## Me be who we see



'We be who we see' is a project underway to bring to life each of the six pou of Mata Ārahi Manomano. This is a collection of interviews that illustrates the many career journeys and pathways available within the Service sector. Read the stories we've collected so far, and if you would like to be involved contact us.

# He Rau Ranga Tira



Our Ringa Hora Poumatua led the design of He Rau Ranga Tira, a collective kaupapa which allows all our kaimahi to understand, develop, reflect on, and grow in giving practical effect to Te Tiriti o Waitangi and supporting Māori Crown relations. This will ensure Māori aspirations for industries and workforce learning systems continuously inform strategy, decision-making, and activities. Read more



Our inaugural TUIA event explored how Māori businesses contribute to a thriving Service sector and the importance of attracting a Māori workforce to Service sector roles. An interactive wananga was facilitated by Tokona te Raki, which ted into our research on the future workforce. Download the research report.

The evolving future of Maori in the Service sector



Ringa Hora led the collaborative development of the Mata Ārahi Manomano careers pathway framework which applies a Te Ao Māori perspective combined with career development theory and practice. Matao Ārahi Manomano promotes a partnership model focused on promotes and will help our providers and industries better prepare to receive our ākonga.

Ringa Hora led the collaborative devel



Our Kaupapa Māori Aviation hui was held at Whareroa Marae in the rohe of Tauranga Moana. The event provided a forum for sharing experiences and insights, opportunities for identifying and defusing challenges, and ways to support the current and future Māori workforce in aviation. Download the key findings.



Our Kaupapa Māori Tourism industry hui was held at Tangatarua Marae in Rotorua, providing a space for whakawhanaungatanga and wānanga with Māori attendees steering the korero and bringing their perspectives to the forefront. Download key findings from the hui.

**Tuia 2023** 

Kaupapa Māori Tourism Hui

We acknowledge all who shared their time, valuable input, experiences and industry knowledge with our team to shape a brighter future for the Service sector.

We provide opportunities for pakihi Māori and kaimahi Māori to connect, relate, and grow through kaupapa Māori hui, events, and projects. A key focus of our work is developing methods of increasing access and reducing barriers for learners to empower and assist them in realising their potential through training and employment.

Ringa Hora ensures the vocational education system meets industry needs and gives a stronger voice to Māori business and iwi development within the Service sector.

MITHIN THE SERVICE SECTOR EMPOWERING MAONICE SECTOR

## Mata Ārahi Manomano

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# About Ringa Hora Services Workforce Development Council

Ringa Hora represents a wide range of industries in the Service sector, including Aviation & Airport, Business & Professional, Cleaning, Contact Centres & Industry Support, Financial & Advisory, Government, Defence & Security, Hospitality & Food, Real Estate & Rental, Retail & Distribution, and Tourism & Travel. We aim to ensure the vocational education system meets the future skills needs of the Service sector through fit-for-purpose qualifications and skills leadership.

info@ringahora.nz | ringahora.nz





# TIROHIA KITUA

Tēnā koe.
Nau mai, ki Tuia 2024.
This document provides a brief relational map of Māori in the Service Sector and the impact Māori in Services have on the Te Ao Māori ecosystem.

This resource belongs to you. It includes prompts for taking notes and spaces for doodles or adding your thoughts and ideas. Your potential as Māori within the services sector is limitless, with Māori activity as suppliers of services and users of services being fundamental to understanding Māori success in the sector. Long before the signing of Te Tiriti o Waitangi, Māori were adept entrepreneurs and had an eye for both business and overseas trade opportunities.

We hope this resource supports planning the next steps of your journey.

# Kia whakatōmuri te haere whakamua.

Moving into the

future with eyes

fixed to the past.

This booklet is a preview of Tirohia ki

sector which brings together various

projects, engagements and insights

the Service sector. This project is

expected to be released early 2025.

carried out by Ringa Hora with Māori in

Tua —The Impact of Māori in the Service



#### **Real Estate & Rental**

9% of the Real Estate and Rental workforce are Maori, with 8.4% accounting for Real Estate workforce

- Housing security
- Real Estate entrepreneurship
- Social housing
- lwi rental homes
  - lwi home ownership programmes
  - Landlord, property management and renter relationships



#### Finance and Advisory 8% of Finance and Advisory Workforce are Māori, including Banking which Māori account for 7.8% of the workforce.

legacy planning

Mortgages &

- Banking access
- Financial and confidence planning & wealth building
- weather events

Insurance and protection from

- Accessing business capital
- Papakainga planning
- dwellings for whenua

housing

## Māori Industry

"We know what our business needs, being able to have a mentor, or someone who understands from a kaupapa Māori perspective. It needs to be tailored to the business, not a cut and paste copy."



#### Hospitality & Accommodation Māori are 14.3% of the

Hospo & Accommodation

Taiao: ruku kai,

- Mātauranga kai
- & kai stories
- Sustainability, food security & food sovereignty
- manaakitanga

A Sharing and

- Sharing and innovating Māori cuisine
- Mana in manaakitanga

learned on the marae

Hospitality skills

#### **Tourism & Travel**

Māori make up 13.2% of the Tourism and Travel industry workforce

- Te Ao Māori ki te ao
- Experiencing whenua via Te Ao Māori
- Intergenerational whenua, kōrero, and taonga

determined by Māori

Storytelling

- - Teaching and maintaining whenua and taiao practices

Connecting with

global cultures

Attracting whānau home to learn and be part of the legacy

### Hapū & Iwi

Whenua

"Our stories for our

people too, to

reconnect and return

home, connecting

whānau with their

whenua."

**Pakihi** 

"As Māori we get in and we do it. We think for the

long term because who

will make them if I don't?
It doesn't matter what
the service or product,
the resilience comes
from the deeper te ao

Māori meaning. It's more

to do with the kaupapa,

as the mother of it, and you want to see it reach its potential."

Kaitiakitanga

"The core skills in Māori

culture are transferable

into any sector, work,

thinking holistically,

being guardians,

manaakitanga."

Government,

Local Government and Māori wards

**Security & Defence** 

the Security workforce

Culturally competent security for Māori events

Māori make up 12.9% of Government and 19% of

Representation of Māori in local and regional councils

"During study I just wanted a career and had a job focus, but then I saw how the skills could help whānau, hapū and iwi."



### **Aviation & Airports**

Whakapapa

"Attracting rangatahi,

tamariki, and planning for the next generation to continue caring for and

sharing our stories... we

want to connect whānau

back to opportunities."

Tirohia ki Tua

The impact of Māori

in the Service Sector

Māori account for 7.8% of Aviation roles, and 9.6% of Airport roles

- Genuine incorporation of Te Ao Māori
- Increase Māori in Piloting, **Engineering and Avionics**
- Increase Māori STEM excellence
- Increase tikanga in Aviation practices

#### Whānau

"My whanau, they have been the backbone, they have been the strongest driving force of why I do what I do."

Mātauranga

"Our stories and taonga

are already being cared

for through kapa haka,

kohanga reo etc."



#### **Retail & Distribution**

Māori are 12.1% of Retail & Distribution and 12.5% of the Retail workforce

- Products for Māori by Māori
- Increased Iwi and pakihi Māori
- Te Ao Māori ki te Ao

Distributors

- Products by Māori for all
- Increased pakihi Māori
- Māori owned food supply and supermarket chains



#### **Cleaning Services**

Māori account for 17.5% of the cleaning workforce

- Acknowledging and uplifting the dignity of this mahi
- Flexible work hours for parents and retirees
- Māori gaining local contracts in Māori communities



"When rangatahi come out of high school and start looking at career opportunities they look up and say, can I see people who look like me?"



## Mātāpono

"We have an obligation much higher than a mum and dad business, the legacy that we must uphold, and hand down is much bigger."



**Contact Centres & Industry Support** Māori are 14% of Contact Centre workforce, and 19.2% of

Māori led customer service service specialists

Flexible work hours for

whānau

- Entry point for kaimahi into large organisations
- Upskill focus on kaimahi

**Business and Professional Advisory** Māori account for 10% of Business and Professional roles including Accounting and legal services.

Business mentoring

Business

planning

Organisation

knowledge

structure & tax

- - 2030 Māori

Legal services

and knowledge

- procurement
  - Social enterprise

Business

diversity

- of trade
- Increase household income
- innovation and enterprise

# Tuin ....

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WHAT IMP	ACT D	)O YO	U

### WHO IS PART OF THAT **JOURNEY...**

#### WHAT ARE MY NEXT STEPS...

# planning Ancestral lineage

Post settlement

"Our big focus was

upskilling our team so they have a significant degree of versatility."

# Kaimahi

trying to maintain meaningful work for our people and that meant