowering programmes and services to ethnic women, girls, and families of Aotearoa New Zealand.

This year on 19 November, Shama celebrated its 20th Anniversary since it became a charitable trust. Since its humble beginnings as conversations among ethnic women in their homes and garages in 2001, Shama has grown into a community organization reputed for its advocacy on behalf of migrant and ethnic women.

2022 was also the first year of our main operations shifting to our new premises in Liverpool Street. We

received a blessing from Tangata Whenua for the new house in December 2021 and in February 2022, we received MSD accreditation.

We, the BOT, would like to acknowledge our gratitude to our funders and benefactors who have supported Shama's aspirations to grow and reach many segments of our communities with new, innovative programmes.

We are thankful to our staff and volunteers who give tirelessly to the organization because they genuinely believe in the change that Shama makes in the community.

Our gratitude to the Advisory Board whose clear-headed thinking and values-based visions have been instrumental in supporting our role as Trustees this year.

We have had a successful period of significant and rapid growth; so now, rather than continue with further growth, we will look to review our structures and our processes so that they can support our new size and staff.

From the Strategic Manager

The year covered by this report was again a different year. We experienced closed borders, extended lockdowns in many parts of the country, and vaccine mandates and their impact on society. Then a sense that we were coming out, but high inflation hit, and the risk of covid really never left.

For these reasons, many of the plans we had for the year had to be rethought. We had to make the 1-day Connections Hui at Parliament three 2-hour sessions on Zoom. International Women's Day had to become an online party, the same for youth activities and many initiatives that bring people together. And actually, they were different, but they worked really well, and we still had a great time; we laughed and shared.

After summer, timidly, we started getting together again, organising meetings and events face to face, trusting that our high rates of vaccinations would protect us. And it did; we have enjoyed being back at

the centre with participants from the life skill classes and other programmes. And seeing all the people that responded to our Fashion Fusion Show, walking alongside on the walkaway, proudly wearing their traditional dresses, convinced us that, yes, people are ready to go out.

This year also saw us trying to do many new things; in some, we succeeded, some, we are still trying, and from some, we learnt that it was not the right time for us to try that. But from all, we learnt and grew stronger.

"A woman is like a tea bag - you can't tell how strong she is until you put her in hot water."

Eleanor Roosevelt

About Us

Shama is a community organisation that works with ethnic women and families to provide both a regional response for domestic violence and a national response for sexual violence which includes a crisis response service, long term therapeutic support and prevention work through community development.

Shama aims to support the development of a truly multicultural New Zealand where all women from ethnic minorities would be fully integrated into New Zealand society, to live lives of dignity, free from fear of violence and discrimination, and to be recognised as valuable contributors to their local communities.

Our Vision



For all ethnic women in New Zealand to achieve their aspiration as Mana Wahine, to be respected and welcomed into their communities and the wider community, free from fear, prejudice and violence.

Our Mission



Shama Ethnic Women's Trust is a vibrant social service agency providing support, advocacy, and programmes in order to empower all ethnic women, their children and their families.

Our Team

This year Shama counted on 5 Trustees, and 20 employees. All with relevant area of specialisation and experiences.

There were 6 new roles created from our growth.

Community Development Manager

Healthy Relationship Coordinator- National

Community Development Support Worker Masculinities - National

Community Connector

Communication Coordinator

Support Worker Social Work

Shama also provided placement support for 4 social work students and 2 community development work experience plus an internship.



Our Work

Social Services

National Response for Sexual Harm

Crisis support/response

The Ethnic Communities Sexual Violence Crisis Support Service connects ethnic survivors of sexual violence with local crisis support services and gives advice and training to those service so they can work well with ethnic families.

The Sexual Violence Crisis Coordinator works to build relationships with local providers and offers support nationally.

38 ethnic women supported across **8** cities -

Wellington, Palmerton North, Rotorua,
Auckland, Hamilton, Nelson, Napier,
Tauranga, Christchurch.

Long term support/ACC Sensitive Claims

Shama hold a contract to offer ACC's Integrated Services for Sensitive Claims (ISSC). This is fully funded support, treatment and assessment services for survivors of sexual abuse or assault. ACC provides support for anyone in New Zealand, including visitors to the country, who has experienced sexual violence.

19 ethnically diverse therapists from across
the country provide support for sensitive
claims.

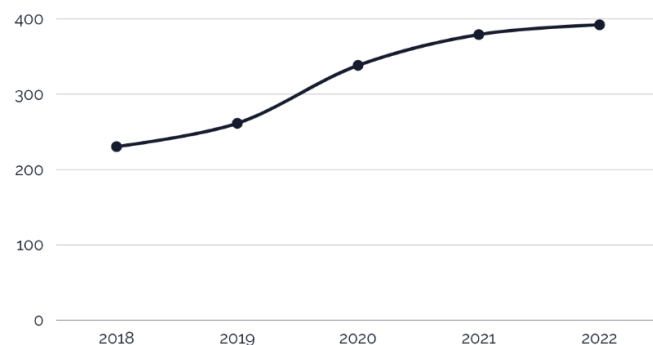
Waikato Social Services

Social work support

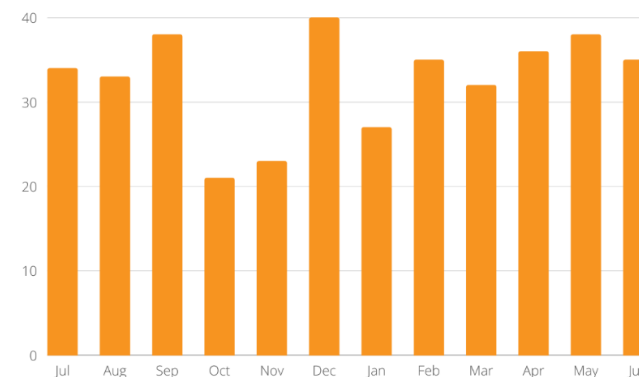
Our team of social workers provide support to ethnic women and families that are facing family violence or complex issues.

They also provide advocacy with welfare agencies and information about different services available in the community.

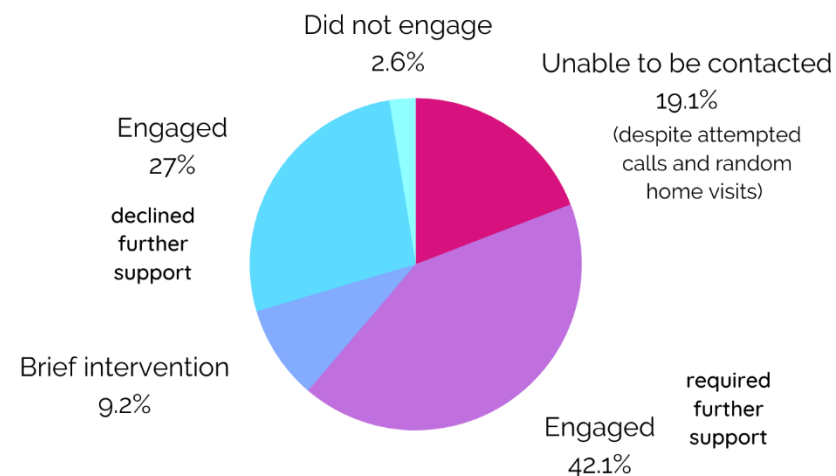
Referrals Growth



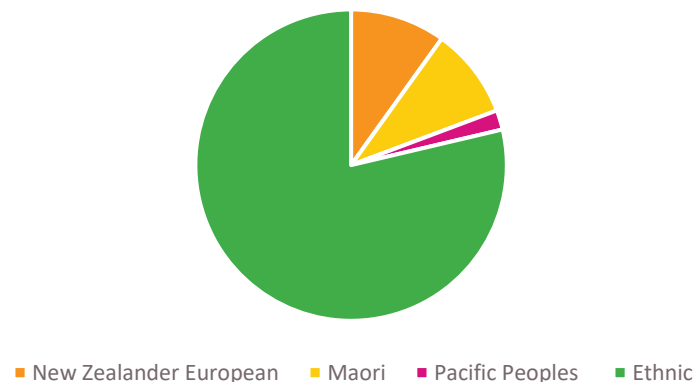
Monthly Referrals



Referral Outcomes



Clients's ethnicity



Counselling

9 clients, **56** hours of counselling

8 ethnicities

South African, Korean, Bolivian, Congolese,
Chinese, Egyptian-Kiwi, Somalian, Indian

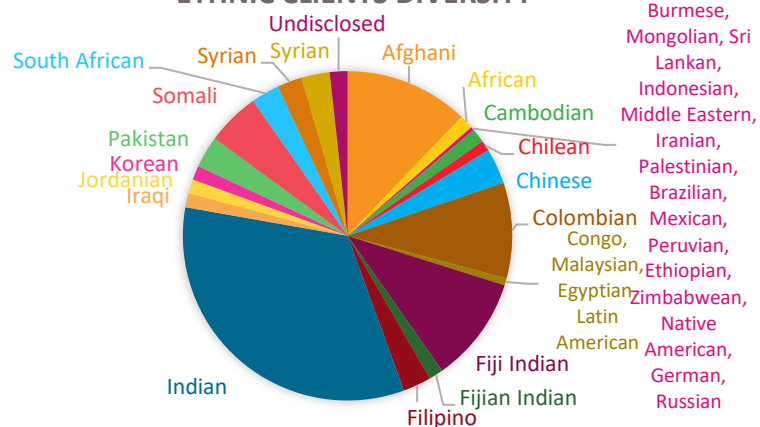
61 hours contracted to partner organisations

Community Connector

Shama community connector helped support families affected by Covid-19 self-isolation by providing needed supplies in contactless methods.

134 households supported while isolating for
COVID 19

ETHNIC CLIENTS DIVERSITY



Community Development

Waikato Initiatives & Programmes

Cross-Cultural Parenting Programme

We provide:

- One on one support to parents who are facing challenges with their children.
- Group training covering New Zealand legislation, different cultures of parenting, ethnic child identity, child behaviour, and their needs.

*More than **50** parents benefited from this programme*

***8** ethnicities - Peru, the Philippines, Syrian, Pākehā, Vietnamese, Chinese, Palestinian*

*Resources and training translated to **5** languages*



"It is good to learn about the laws that relates to kids while raising kids in New Zealand. It is also good to learn from different perspectives in parenting"

- Parent

Children Holiday Programme



3 holiday programmes,

4 weeks

67 children attended our programme

26 volunteers

Youth Programme



Aim: to create a safe space for our ethnic rangatahi to connect and to thrive, providing opportunities to form friendships, embrace their differences and similarities, which each growing as individuals and having fun.

Being an ethnic minority in Aotearoa can be daunting especially when you are a young person trying to navigate your standing as an individual.



48 young people, 10 ethnicities

13 activities

2 overnight camps

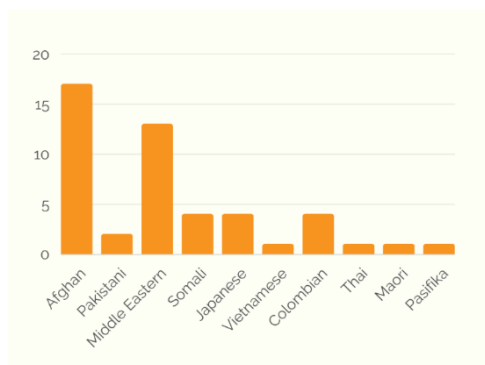


Figure 1: Youth Participant Ethnicities

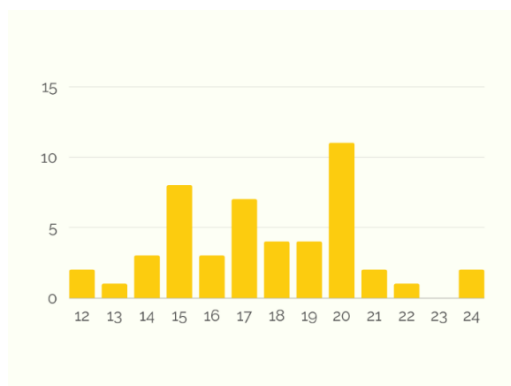


Figure 2: Youth Participants Ages

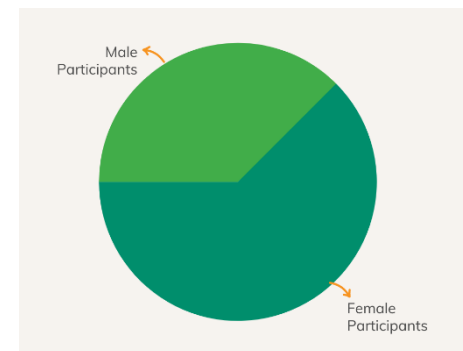


Figure 3: Gender of youth participants

"Thanks for such amazing programs, it's always enjoyable to get together with other youths from different communities, cultures and backgrounds to learn and get involved in the community, and Shama has given that opportunity for us. By participating in such activities and programs, we don't just come and enjoy our time, but we as well learn about more people and our surroundings"

Sohaila Haidari

Life skill classes

"Shama is an incredible community centre that allows youth from different ethnicities to get to know each other and come together to create a positive atmosphere for everyone to enjoy themselves in. I joined Shama in 2021 and ever since, I have been treated with so much respect, everyone is so incredibly pleasant and friendly."

Joining Shama allowed me to open up more, to feel more confident about myself, to get out there and meet new people; I have made so many amazing friends that I wouldn't have met if it weren't for Shama. I have been able to be part of so many different community events that I'm very grateful to be a part of. Being part of Shama is definitely one of the best things I did in 2021".

- Juhaina Ibrahim

4 classes – English, Sewing, Cooking and Computer

58 participants

8 volunteer tutors

296 hours of classes



What do you like about this class?

"Making friends, before I did not talk or work outside the home"

Volunteering opportunities

384 volunteers donated

2,709 hours of their time

Shama has robust policies to look after and guide the work and relationship with volunteers. These includes safely recruit volunteers in alignment with the requirements of the Vulnerable Children Act and Shama's volunteer management policy, while also allowing volunteers to learn new skills, make differences in women's lives and gain New Zealand work experience. Shama nurtures and keeps volunteers engaged by acknowledging their contribution in different ways in a timely manner.



Volunteers Appreciation Lunch 2022

Volunteer of the Year- Barbara Lousie Hodge



Barbara has been a volunteer with Shama for about 5 years. She leads our Sewing class, and through the years, she has supported many women in different ways, she also helps at our school holiday programme.

Over the past 2 years, due to Covid-19 restrictions, our life skill classes were put on hold intermittently. Barbara was one of the tutor volunteers who always showed concern for her participants mental wellbeing and the impact isolation had on them. She was continuously in touch with some of the participants, to ensure that they were safe during each covid resurgence. She is a generous person who shows respect to everyone, celebrates diversity and helps people from all walks of life and shows genuine empathy. She is an excellent conversation partner and a warm-hearted person.

Drop-in Women's Centre



After almost 20 years at 27 Beatty Street, in November 2021 we moved premises to 8 Liverpool Street. A much bigger centre that can house all our staff in one place. This allowed us to close our offices in Massey St.



Power to Change

Aim: To learn how to identify early signs of violence and ways to prevent it. Participants learn and understand their rights as a woman in New Zealand, learn more about services and support available in the community, and hear speakers from Government and Community organisations involved in dealing with family violence.

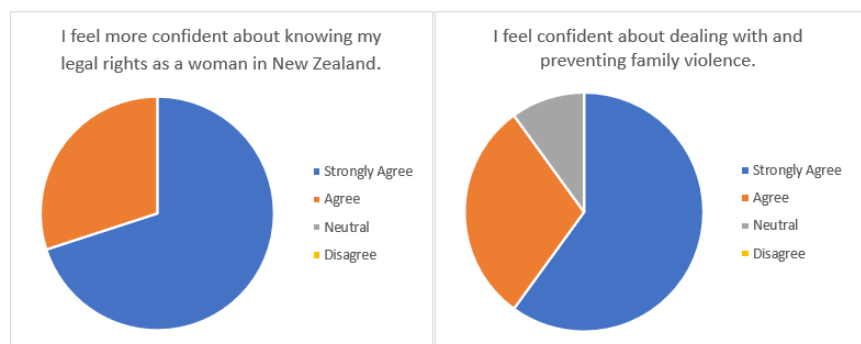
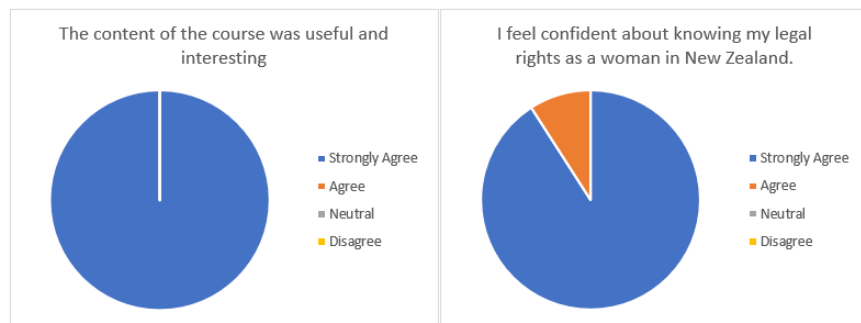
This workshop is designed to address fears and misconceptions from people who have not grown up in New Zealand and that kiwis may give for granted. We also provide a safe space for women to reflect on their culture and how some views could be enabling violence, and finally, how to address or change this without losing their cultural identity, finding solutions that work for their family.



Which was the most impactful moment of the workshop?

Other people sharing their experiences and stories

Learn to be confident in anything you do in life



What are the highlights from your learning in "Power to Change" program?

Come to know about different organisations who support women & family in need

To understand about family violence and what includes

Knowing my rights as a woman living in NZ

To feel empowered

Life changing



SuperSHeroes

Aim: offering women, and especially ethnic women an opportunity to discover and release the Sheroes on them, by attending dynamic and engaging workshops to build their self-confidence.

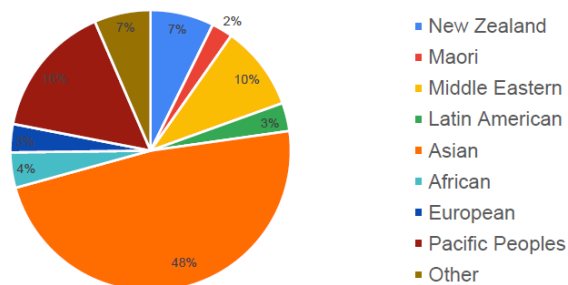


5 workshops

15 women attending (average)

10+ ethnicities

Ethnicity Groups of SuperSHero Attendees



Loved the dancing and exercise in between sessions. Sleeping tips were great.

I want to thank you for the opportunity to participate here and to learn more about self-knowledge and self-evaluation.

Beautiful presentation, amazing atmosphere- with people of different ethnicities.

It was very welcoming, I felt included and comfortable participating.

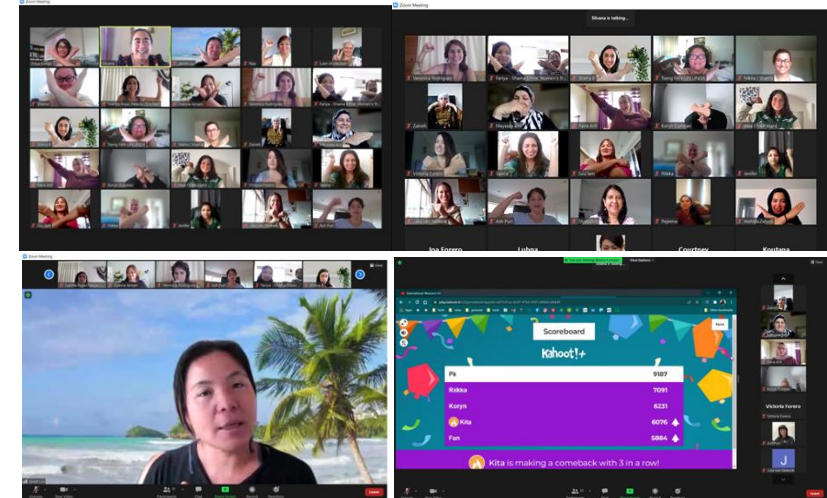
I like food. Yummy. I felt like it is customised for my needs.



Self-defence Classes



International Women's Day (March 2022)



Events

Open Day (August 2021)



Fashion Fusion Show (May 2022)

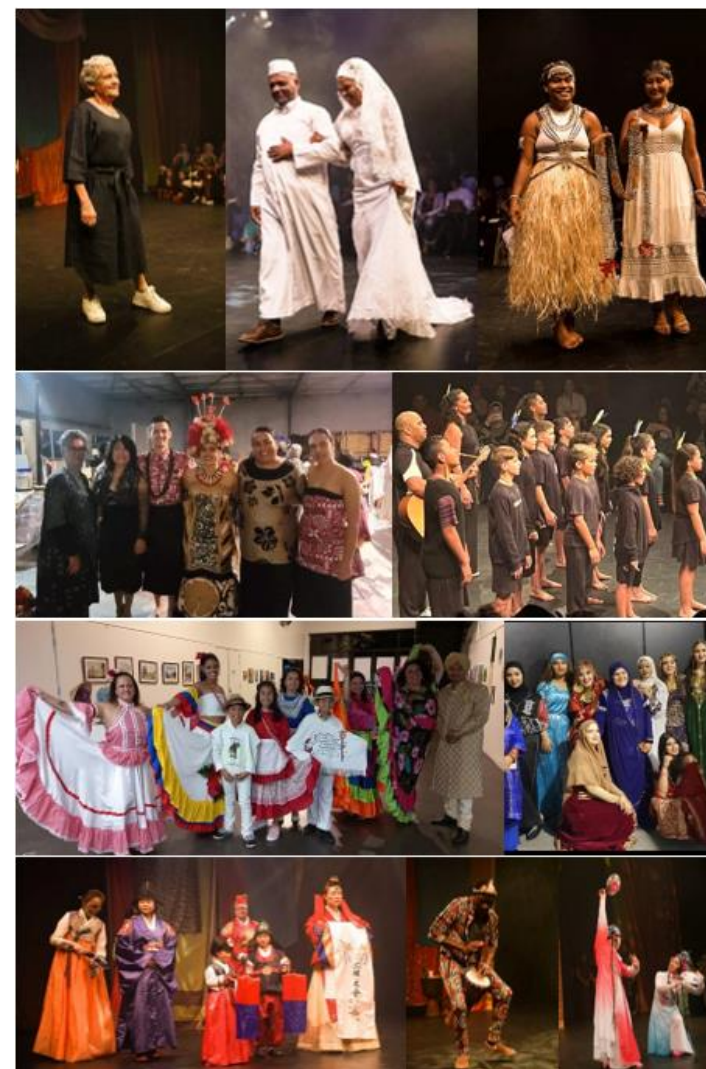


217 models

27 ethnicities - Arabic, Canarian Island, Chile, China, Colombia, Eastern European, Fiji, India, Kiwi, Korean, Laos, Māori, Mexico, Pakistan, Peru, Filipino, Solomon Island, South Africa, Spain, Sri Lanka, Sudan, Topa, Venezuela, Vietnam, and Zimbabwe.

40+ backstage supporters, volunteer coordinators for groups and communities, make-up and hairstylists and stage and support volunteers.

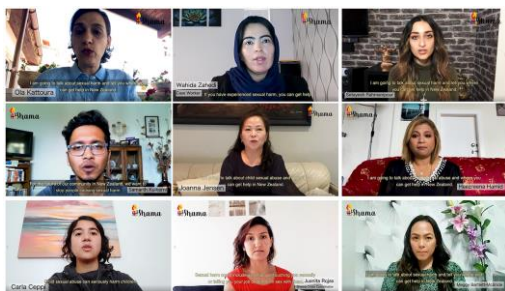
Sold out theatre



National Initiatives & Programmes

Let's Talk videos

Aim: To increase how often we talk with each other about sexual violence, and to make sure people who need help are able to access it.



5 different messages about referral information, legal information and examples developed from our practice in culturally specific situations.

13 videos available on YouTube.

9 languages

9 videos at various stages of production

26,870 total views

Sexual Violence Prevention Initiatives

Aim: To support ethnic community groups across Aotearoa to develop skills to prevent sexual violence within their communities.

We support the creation of resources by each community we work with. This allows each ethnic community group to start conversations with a tool that the community is familiar with and that is made with their peers.

We are creating an Ethnic National Prevention of Sexual Violence Network, we hosted the first online event where fifteen participants engaged to share their experiences working in their own prevention projects.

7 groups attended our training and have been working in their projects

4 groups completed their project

3 new co-facilitators to deliver the training

78 people have attended the prevention training.

2 training modalities – face to face & online

*I'm becoming more aware of the role of bystanders.
I may not professionally work in this field, but I will
make a sincere effort to get involved in community
work whenever possible.*

Early intervention – prevention is better than cure!

*Prevention is an important topic that isn't discussed
or addressed enough in my community, so I'd like to
be involved*

*The workshop was delivered in a clear way, using
useful examples, that can support us to start a
conversation about sexual consent*

*Now I can identify incidents where there is issue
around consent, unhealthy relationship that crosses
line and child sex abuse.*

*It will be important to build community connections
for preventing sexual harms in many ways.*

Shama Ethnic Women's Trust Annual Report 2022

A group of Shama professionals in Hamilton created a workshop for the prevention of child abuse for ethnic parents



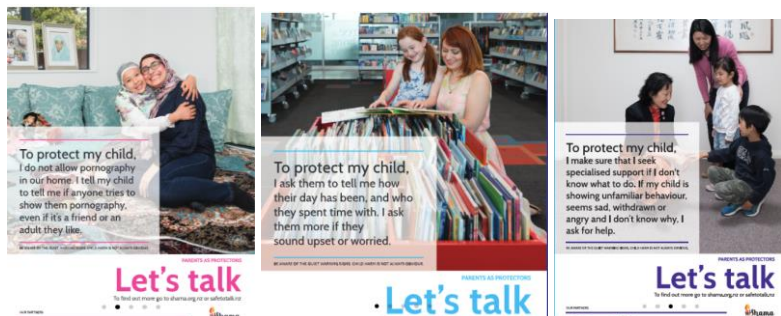
Mituakiri a Latin American organisation, created two animation videos about consent and healthy relationships for the Latin American community.



In Christchurch, we worked with two groups from Women2Women, (20 women)'



One group worked on an animation video about the prevention of sexual abuse in adolescents using phones. The second group created a poster campaign about "Parents as Protectors of Child Abuse."



Check out the group's resources
<https://shama.org.nz/how-we-help/community-led-development-work/prevention-of-sexual-violence-initiatives/>

Cultural Safety Training

Aim: to train services across Aotearoa/New Zealand so they can better serve ethnic clients. The training elaborates on psychological perspectives and differences, plus a model that captures ethnic stories.

9 training delivered across 5 cities

142 people from 25+ organisations across

Aotearoa attended the training

25+ organisations strengthen relationships

with our team

During lockdown, the Programme Coordinator develop a pilot training to be delivered online. Two goals:

1. Readapting the methodologies of the original cultural safety training to make it suitable for the online modality.
2. Creating new content for the design of two new lessons which will make the cultural safety training more robust.

Ethnic Women Employment Hui

We supported the Ministry of Women by engaging with ethnic women and talking about the barriers to find and secure employment. Their responses informed the Women's Employment Action Plan. Our team and participants were also invited to the launch of the plan



Connections! Huis

The Connections! Hui began in 2019, as a cumulative approach by ethnic people to prevent and respond to sexual violence in our communities. It has continued as a means by which we can all stay in touch with the progress and challenges in this space.

2 Connections! Huis

130+ people attended



In March this year, Shama hosted the Connections! Hui alongside the Hon. Marama Davidson, Minister for the Prevention of Family violence and Sexual violence. The focus was on the progress achieved since the 2019 hui. We came together to answer the questions: what has happened? What still needs to happen?

This [letter/report](#) was sent to the Minister and we have received her [response](#).

In June, we met and explored, from an ethnic perspective, the 6 'shifts' to eliminate family violence and sexual violence in Aotearoa, outlined in Te Aorerekura. Find the report [here](#)



Ethnic Therapists Networks

*4 regional networks of ethnic therapists -
Auckland, Hamilton, Wellington, and
Christchurch*

*2 online Ethnic Therapists National Huis
89 ethnic therapists from across New
Zealand attended*

*"I feel very inspired looking at this and thinking
about the spaces I work in staff members,
presenters and participants. I had a great time and
enjoyed all."*

"That was amazing, THANK YOU"

*"Such a heartfelt and inspiring presentation, well
done!"*

Let's Talk Men - Healthy Masculinity

Aim: To facilitate community conversations about healthy masculinity within ethnic communities, highlighting those positive and strengthening aspects of our diverse cultures.



The Let's Talk Men project allows for the engagement of an ethnic man to facilitate prevention focussed community conversations with other ethnic men and men's organisations – let's talk about healthy masculinity, let's talk about sex, let's talk about attitudes to women, let's talk about what it's like for us in New Zealand, let's talk about how to raise our children. We want this project to start to develop a network of ethnic men interested in preventing family violence and sexual harm.

Healthy Relationship Programme Development

Aim: to develop a healthy relationship programme for ethnic youth, that considers friendships, family relationships and community relationships for members of the ethnic community.

2 advisory groups will guide this work, one made of parents, and one made of young people.

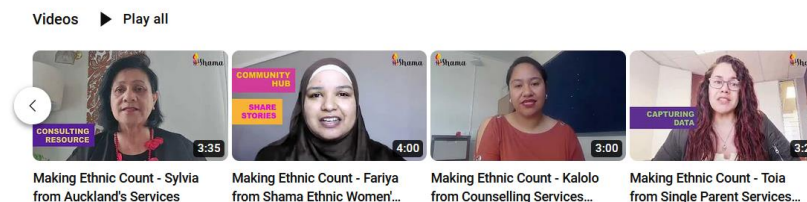
34 people applied to take part and 6 members were selected for both the youth and parent age groups.

Research

Making Ethnic Count

Making Ethnic Count is the co-design and trial of effective ethnicity data collection with four pilot organisations, including Shama Ethnic Women's Trust. This project ran throughout 2021 with Auckland HELP, Counselling Services Centre, and Single Parent Services Waikato, and included training, data collection

recommendations and ongoing mentoring from the Shama team to support our pilot organisations in their intake practices with ethnic clients.



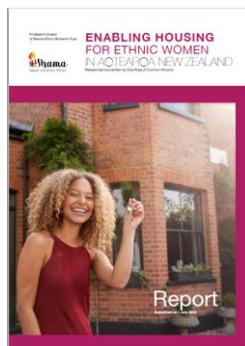
The training package to support Making Ethnic Count was developed by the Shama Sexual Violence Response Team with support from Hohou Te Rongo Kahukura. The training was tested with three deliveries and evaluated with pre- and post-training surveys to target the training material and measure effectiveness and intended behaviour after the training.

[Find the report here](#)

Enabling Housing for Ethnic Women in Aotearoa New Zealand

Research that explored what is needed for women to be able to co-design and co-create their own housing solutions, to take charge of their own development in partnership or collaboration with other housing role players.

The report provides key insights to identify factors that would enable better, more affordable and culturally appropriate housing for women and particularly ethnic women in the Waikato that is responsive and conducive to their specific needs and aspirations.



[Find the report here](#)

Funders



He Kaupare. He Manaaki.
He Whakaora.
prevention. care. recovery.

