



SOUL BROTHERS 274

OVERVIEW

To activate a grassroots movement using sport, story, and service to empower youth, fathers, mothers, caregivers, families, and coaches in Ōtara to lead lives free of drugs, grounded in resilience, and connected to positive pathways on and off the field.

men's
health

SOUL BROTHERS 274

A COLLABORATION BETWEEN MEN'S HEALTH TRUST NZ
& OTARA RUGBY LEAGUE SCORPIONS & SPORTS CLUB



SOUL BROTHERS 274

Key Note

While Men's Health Trust NZ primarily focuses on supporting boys and men, Soul Brothers recognises the vital role mothers and caregivers play—especially in the absence of father figures. That's why the Soul Brothers programme is open to all genders and generations, reflecting our mission: "Better Men, Better Families, Better Communities."

men's
health

SOUL BROTHERS 274

A COLLABORATION BETWEEN MEN'S HEALTH TRUST NZ
& OTARA RUGBY LEAGUE SCORPIONS & SPORTS CLUB



OBJECTIVES

- Strengthen father-son and family relationships through sport
- Equip youth and whānau with tools to make positive life choices
- Develop coaches and clubs as safe, supportive anchors
- Raise community awareness of the effects of drugs and alcohol
- Promote holistic wellbeing (mental, cultural, physical, emotional)
- Identify and support life and career pathways for youth and subsequently fathers and families
- Integrate CHECKMATES Tuesday & GOODFELLAS initiatives from Men's Health Trust NZ

men's
health

SOUL BROTHERS 274

A COLLABORATION BETWEEN MEN'S HEALTH TRUST NZ
& OTARA RUGBY LEAGUE SCORPIONS & SPORTS CLUB



ESTABLISHMENT & BUILD

Phase 1: May to June 2025

- Confirm partnership with Ōtara Rugby League Scorpions Board & Coaches
- Finalise Project Plan
- Complete comms work
- Recruit young players (100) &
- Integrate CHECKMATES Tuesday for Fathers
- Schedule activation calendar aligned with Scorpions' season

men's
health

SOUL BROTHERS 274

A COLLABORATION BETWEEN MEN'S HEALTH TRUST NZ
& OTARA RUGBY LEAGUE SCORPIONS & SPORTS CLUB



ENGAGE & CO-DESIGN

Phase 2: July & August 2025

- Host community wānanga/workshops with players, parents, coaches
- Facilitate listening circles with youth and fathers (kōrero/talanoa)
- Co-design program streams for:
 - Youth: Resilience, peer pressure, pathways, leadership
 - Fathers: Reconnection, identity, support, mentoring
 - Coaches: Trauma-informed sport, safeguarding, role modelling
 - Families: Strengthening protective factors in the home
- Identify Soul Brothers 274 Ambassadors and champions

men's
health

SOUL BROTHERS 274

A COLLABORATION BETWEEN MEN'S HEALTH TRUST NZ
& OTARA RUGBY LEAGUE SCORPIONS & SPORTS CLUB



DELIVER & ACTIVATE

Phase 3: Sept 2025 to Mar 2026

- Launch Soul Brothers Saturdays (monthly sessions combining rugby, kai, kōrero)
- Run targeted Father-Son Camps and Club Hui Nights in conjunction with Checkmates
- Deliver workshops on:
 - Drug awareness & real-life consequences
 - Mental health & emotional regulation
 - Cultural identity and whakapapa/pasifika pride
 - Career and education pathways
- Embed wellbeing checkpoints in training and game days

men's
health

SOUL BROTHERS 274

A COLLABORATION BETWEEN MEN'S HEALTH TRUST NZ
& OTARA RUGBY LEAGUE SCORPIONS & SPORTS CLUB



Evaluate, Celebrate & Scale

Phase 4: Apr to June 2026

- Deliver GOODFELLAS project - Community Service Project
- Recognise leaders, champions, and storytellers from the programme
- Capture outcomes (film, surveys, interviews, digital storytelling)
- Launch “Legacy Toolkit” for other clubs and communities
- Confirm plan for Year 2 scale-up

men's
health

SOUL BROTHERS 274

A COLLABORATION BETWEEN MEN'S HEALTH TRUST NZ
& OTARA RUGBY LEAGUE SCORPIONS & SPORTS CLUB

PROJECT DELIVERY TEAM



Ina Michael
Project Manager



Willie Maea
Scorpions Lead



Boris Mauwa
Financial Controller



Tony Mitchell
Lead Facilitator



Rachael Sutton
Communications



Dawn Sione
Administrator



Ria Maea
Junior Engagement



Mercedes Brown
Impact Analyst



Facilitators
TBA



Pastoral Care
TBA

Outcomes & Indicators



Outcome	Indicators
Improved youth wellbeing	Attendance, engagement, surveys, feedback
Stronger father-child connections	Participation rates, father reflections
Drug/alcohol harm awareness	Pre/post knowledge assessment, community referrals
Club as wellbeing hub	Coach uptake of training, use of toolkit
Pathways activated	Youth transitions into education, work or further sport



Key Contacts

Ina Michael, Men's Health Trust NZ

Mobile: 021 418 301

Email: ina@menshealthnz.org.nz

visit: www.soulbrothers.org.nz

www.menshealth.org.nz

--

Willie Maea, Otara Rugby League &
Sports Club (Scorpions)

Mobile: 027 406 8553

Email: willie.maea@otarascorpions.co.nz

www.otarascorpionrugbyleague.com

men's
health

SOUL BROTHERS 274

A COLLABORATION BETWEEN MEN'S HEALTH TRUST NZ
& OTARA RUGBY LEAGUE SCORPIONS & SPORTS CLUB