

Māori Workforce Development Wānanga Report

Māori representatives on national industry advisory
groups

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BACKGROUND

Hanga-Aro-Rau facilitated a wānanga with Māori representatives on national industry advisory groups (NIAG) online Wednesday 11th October 2023. The purpose of the wānanga is to discuss driving Māori Workforce Development through NIAGs and to seek opportunities for Hanga-Aro-Rau to support members.

In total there are 23 Māori representatives across the 8 NIAG's making up 23% of members on NIAG's and 10 members were present.

Two workshop sessions were facilitated with members. This report provides an accumulative account of themes discussed during the wānanga with proposed recommendations.

Date	11 October 2023
Hanga-Aro-Rau	Phil Alexander-Crawford – Chief Executive Samantha McNaughton – Deputy Chief Executive Darrell Lambert – Poumatua / GM Māori Workforce Development Flo Samuels – Poutiaki Whakahiwa Morgan Toki – Māori Relationship Lead
NIAG representatives	Warren Flowerday – Automotive Engineering Peter Rameka - Engineering Tama Dunn - Engineering Kelly Potter - Food & Beverage Dion Orbell – General Manufacturing Rik Tauroa – General Manufacturing Paris Mitchell – Marine Paul White – Ports Roi Rangi – Ports Tahu Stirling – Ports
Subject	Hanga-Aro-Rau kaimahi Māori wānanga

INTRODUCTION

During the online meeting with industry stakeholders, valuable insights were gathered. These insights, provided by industry experts, offer a comprehensive understanding of experiences with Hanga-Aro-Rau, additionally challenges, and opportunities industry face to stay competitive. The stakeholders highlighted the importance of innovation and adaptation in an ever-evolving industry landscape. They emphasized the need for strategic collaborations and how Hanga-Aro-Rau plays a pivotal role in this, and the continuity of Hanga-Aro-Rau leading Te Ao Māori into industry. These insights will provide a solid foundation for informed future planning within the industry.

HANGA-ARO-RAU EXPERIENCE

Workshop tuatahi consisted of three main areas of discussion specifically in relation:

1. Experiences and reflections on NIAGs,
2. Ideas to assist others in their individual NIAGs,
3. Key ideas to drive across all NIAGs.

THEMES

INSIGHT	OPPORTUNITY
<ul style="list-style-type: none"> • Very diverse members on the NIAG. Some have met twice (in person and online), One has met in person, One NIAG still to meet - but great opportunity for insight into NIAG coming up. • Talent attraction, retention, and engagement to support industry with workforce challenges, funding streams available industry not aware of these. • Great bunch of people. Great opportunity for others to hear what other organisations are doing. • Meeting was well structured, good mix of industries, organisation representatives. • Optimistic of things that are going to fall out from these NIAGS. • Group full of passion. • Likes frameworks and metaphors. Nice to look at but need actions and utilised! Wayfinding - go get a waka experience to really feel it. • Food & Bev is awesome, majority women. Adds learner experience at the centre. 4-5 Maori on the group, a little shy. Would like more guidance from a workplace perspective on cultural competency. So kaimahi can work toward them. • Cultural champions in the workplace are really important. People in charge need to take it on board and drive it top down. • Live outside of tribal area, need help to culturally flourish in other tribal areas. • Shyness - more experience in the group will allow us to open up. Some of us are still on our journey. • Struggle with a push for productivity over safety. The gems we find get taken down a management path rather than continue on the operational / technical path. • Process is relaxed and lets us take part when and how we could. • Enjoy the whakawhanaungatanga • Humour let's us be ourselves. • NIAG hui was well facilitated. Data shared was great and what H-A-R has done. • Facilitation of hui is done well. • Visibility of te reo, te ao Māori in our hui and documents is very good. 	<ol style="list-style-type: none"> 1. Share funding streams available to industry 2. Workplace cultural competency support to enable workforce and support engagement with local iwi.

MĀORI WORKFORCE DEVELOPMENT

Workshop tuarua consisted of three main areas of discussion specifically in relation:

1. Hanga-Aro-Rau's greatest impact to improve Māori Workforce Development
2. Shared priority to take back to NIAGs
3. Reflections on Hanga-Aro-Rau Māori Workforce goal

INSIGHT	OPPORTUNITY
<ul style="list-style-type: none"> • Share data with members that's being shared in presentations. What's valuable to understand: Why people leave, Why Māori aren't completing qualifications, Influences, Priorities are very different to rangatahi. • Within Port environment. Pastoral care is important. Industry needs to be proactive. When an interest in qualification, honesty is best policy to share. Make apprenticeships compulsory • Mātauranga Māori and Māori values are important. Informs the workforce of what they expect and like/want in their companies. • HAR is doing a good job to normalise te Ao Māori. The more we advance te Ao Māori in NIAGs the more we can normalise it across Aotearoa. • Normalising te reo and te Ao Māori just needs someone to start it sometimes. Encourage NIAGs to extend it into quals and pathways. • Offer cultural capability PD for industry. Industry will need support/guidelines around how to do this, including Māori titles for docs. • Have we explored Gateway and secondary to tertiary pathway. Include te Ao Māori in smaller quals, smaller than micro-creds • Talent Attraction: An opportunity to galvanise the different initiatives, innovations and models that's happening within industries. Career pathways very important. Bringing together agencies to share about the different funding streams available • Māori NIAG members would like to do te reo & cultural capability training with each other. • Would be great if we could share how a te ao Māori view can make hui inclusive and relaxed. Demonstrate how simple it is to do this, develop some resource or guidelines. • Te ao Māori provides safety for Māori in the workplace as well. How can we help grow that and help it thrive in industry. • Stackable micro-credentials. Transferable across the industry and other industries • AI, it's use will grow in our personal and professional lives. How do we get our young ones to learn the subject matter they will need - rather than relying on AI. • Creating documents accessible to all, incl talk back functions. Any PD in place to develop those tools? • With micro credentials come micro improvements 	<ol style="list-style-type: none"> 1. Stock take of different strategies and approaches to talent attraction, retention and engagement. 2. Career pathway roadmap 3. Māori representatives to come together to work on Te Reo Māori/ Te Ao Māori. 4. Cultural competency and understanding training for employers to understand the why behind actions. 5. Cultural capability resources for industry to access. 6. Māori data including qualification completion, influences. 7. Prioritise pastoral care within training. 8. Attraction for Māori and Pacific rangatahi coming through. 9. Credentialise cadetships for learners

- | | |
|---|--|
| <ul style="list-style-type: none"> • Extremely tough question. Young ones want to get the money without earning. • NIAGs biggest value is people. The goal is great and investing in people is a way of doing this. I will work hard for the learner. • This is a great outcome and if the council achieve this - awesome outcome. • A hinderance to achieve to the goal: is interview process. Māori especially have a hard time in interviews, Māori know the job and what to do, but having them articulate their skills in relation to the job is a challenge. Simple things such as eye contact, shyness Change the way of interviews e.g. cuppa tea, Diversity isn't public e.g. women not on the trucks, Māori not • Lack of cultural competency and understanding. Pre-conceived negative conations on ethnicities. • Opportunity with cadetships are implemented and have these credentialised for learners. | |
|---|--|

RECOMMENDATIONS

Based on the insights gathered from industry stakeholders, it is evident that the current market landscape presents both challenges and opportunities. In light of this, the recommendations aim to provide actional tasks to address these challenges and capitalise on the identified opportunities. These recommendations are based on industry best practices, emerging trends, and the collective wisdom of industry experts. By implementing these recommendations, industry can enhance and foster innovation, adapt to changing demands and advocate Hanga-Aro-Rau being a central place for industry support. The following section outlines practical steps and initiatives that can be undertaken to drive growth and success across Manufacturing, Engineering and Logistics industries.

1. Industry Cultural Competencies:

- a) Continue to normalise Te Ao Māori and wayfinding metaphors with industry.
- b) Develop accessible resources for employer support with cultural competencies.
- c) Māori representatives commence cultural competency programme together.

2. Shared priority across National Industry Advisory Groups:

- a) Stocktake of different strategies, approaches to talent attraction, retention and engagement, including for priority groups Māori, Pacific, Women.
- b) Māori data including qualification completions included in all national industry advisory group presentations.
- c) Funding streams available to industry in capacity of talent attraction and retention.
- d) Career pathways roadmap

3. Additional Support from Hanga-Aro-Rau:

- a) Bring representatives together at least twice a year
- b) Continue sharing information and data
- c) More follow up from national industry advisory groups

NEXT STEPS

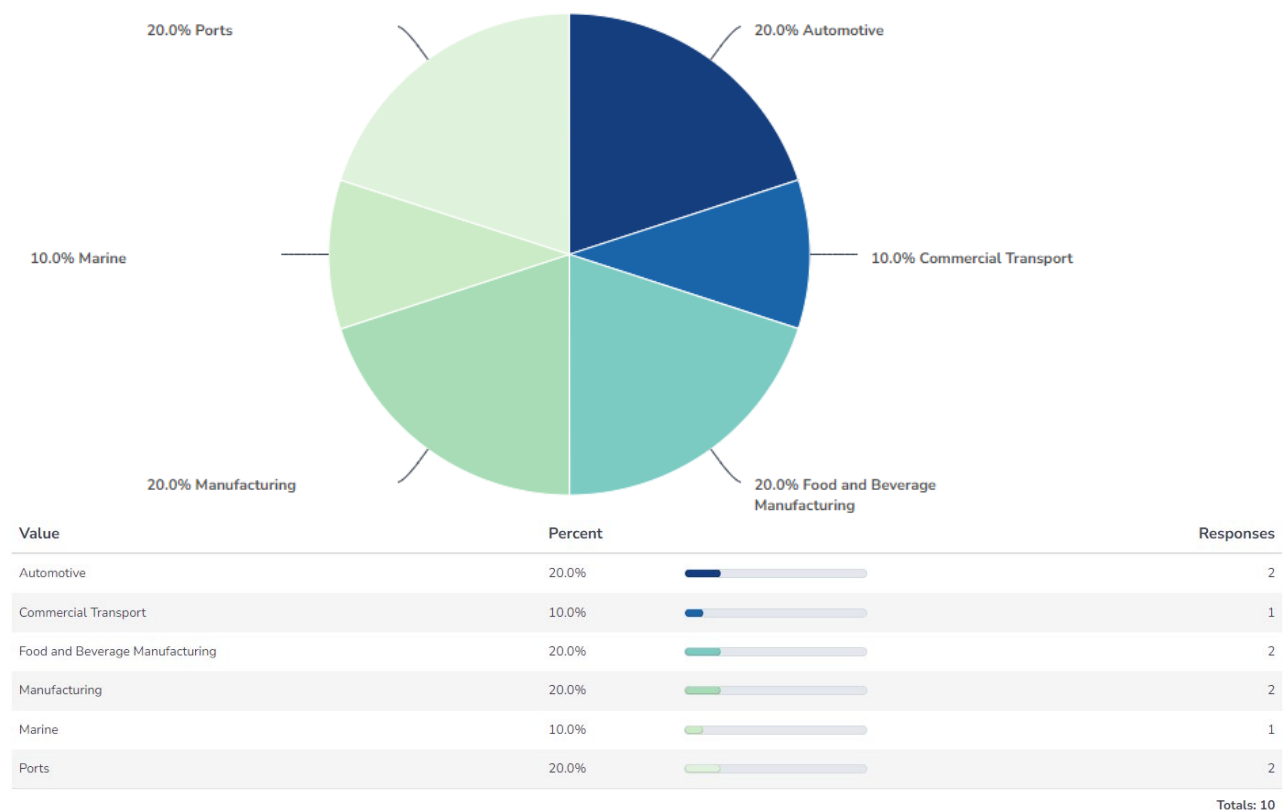
1. Socialise report with national industry advisory group leads (Industry Managers).
2. Prioritise recommendations that can be carried out through national industry advisory groups.
3. Implement recommendations with Māori representatives on National Industry Advisory Groups e.g. cultural competency.
4. Liaise with industry stakeholders to organise CE visits for 2024.
5. Schedule Māori representatives next wānanga.

SURVEY RESULTS

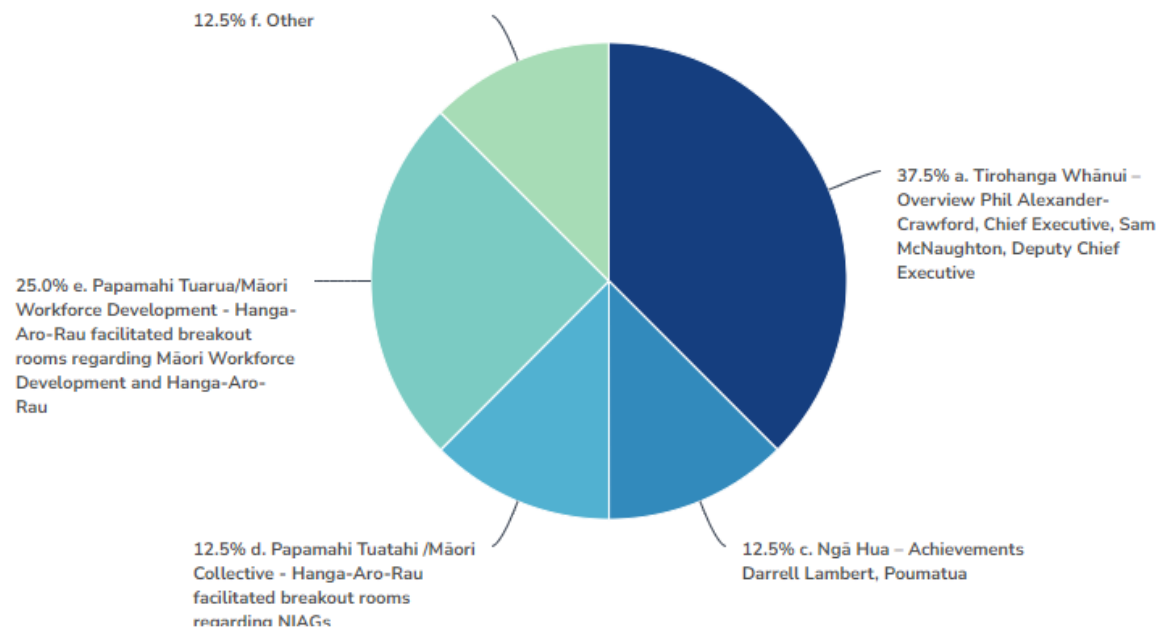
A survey was conducted with industry experts to gather valuable insights and perspectives from industry following the online session, aiming to capture their thoughts with the session and how Hanga-Aro-Rau can drive continuous improvement over the next 12 months.

These results serve as a reliable benchmark for understanding industry sentiment and can guide us in our work with industry.

1. Which national industry advisory group are you part of?



2. What was the most valuable session of the wānanga?



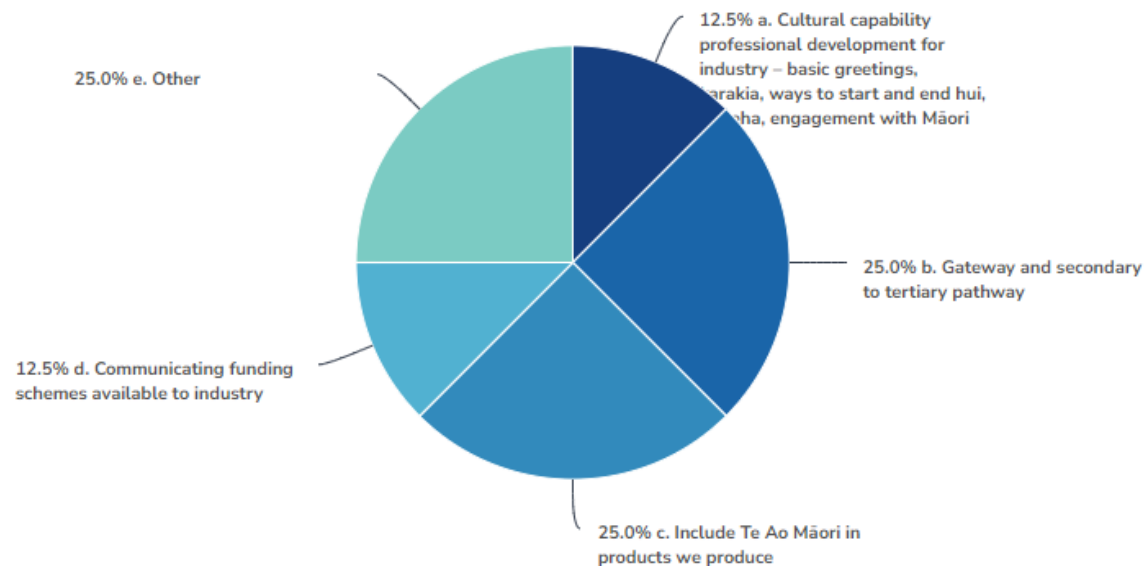
Value	Percent	Responses
a. Tirohanga Whānui – Overview Phil Alexander-Crawford, Chief Executive, Sam McNaughton, Deputy Chief Executive	37.5%	3
c. Ngā Hua – Achievements Darrell Lambert, Poumatua	12.5%	1
d. Papamahi Tuatahi /Māori Collective - Hanga-Aro-Rau facilitated breakout rooms regarding NIAGs	12.5%	1
e. Papamahi Tuarua/Māori Workforce Development - Hanga-Aro-Rau facilitated breakout rooms regarding Māori Workforce Development and Hanga-Aro-Rau	25.0%	2
f. Other	12.5%	1
		Totals: 8

ResponseID	Response
8	All of it!

3. What improvements could we make to the session?

ResponseID	Response
6	show actual achievements from the different companies showcasing māori employees
7	I thought it was excellent and had an amazing time.
8	Thought it was great.
11	Session was great, follow up would be good though, even if it was just a one month check in after reflecting on it. also to know what the next steps are or actions etc.
14	trying to soak everything in, its a huge mahi but important

4. Do you have any further ideas about how Hanga-Aro-Rau can drive continuous improvement over the next three months?



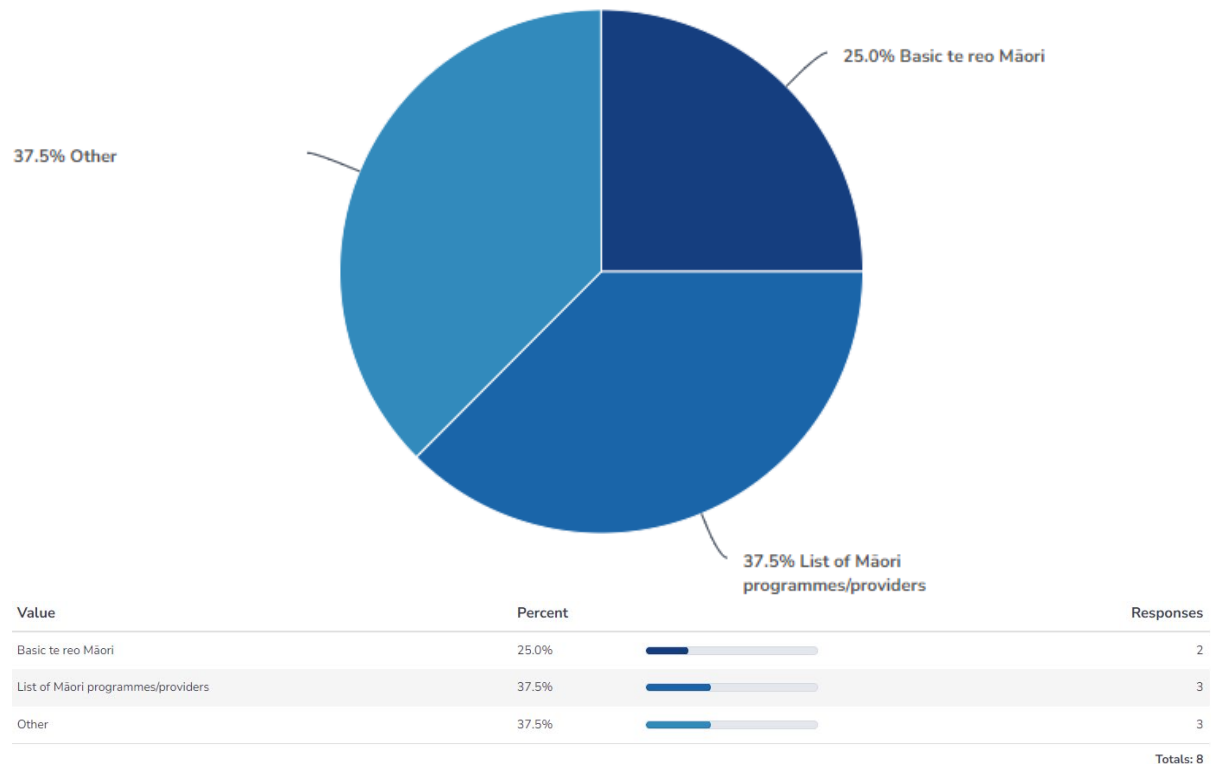
Value	Percent	Responses
a. Cultural capability professional development for industry – basic greetings, karakia, ways to start and end hui, pepeha, engagement with Māori	12.5%	1
b. Gateway and secondary to tertiary pathway	25.0%	2
c. Include Te Ao Māori in products we produce	25.0%	2
d. Communicating funding schemes available to industry	12.5%	1
e. Other	25.0%	2
		Totals: 8

ResponseID	Response
8	Again - all of them but specifically B in this case
11	simplify and communicate targeted approach for Māori. additional benefits, mentoring and pastoral care. be industry leading! we are not quite there

5. Do you have any further ideas about how Hanga-Aro-Rau can drive continuous improvement over the next 12 months?

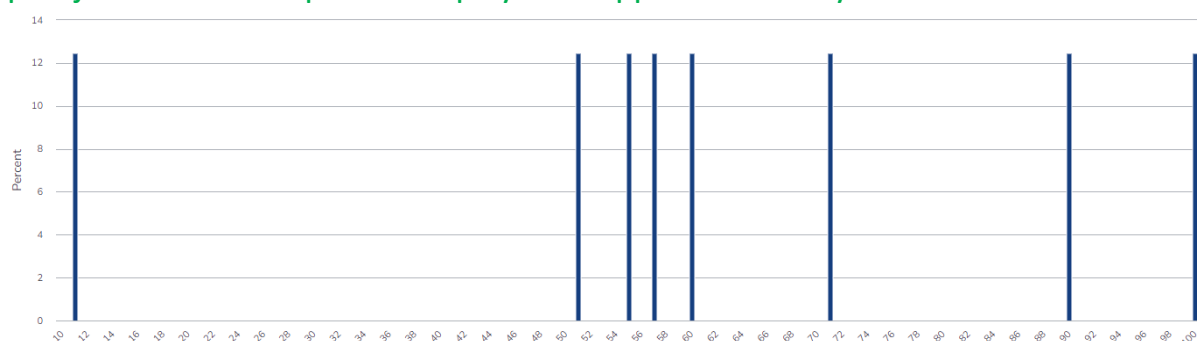
ResponseID	Response
6	visiting companies, raising awareness on who Hanga Aro Rau is
7	Reaching and educating tamariki is what is most important to improve the future and make all trades accessible to learn for all. Such a broad topic but I left the wānanga extremely impressed with how committed everyone was to embody te ao Māori when I rarely get to experience that in industry. I am happy to network within my own NIAG about this as they are working with Ngāti awa for apprentices and if this could be widespread that would be amazing.
11	some of what I wrote above probably needs to come here but I really think it would be beneficial to change the way we assess our qualifications - they are too academic which doesn't suit today's learners nor support Māori into achieving qualifications. I would be interested to know the fall out rate of Maori vs other ethnicities in qualifications and then look into why this might be. It could be cool to do some case studies around people who did complete and those that didn't attempt and see the difference in pathways and opportunities based on this to really highlight why it is critical that we enrol, stick at and complete qualifications - then look at additional support mechanisms like mentoring, pastoral care, community study sessions etc. to help
14	keeping a Taiao and Te Ao Māori focus like karakia, mihi, pepeha

6. One thing the rōpū wanted Hanga-Aro-Rau to assist with was cultural capability support for employers. What specific areas would you like assistance with?

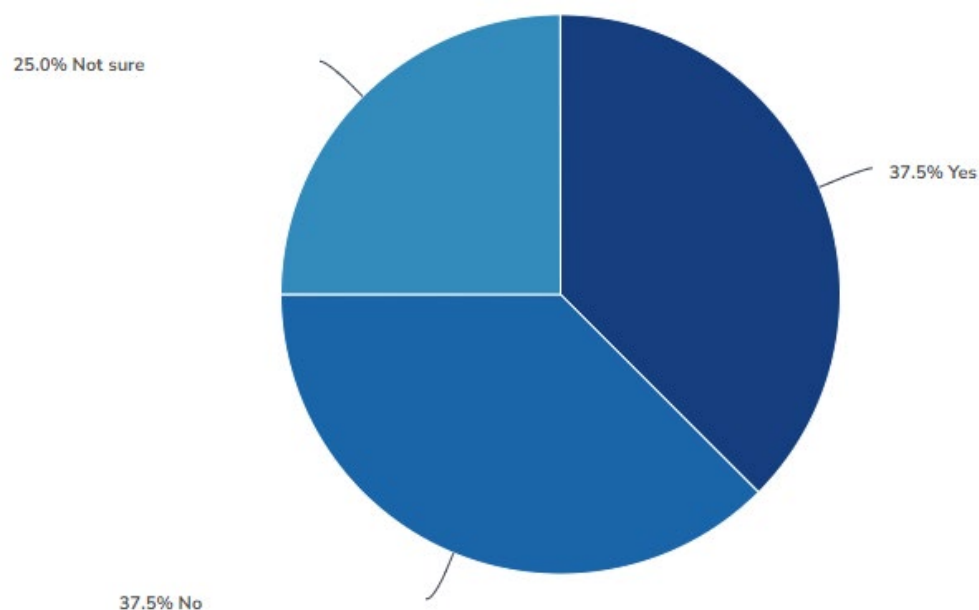


ResponseID	Response
8	Te ao Maori in the workplace - how to incorporate Maori properly and with commitment instead of just as a 'token'. What that looks like. Also some guidance on how we can incorporate Maori into our learning resources.
11	Tikanga
14	mihi whakatau for our overseas visitors and iwi partners who visit our site

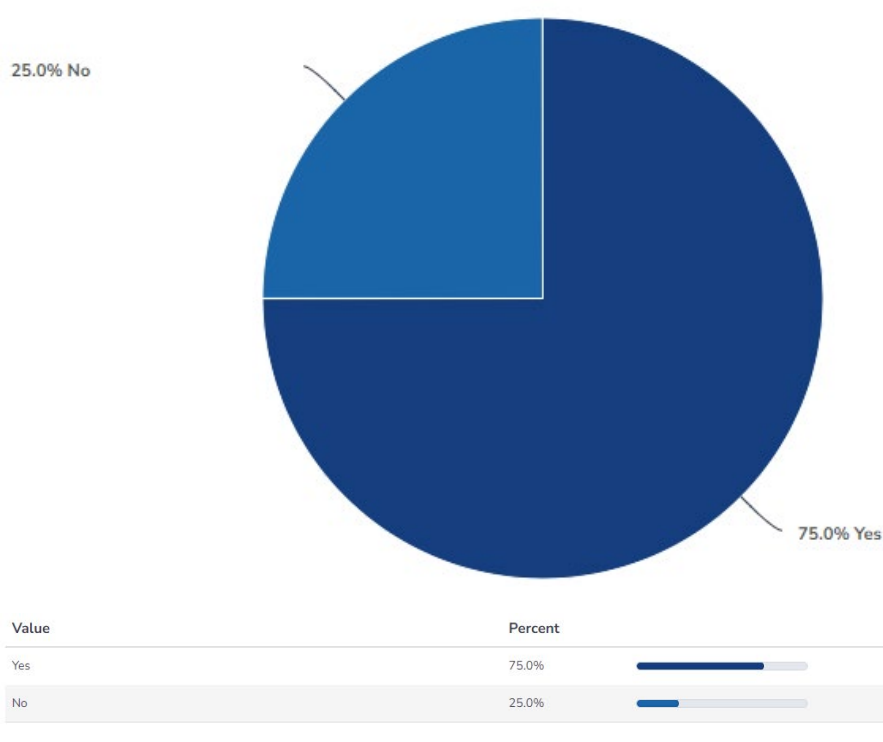
7. How confident are you to table our goal of 'More Māori with higher skills in higher paid jobs and with improved employment opportunities' in your NIAG?



8. Do you understand the vocational education system and how we fit in?

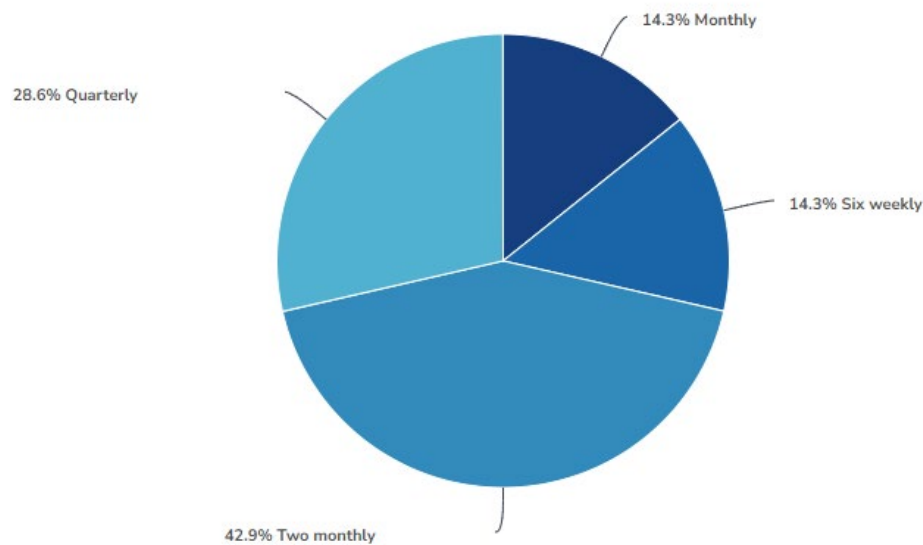


9. Would you be comfortable advocating on behalf of Hanga-Aro-Rau to demonstrate that we (Hanga-Aro-Rau) work according to industry needs?



ResponseID	Response
7	If there is any information beyond the website and brochures given to me while I was in Auckland then I would appreciate being sent it otherwise I believe I have a fine understanding. If public speaking is ever involved I would appreciate a mentor.
10	Further information on how everything fits together in the new vocational system
11	whatever you have :) I also answers not confident to an earlier question, that's only cause I wasn't in the hui but with information, totally confident :)
14	I just need a real understanding of the whole system, even a mentor to come in initially so I'm not talking a load of crap :)

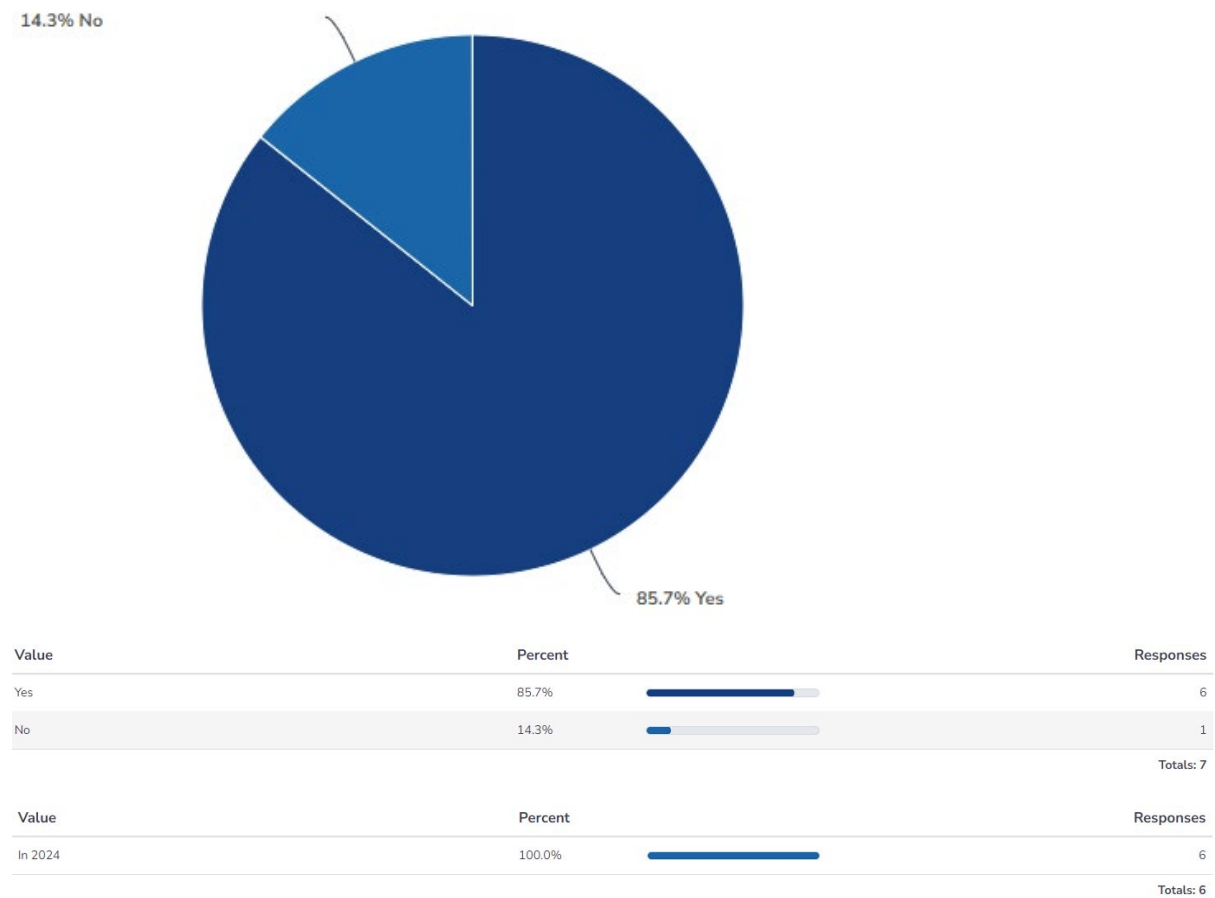
10. How often would you like to catch up as Māori representatives of the NIAGs? And What topics would you like to cover?



Value	Percent	Responses
Monthly	14.3%	1
Six weekly	14.3%	1
Two monthly	42.9%	3
Quarterly	28.6%	2
Totals: 7		

ResponseID	Response
7	Māori progress in industry. How Aotearoa is to set the standard for the world. How all minorities are connected and our relationships. Why Māoritanga is important in the workplace. Give employees tools so they can support and stand up for themselves professionally (rights basically). How the traditional gender roles are being blended back together again and is this an agreed belief that it is beneficial for the family unit?
8	I would like to see the objectives that we arrived at from this session delved into further as well as using the catch ups to discuss what comes up in the different NIAGS as they happen.
10	KPI's on current projects initiatives & potential projects
11	It would be cool to spotlight some industries in each hui to get to know more about what others are doing - we could provide feedback, insights, learnings or learn from their korero. Set out some goals of what we want to achieve and HOW. cool that we want to uplift Māori, we know why but as a collective, we need to take ownership for leading this change...
12	Latest developments in industry, Challenges for Māori in the workplace, success stories from Māori perspectives.
14	whakawhaungatanga, a basic knowledge of the different companies we all work in, how we recruit employees

11. Would you be interested in inviting Phil Alexander-Crawford to your mahi for further discussions? And when?



APPENDIX

Snippets of information sent to attendees.

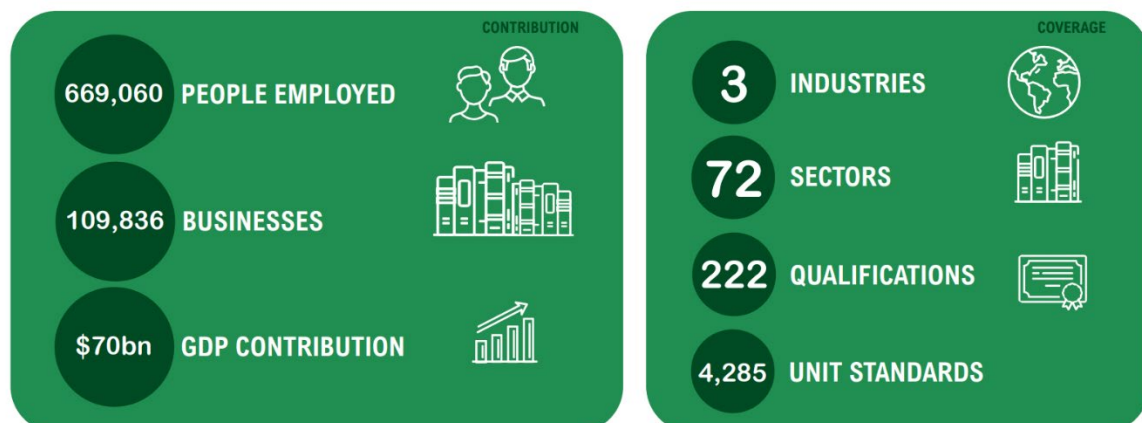
Session 1

Tirohanga Whānui / Overview

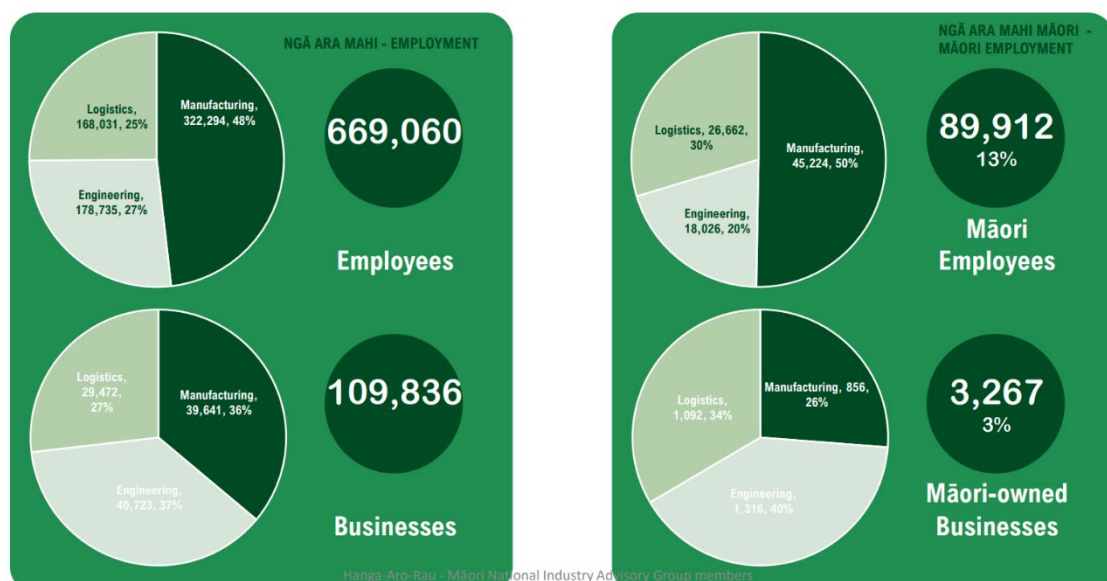
Phil Alexander-Crawford (CE)
Samantha McNaughton (DCE)

Hanga-Aro-Rau - Māori National Industry Advisory Group members

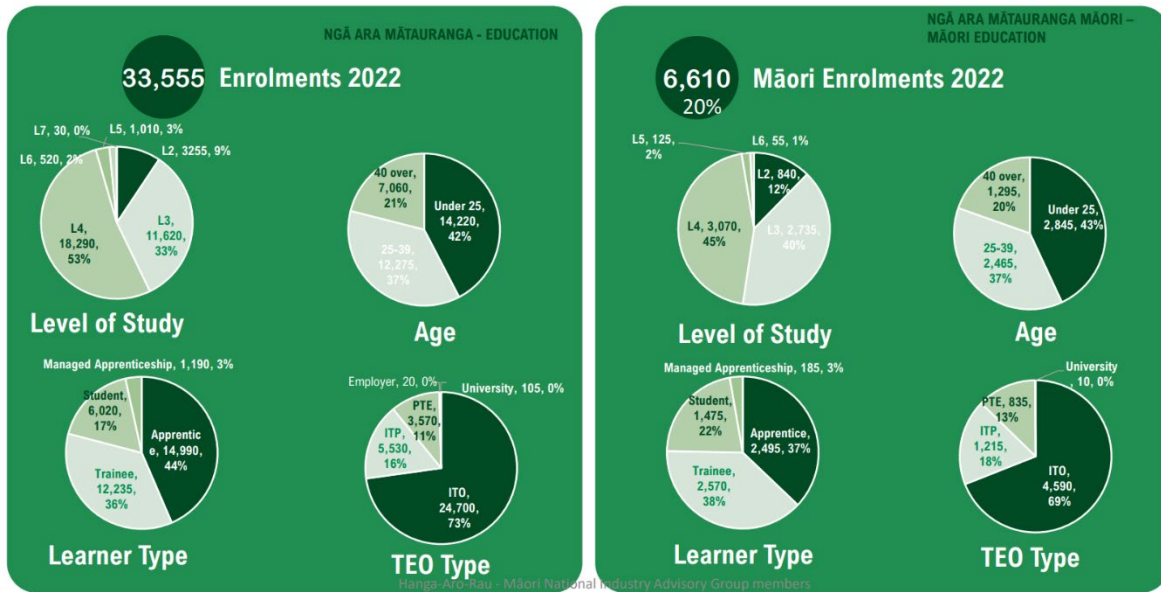
HE TIROHANGA WHĀNUI SUMMARY OVERVIEW



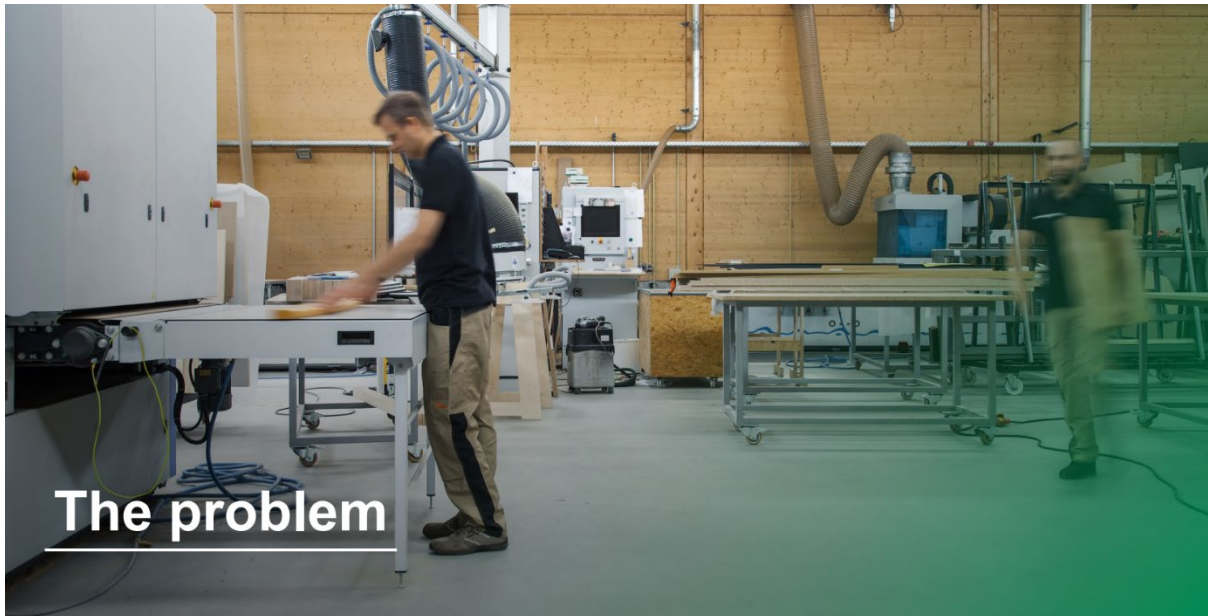
NGĀ ARA MAHI TATAURANGA EMPLOYMENT STATISTICS



NGĀ ARA MĀTAURANGA TATAURANGA MAORI LEARNER STATISTICS



Hanga-Aro-Rau - Māori National Industry Advisory Group members



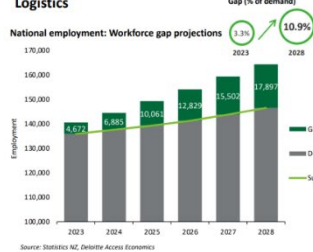
Skills gaps in industry are increasing rapidly

Projections show labour demand is outpacing supply, with the current national workforce gap of ~33,898 widening to ~58,150 MEL employees by 2028.

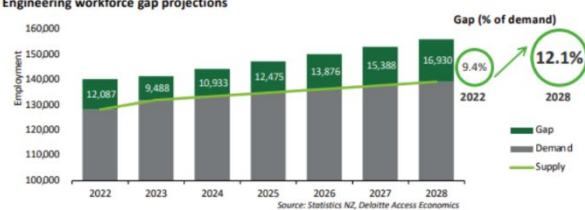
Manufacturing workforce gap projections



Logistics



Engineering workforce gap projections



Hanga-Aro-Rau Māori National Industry Advisory Group



The industry is struggling to retain younger workers who are leaving at a higher rate

Logistics industry age profile, annual average 2020 vs. 2022

# employed	Ann. Avg. 2020	% of total	Ann. Avg. 2022	% of total	% change in employment
Age 15-24	14,125	10.7%	11,000	8.7%	-22.0%
Age 25-44	50,825	38.6%	50,467	39.7%	-0.7%
Age 45-64	56,350	42.8%	55,500	43.7%	-1.5%
Age 65+	10,425	7.9%	10,100	7.9%	-3.1%
Total	131,700		127,100		

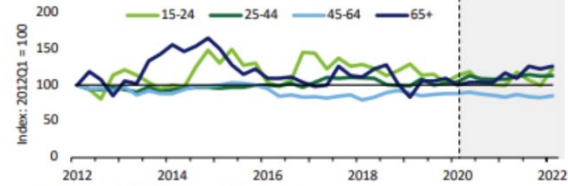
Source: Statistics NZ, Deloitte Access Economics

For many young people, the perception of the industry is as a steppingstone, treating the role as a "job rather than a career" and leaving shortly after. *Logistics.*

The 65+ age cohort has doubled from 8,700 (3.4%) to 17,00 (6.6%). The impact of COVID-19 illustrates that older workers continue to make up an important part of the manufacturing workforce. *Manufacturing.*

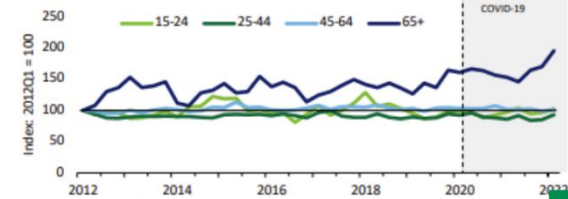
Engineering has had no significant age shift in the last 10 years. *Engineering.*

Engineering workforce: Age index



Source: Statistics NZ, Deloitte Access Economics

Manufacturing workforce: Age index



Source: Statistics NZ, Deloitte Access Economics

Hanga-Aro-Rau - Māori National Industry Advisory Group members

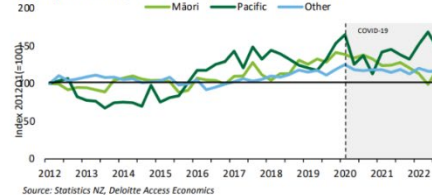


Māori and Pacific people in the workforce

To achieve an equitable skills mix for Māori in logistics, the number of Māori working the highest skills levels 1 to 3 must increase by 12% per annum over the next six years. This is equivalent to 5,000 more Māori employees in level 1 occupations by 2028

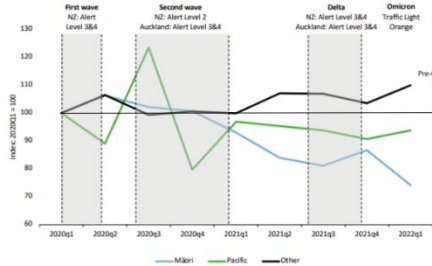
Māori participation in manufacturing and engineering learning has grown at a faster rate than other ethnicities, but the proportion of learners who go into employment is roughly 10% less for Māori and Pacific learners compared to other ethnic groups.

Employment in logistics ethnicity mix, indexed to 2012



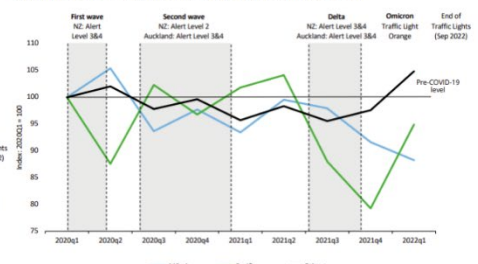
Source: Statistics NZ, Deloitte Access Economics

Impact of COVID-19 on engineering employment by ethnicity (quarterly, 2020 to 2022)



Source: Statistics NZ, Deloitte Access Economics

Impact of COVID-19 on manufacturing employment by ethnicity (quarterly, 2020 to 2022)



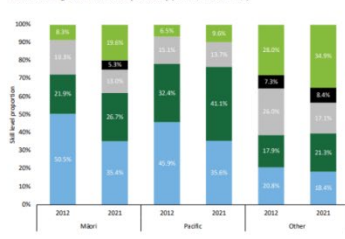
Source: Statistics NZ, Deloitte Access Economics



Hanga-Aro-Rau - Māori National Industry Advisory Group members

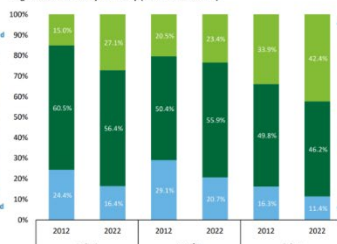
There is an opportunity to do more

Manufacturing skills mix trend by ethnicity (2012Q2 vs. 2021Q2)



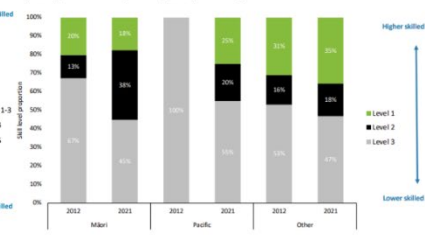
Source: Statistics NZ, Deloitte Access Economics

Logistics skills mix by ethnicity (2012 versus 2022)



Source: Statistics NZ, Deloitte Access Economics

Engineering skills mix trend by ethnicity (2012Q2 vs. 2021Q2)



Source: Statistics NZ, Deloitte Access Economics