



THE POWER OF PEOPLE

IN REAL ESTATE

ACTION

Putting this into action for the Real Estate industry

Transformational change in the Service sector workforce will take time, but to achieve that change, we need to start taking action now. The following plan includes the key areas of focus, medium-term actions and short-term initiatives. These initiatives and actions can be thought of as individual threads that weave together to achieve workforce transformation.

	Māori succeeding as Māori	Attracting and retaining the future workforce
Actions Where we would like to be	▲ Māori business and workforces have opportunities to connect. ▲ The Service sector and vocational education system understand and act on Māori perspectives of success. ▲ The vocational education system is shaped by a Mātauranga Māori lens.	▲ Enhance the availability and use of high-quality information about the Service sector ▲ Increase participation of Māori, Pacific People, Tāngata Whaikaha, and other groups. ▲ Promote the industry widely to a diverse range of potential ākonga and kaimahi. ▲ Organisations involved in workforce development work collaboratively and have well-defined roles.
Initiatives What we can do to get there Service sector initiatives	▲ Establish and grow the Māori Service Sector Forum. (joint effort between Ringa Hora and Industry) ▲ Ohu Ahumahi collaboration (Rōpū Kaitakawaenga) to build relationships with iwi and hapū to better understand Māori aspirations. (led by Ringa Hora) ▲ Te Kāhui Mātauranga Māori to provide Mātauranga Māori lens to Ringa Hora product design and quality assurance approaches. (Joint Ringa Hora and Industry)	▲ Undertake the Future Workforce project that aims to understand work, skills and training in New Zealand in 2040. (Ringa Hora) ▲ Amplify efforts to grow the participation of specific groups, such as Pasifika Navigators of Tomorrow or Jobs for Mums. (led by Industry) ▲ Promote the use of Te Mata Raraunga, a collection of vocational education and workforce data. (led by Ringa Hora)
Real Estate Specific initiatives	▲ Industry and WDC's to showcase successful Māori businesses/ role models in the industry to further attract Māori to the sector. ▲ Increase mentoring and networking opportunities, especially for Māori. Ensure that mentoring opportunities are culturally appropriate.	▲ Create targeted events, information, and services to increase exposure for different people and places, such as careers expo's/ events. ▲ Develop content about a range of jobs for the TEC Careers Services to use in its products and services, such as the current website and its planned successor, Tahatū. ▲ Employers participate in the Inspiring the Futures programme with local schools. ▲ Industry to showcase successful businesses role models in the industry to attract priority groups. ▲ Explore alternative models for entry into the sector to attract a more diverse workforce that better reflects the communities they serve.

Developing broad skills for the future	Creating mana-uplifting jobs and opportunities
▲ Vocational education and training are flexible and adaptable to industry needs. ▲ Workforces and businesses are well-prepared to adapt and innovate. ▲ Investment decisions are transparent and based on high quality advice.	▲ Workplaces are accessible and attractive to the current and future workforce. ▲ The workforce is recognised, valued, and safe. ▲ The range of roles is articulated and available. ▲ Learning and skills development support both upward and lateral progression.
▲ Create a package of short, sharp, stackable credentials through Waihangatia te Āmua Ao Shaping the Future of Service Skills project. (led by Ringa Hora) ▲ Amplify efforts that support learning broad skills for the service sector, such as MBIE's Digital Boost initiative (joint effort between Ringa Hora and Industry).	▲ Develop an 'employer hub' that shares resources, information, and case studies of Service sector excellence – Targeted at SMEs. (led by Ringa Hora) ▲ Amplify approaches that improve diversity, equity and inclusion, such as Diversity Works, Living Wage, and Rainbow Tick. (led by Industry)
▲ Collaborative work between industry, government agencies, and Ringa Hora to: a. improve the transparency about vocational education and training funding, b. ensure high quality information is available to inform Government policy and investment decisions. ▲ Increase provision of digital literacy training for older workforce. ▲ Ensure Residential Property Managers are registered, trained and licenced in accordance with new regulations, and have skills to meet the needs of the increasingly diverse range of property models, including social housing.	▲ Improve transparency of pathways by mapping job roles to education, regulatory, licensing, or other relevant requirements. ▲ Identify and act on opportunities in qualification and workplace settings to facilitate alternative career pathways, such as the transition from residential property management to real estate agent and vice versa.

PROGRESS

To support progress with these actions, we have monitored what has been achieved in the last 12 months and what more will be delivered in future.

Real Estate Workforce Action Plan	Industry Goals	What has been delivered in 2025	More information
Māori succeeding as Māori	Industry and WDC's to showcase successful Māori businesses/ role models in the industry to further attract Māori to the sector. Increase mentoring and networking opportunities, especially for Māori. Ensure that mentoring opportunities are culturally appropriate.	Tuia is an event designed specifically for Māori within the Service sector, providing a platform where pakihi Māori and kaimahi Māori voices are amplified, acknowledged, and celebrated. This includes those in the real estate and rental sector and was held on 12 August 2025. It will support you to make tangible progress towards your tirohanga hou. Tuia 2025 provided attendees with practical takeaways, the latest data and insights, and tools you can use immediately to expand your impact, grow your workforce, and build your future. We Be Who We See” is a captivating initiative designed to honour and share the incredible stories of those thriving in our service industries- including real estate and rental industries. This project shines a spotlight on the achievements of Māori, Pacific, and Tangata Whaikaha individuals, aiming to inspire and encourage others to follow in their footsteps. Currently, there are no widely visible or formalised mentoring or networking programmes specifically for Māori within the real estate and rental industry. While the need for such initiatives has been acknowledged, there is limited evidence of these being implemented or promoted at scale. This lack of visibility is likely due in part to disruptions and reduced engagement across the vocational education sector, following recent reforms and structural changes. These changes have made it more difficult to track or coordinate industry-led initiatives, particularly those focused on equity and inclusion. As a result, capturing up-to-date information on mentoring efforts in niche sectors like real estate has become increasingly challenging. However, the NZ Pacific Real Estate Network is a new initiative which looks to support Pacific peoples in the real estate and rental sector. While still being established, the network has already fostered informal cross-organisational mentoring relationships, helping build community and support among Pacific professionals. Leadership and ongoing management of the network will transition to real estate professionals, ensuring it remains industry-led and responsive to sector needs."	<u>Tuia 2025 - Ringa Hora</u> If you would like to know more, contact Ringa Hora for more information.
Attracting and retaining the future workforce	Create targeted events, information, and services to increase exposure for different people and places, such as careers expo's/ events	The real estate and rental industry in Aotearoa offers a range of events, resources, and platforms to promote career pathways and attract new entrants: NZREC25 (New Zealand Real Estate Conference): Held annually, this event brings together top industry leaders, coaches, and professionals for a full day of insights, networking, and skill development. The 2025 edition was held on 17 June at LIFE Central, Auckland. The Property Management Conference (PMC): The Property Management Conference (PMC) took place 16–17 October 2025 at the Pullman Hotel in Auckland. This independent conference provided property managers from across New Zealand with valuable opportunities for professional learning, industry insights, and networking. REINZ Events: The Real Estate Institute of New Zealand (REINZ) hosts various training sessions, networking events, and professional development opportunities throughout the year. Tahatū Career Navigator is a key resource developed by the Tertiary Education Commission (TEC), helping individuals explore career pathways, qualifications, and job opportunities across industries—including real estate. It's especially designed to support Māori, Pacific peoples, disabled people, and women in accessing quality careers information.	Please contact the individual organisations for more informaiton about their programmes.

Attracting and retaining the future workforce	Develop content about a range of jobs for the TEC Careers Services to use in its products and services, such as the current website and its planned successor, Tahatū
	Employers participate in the Inspiring the Futures programme with local schools
	Industry to showcase successful businesses/ role models in the industry to attract priority groups.
	Explore alternative models for entry into the sector to attract a more diverse workforce that better reflects the communities they serve
Developing broad skills for the future	Collaborative work between industry, government agencies, and Ringa Hora to 1. improve the transparency about vocational education and training funding 2. ensure high quality information is available to inform Government policy and investment decisions.

Tahatū will help all New Zealanders make decisions about what kind of work they would like to do. We have designed it to help those who do know what career they want and to offer tools for people who aren't quite sure and need a bit of inspiration. Tahatū connects NCEA school subjects, qualifications and careers. It will show the most common ways others have taken to get to that career or job. Tahatū brings this information together for the first time in one place. The change we are seeing in property managers moving to own their own property management franchises/businesses rather than moving to real estate salespeople - especially for Māori and Pacific workers. The key skills and drive for property managers call on people that love managing properties and engaging with people overtime. Real estate salespeople are more driven by short term contact with customers and financial property sales.	Tahatū Career Navigator Tertiary Education Commission
Inspiring the Future is a careers education programme led by the Tertiary Education Commission (TEC) that connects students with volunteer role models from a wide range of industries. Its goal is to broaden young people's understanding of career possibilities, challenge stereotypes, and inspire future pathways through real-life stories and experiences. For the real estate and rental services industry, this programme offers a valuable opportunity to showcase the sector's diversity, career progression, and community impact. By participating, real estate professionals can help demystify the industry, promote inclusive representation (especially for Māori, Pacific peoples, and women), and encourage students to consider real estate as a viable and rewarding career."	Inspiring the Future Tertiary Education Commission
Real estate and property management professionals of Māori and Pacific heritage have been spotlighted as part of the We Be Who We See initiative—an intersectoral project celebrating diverse leadership across Aotearoa. Their stories of resilience, achievement, and professional growth offer powerful role models for emerging talent and contribute to a broader understanding of the opportunities within the sector.	We Be Who We See - Home - Ringa Hora
Currently, there are limited formal alternative entry pathways into the real estate and rental services sector in Aotearoa that are specifically designed to attract a more diverse workforce. However, there is growing recognition of the need to create inclusive models that better reflect the communities the industry serves. Potential approaches include community-based training programmes developed in partnership with iwi, Pacific organisations, or disability advocacy groups; apprenticeship-style models that combine paid work with structured learning; and flexible micro-credentials that allow learners to build skills gradually and accessibly. Despite this potential, Māori, Pacific peoples, women, and Tangata Whaikaha continue to face significant barriers to entry into the sector. These include the high cost of licensing and training, limited visibility of diverse role models, and a lack of culturally responsive or accessible training options. Recent changes in the vocational education system have also disrupted coordination, making it harder to track and promote inclusive initiatives. As a result, while the need for change is widely acknowledged, progress remains slow and fragmented.	If you would like to explore this further, please contact Ringa Hora for more information.
As of 2025, there are no widely documented collaborative projects between the real estate and rental services industry, government agencies, and Ringa Hora that specifically aim to improve transparency around vocational education and training funding or ensure high-quality information for government policy and investment decisions. This limited collaboration may be due to several factors. The recent reforms in the vocational education system have disrupted engagement channels and created uncertainty around roles and responsibilities, making it harder for industry and government to coordinate effectively. Additionally, resource constraints and the impact of previous legislative changes that did not pass have contributed to a lack of momentum in developing sector-wide strategies. These challenges have made it difficult to establish sustained, data-driven partnerships that could support more informed policy and investment decisions.	Industry Skills Boards Tertiary Education Commission

Developing broad skills for the future	Ensure Residential Property Managers are registered, trained and licenced in accordance with new regulations.
Creating mana-uplifting jobs and opportunities	Improve transparency of pathways by mapping job roles to education, regulatory, licencing, or other relevant requirements

The Residential Property Managers Bill aimed to establish a regulatory regime for residential property managers and property management organisations in New Zealand. It proposed compulsory registration, licensing, training, and professional standards to ensure consistent quality and accountability across the sector. However, the Bill was discharged in June 2024 as it is not a current Government priority. Despite this, the industry continues to view regulation as a priority, particularly given that nearly one-third of New Zealand households rent, and around half of those rentals are managed by property managers. In preparation, many property managers are aligning with professional bodies like REINZ and undertaking training through providers such as Open Polytechnic and Strategi Institute. These efforts help meet the proposed standards around qualifications, conduct, and complaints handling, positioning the industry to adapt quickly if regulation is revived.	<u>Residential Property Managers Bill</u>
Tahatū Career Navigator by the Tertiary Education Commission (TEC) is a new careers planning website designed to connect school subjects, qualifications, and career pathways. It profiles over 800 career ideas and is especially focused on improving access for Māori, Pacific peoples, disabled people, and women. The tool is designed to improve access to quality careers information, particularly for Māori, Pacific peoples, disabled people, and women—groups traditionally disadvantaged in the workforce. This is not solely real estate and rental services focussed but does include opportunties for those within the sector and their career pathways. Following a successful pilot with 62 secondary schools and kura kaupapa Māori in 2024, the platform was officially rolled out to all secondary schools and kura in March 2025, supported by onboarding sessions and resources for educators. It will soon be available to all New Zealanders, replacing the careers.govt.nz website later in 2025.	<u>Tahatū Career Navigator Tertiary Education Commission</u>



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