

## EMPOWERING MĀORI SUCCESS WITHIN THE SERVICE SECTOR

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.

We provide opportunities for pakihī 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. 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.

### Kaupapa Māori Tourism Hui



Our Kaupapa Māori Tourism industry hui was held at Tangatara Maree in Rotorua, providing a space for whānau, manaungatanga and wānanga with Māori attendees steering the kōrero and bringing their perspectives to the forefront. Download key findings from the hui.

### Kaupapa Māori Aviation Hui



Our Kaupapa Māori Aviation hui was held at Whareroa Maree 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.

### Mata Arahī Manomano



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

### Tuia 2023



The evolving future of Māori in the Service sector. 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 wānanga was facilitated by Tokona te Raki, which fed into our research on the future workforce. Download the research report.

### 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

### We be who we see



'We be who we see' is a project underway to bring to life each of the six pou of Mata Arahī 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.

*Kia whakatōmuri te  
haere whakamua.*

*Moving into the  
future with eyes  
fixed to the past.*

This booklet is a preview of Tirohia ki Tua —The Impact of Māori in the Service sector which brings together various projects, engagements and insights carried out by Ringa Hora with Māori in the Service sector. This project is expected to be released early 2025.

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](mailto:info@ringahora.nz) | [ringahora.nz](https://ringahora.nz)



# TIROHIA KI TUA

*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.



WHAT IMPACT DO YOU WANT TO SEE...

WHO IS PART OF THAT JOURNEY...

WHAT ARE MY NEXT STEPS...

