



Real Estate & Rental

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

- Housing security
- Real Estate entrepreneurship
- Social housing
- Iwi rental homes
- Iwi 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.

- Banking access and confidence
- Insurance and protection from weather events
- Accessing business capital
- Papakāinga planning
- Financial planning & wealth building
- Investment and legacy planning
- Mortgages & housing
- Movable dwellings for whenua

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 workforce

- Taiao: ruku kai, kōhi kai
- Mātauranga kai & kai stories
- Sustainability, food security & food sovereignty
- Sharing and maintaining manaakitanga
- Sharing and innovating Māori cuisine
- Hospitality skills learned on the marae
- Mana in manaakitanga



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
- Storytelling determined by Māori
- Intergenerational whenua, kōrero, and taonga
- Connecting with global cultures
- Teaching and maintaining whenua and taiao practices
- Attracting whānau home to learn and be part of the legacy

Hapū & Iwi

“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

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

- Genuine incorporation of Te Ao Māori
- Increase Māori STEM excellence
- Increase Māori in Piloting, Engineering and Avionics
- 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.”



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 Distributors
- Te Ao Māori ki te Ao
- 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

Mātauranga

“Our stories and taonga are already being cared for through kapa haka, kohanga reo etc.”

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.”

Kaitiakitanga

“The core skills in Māori culture are transferable into any sector, work, thinking holistically, being guardians, manaakitanga.”

Whenua

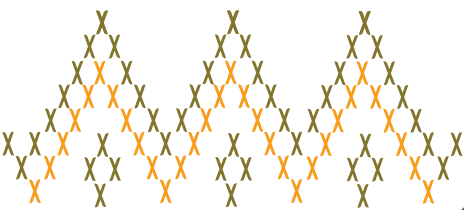
“Our stories for our people too, to reconnect and return home, connecting whānau with their whenua.”

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



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.”



Government, Security & Defence

Māori make up 12.9% of Government and 19% of the Security workforce

- Representation of Māori in local and regional councils
- Local Government and Māori wards
- Culturally competent security for Māori events

Kaimahi

“Our big focus was trying to maintain meaningful work for our people and that meant upskilling our team so they have a significant degree of versatility.”

Business and Professional Advisory

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

- Business mentoring
- Business planning
- Organisation structure & tax knowledge
- \$100b by 2030
- Māori procurement
- Legal services and knowledge
- Business diversity
- Social enterprise
- Increase household income
- Post settlement planning
- Ancestral lineage of trade innovation and enterprise



## 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.

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.

*Tēnā koe.  
Nau mai, ki Tuia 2025.  
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.*

### 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.



### Kaupapa Māori Tourism Hui

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



### 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



### Kaupapa Māori Aviation Hui

Our Kaupapa Māori Aviation hui was held at Whareora Mārae 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.



### 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.



### 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.



# TIROHIA KI TUA

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.

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*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.