

# Ngā Tatauranga Māori

## Māori Workforce Data

The following data provides a high-level view of trends in the total Māori labour force and employment. It will be updated as the results of the last census are released. More detailed information about the industries in our sectors can be found at the [workforce development plans for our 9 NIAGs](#)



Currently, Māori employees make up

**14%** of the Manufacturing workforce,

**10%** of Engineering and

**17%** of Logistics.



Māori population in 2023 was **887,500** projected to increase to **1,068,100** by 2033.

Māori labour force participation in 2023 is **69%**



In 2023, **29%** of Māori were employed in high-skilled jobs and **46%** in low-skilled jobs.










The growth rate between 2013 – 2023 for highly-skilled employment was **55%** compared to **36%** for low-skilled.



In 2023, **6,930** Māori learners were enrolled in manufacturing, engineering or logistics VET qualifications.

The top two occupation groups for Māori workforce are professionals **72,127** The next largest group is labourers at **69,840**.

### Māori in Manufacturing, Engineering and Logistics by Sector

Sector	 Automotive Engineering	 Commercial Transport	 Engineering	 Extractives	 Food & Beverage Manufacturing	 General Manufacturing	 Marine	 Ports	 Supply Chain
Aotearoa NZ total number of businesses in 2024	10,920	11,733	18,246	1,590	5,613	19,521	996	435	6,465
Proportion of Māori-owned* businesses 2021	7.5%	16.5%	7.7%	8.6%	1.2%	6.0%	1.7%	13.0%	8.9%
Aotearoa NZ employment in 2024	45,818	70,957	75,584	11,601	89,861	163,141	5,105	7,216	32,147
Proportion of Māori employment in 2023	10%	15%	8%	15%	18%	12%	10%	21%	22%

\* Māori-owned businesses only includes businesses with ownership data available, which is roughly one-third of all businesses.

Data on this page come from Infometrics, Te Mata Raraunga – workforce skills data and insights, Te Ōhanga Māori: The Māori economy | BERL and Statistics NZ



**HANGA-ARO-RAU**  
Manufacturing, Engineering  
and Logistics  
Workforce Development Council