

December 2022

TOKONA  
TE RAKI

Māori Future Makers

# PUTA- I-TUA

A Māori Future Skills Strategy for an Equitable Aotearoa

*Putā-i-Tua draws its name from a  
karakia from our southern waka traditions.*

Uruao was the waka of Waitaha, the first iwi of Te Waipounamu. Its chief navigator, Rākaihautū, recited the karakia “Haea te awa, wahia te awa, puta-i-tua, puta-i-waho” to clear a pathway through stormy seas to take his people forward to a bright new world. Our ‘bright new world’ is one where we all share the benefits of an equitable Aotearoa. Putā-i-Tua is a strategy designed to assist with navigating our way through future change towards our desired destination. Despite feeling like a somewhat unobtainable dream, with a clear path and markers, we can excite and inspire others to join the waka - together we will reach our new Hawaiki.



## THE VISION

In 2040, 200 years after the signing of Te Tiriti o Waitangi, Aotearoa is celebrating its greatest achievement: equity for Māori. Together, we reshaped and redesigned our nation so that our younger, growing Māori population live their best lives, are recognised for their strengths, and encounter systems designed to ensure that everyone gets access to the resources they need to thrive.

We co-created this future by acknowledging the role of racism in driving inequity, and by making a shared commitment to build an Aotearoa that values all people who live here.

**This is a future where we all realise the potential of a unified and equitable Aotearoa.**

## GOAL

To achieve equity by 2040 (over and above current growth projections) we need:

**70,000** more Māori in employment.

**100,000** additional Māori in high skilled jobs by 2040 (earning over \$70,000 per annum).

## KEY INSIGHTS

- 38 percent of all population growth between now and 2040 will be Māori.
- More than half of the population growth aged 15-64 between now and 2040 will be Māori.
- More than 1 in 5 people aged 15-64 will be Māori by 2040.
- 237,000 new jobs will be created between now and 2027.
- 87,000 of the new jobs created will be categorised as highly skilled and pay over \$70,000.

# THE FUTURE IS MĀORI

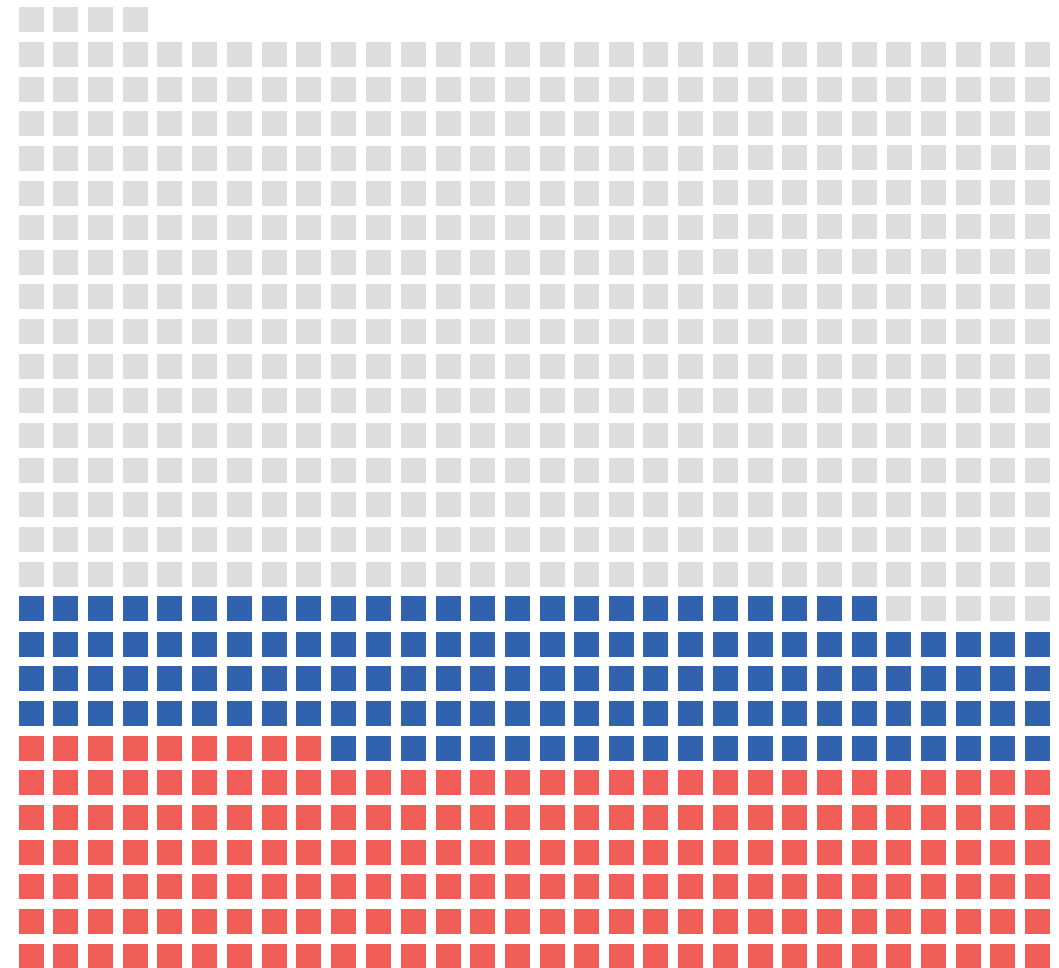
Māori are the workforce and taxpayers of the future. In 2000, Māori made up 13.6 percent of the population aged 15 - 64. By 2020, Māori accounted for 16.5 percent of the same age group. By 2040, that share will have increased to 20.4 percent, with no sign of slowing. That means more than 1 in 5 working-age people will be Māori in less than 20 years' time and, based on current trends, people born today will still be in the workforce when that level reaches more than 1 in 4.

The figure on the right shows that the population of Aotearoa aged 15 years and over will grow by 814,000 between now and 2040. However, most of that growth will be aged over 65. Of the 15 - 64 age group, 58 percent of the growth will be Māori.

With every passing decade, Aotearoa is going to become more Māori.

## POPULATION GROWTH 15+ YEARS OF AGE

Aotearoa 2022-2040



■ All 65+ Years   ■ Non-Māori, 15-64 Years   ■ Māori, 15-64 Years

This trend is going to continue. During the same period, the Māori population under 15 years of age will grow by 11 percent while non-Māori will decline by 9 percent.

As we approach the bicentennial of the signing of Te Tiriti o Waitangi, it is right that we reflect on this fact, and what our national ambitions might be for the next century or two. It is also right that we consider how we might bring to life the promise of mana ōrite and partnership that Te Tiriti frames – for the benefit of all. Puta-i-Tua is a contribution to that effort.

Currently, Māori are over-represented in industries that pay less, have fewer promotion pathways, are less resilient to change and

more likely to be negatively impacted by the future of work. The result is an historic pattern of Māori being hit first, hardest, and longest by any economic shock, and less likely to benefit from any economic rebound. This is neither fair, just, nor sustainable given Māori are going to make up an increasing proportion of the future population of Aotearoa.

Putā-i-Tua focuses on rebalancing the workforce of Aotearoa, whereby Māori are found in all areas of employment, proportional to our share of the working age population. If we achieve this, Māori will be just as likely to be found in tech companies, marketing, human resources, and professional services firms as in factories, on construction sites and farms.

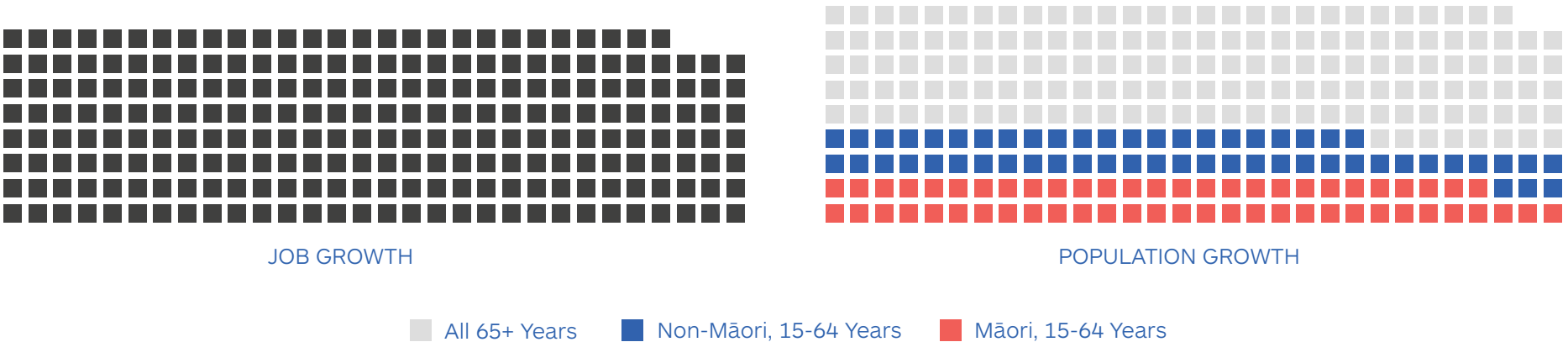
Fundamentally, Māori must be as resilient to economic downturns and able to support our whānau with good salaries as well as anyone else.

Furthermore, job growth is set to outstrip population growth. Having a group accounting for an ever-increasing share of our workforce, and taxpayers participating more fully in the employment market will benefit all.

It is both the *right* and *smart* thing to do.

So, where are we today and how did we get here? What does rebalancing the workforce mean and how are we going to make it happen?

JOB & POPULATION GROWTH 15+ YEARS OF AGE  
Aotearoa 2022-2027



# HOW INEQUITY WAS CREATED

Māori unemployment is currently more than twice the rate of Pākehā.

Underachievement in education is disproportionate. We earn less, work in more physically demanding roles and suffer negative outcomes associated with all these things.

In order of over-representation, the top five occupations for Māori are:

1. Factory process workers
2. Mobile plant operators
3. Other labourers
4. Construction and mining labourers
5. Farm, forestry, and garden workers

This is not an accident, nor was it created by Māori. It is the product of generations of racist policies that continue to disadvantage Māori.



Just 22 years after the signing of Te Tiriti o Waitangi, School Inspector Henry Taylor wrote:

“I do not advocate for the Natives under present circumstances a refined education or high mental culture: it would be inconsistent, if we take into account the position, they are likely to hold for many years to come in the social scale, and inappropriate, if we remember that they are better calculated by nature to get their living by manual rather than by mental labour.”

Then in 1915, another Inspector of Native Schools wrote:

“So far as the Department is concerned, there is no encouragement given to [Māori] boys who wish to enter the learned professions. The aim is to turn, if possible, their attention to the branches of industry for which the Māori seems best suited.”

In 1931, the then-Director of Education put it even more clearly:

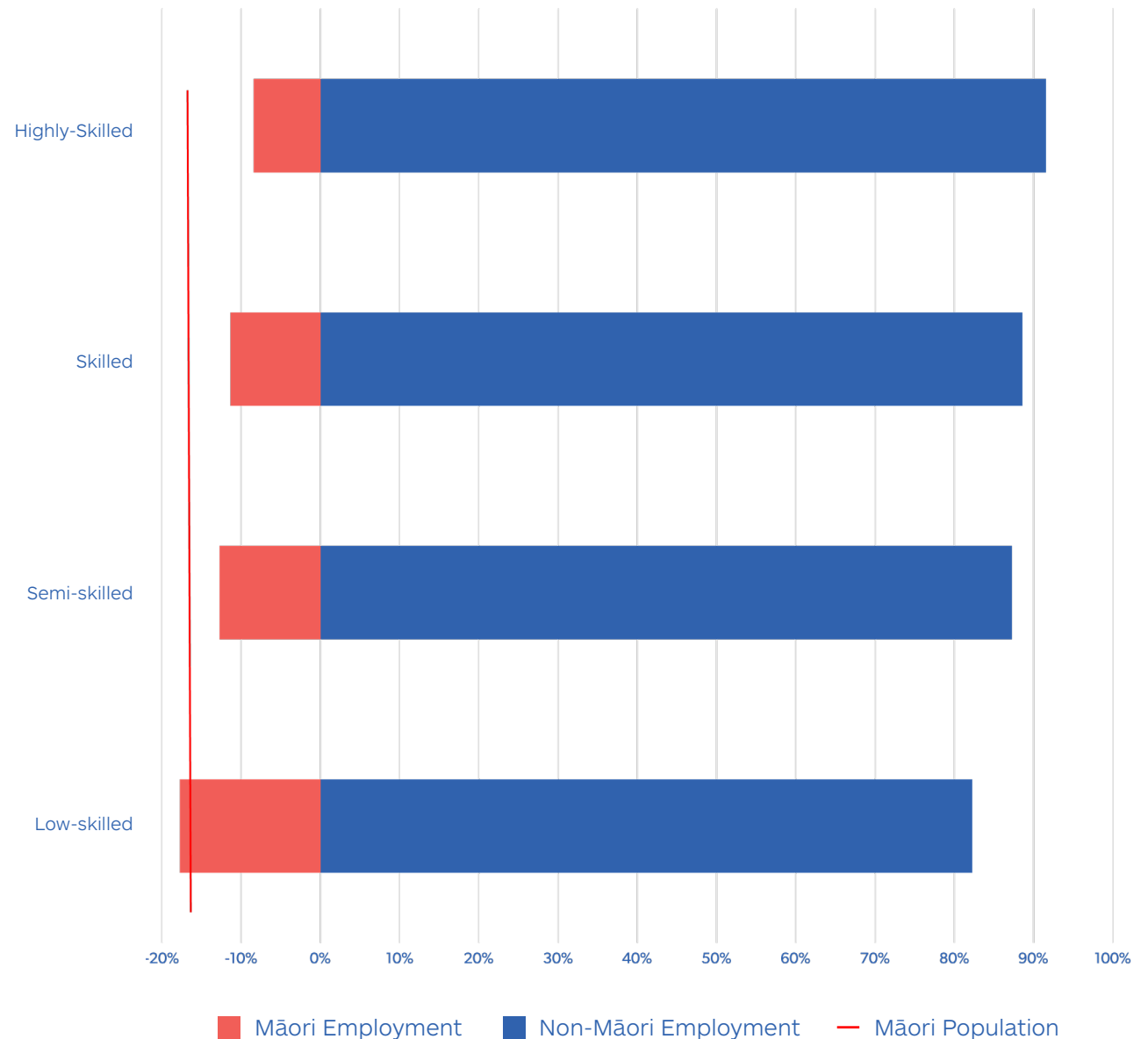
“Education should lead the Māori lad to be a good farmer and the Māori girl to be a good farmer’s wife.”

This could sound like ancient history but, in many ways, it remains current policy. We are in the Information Age and most of the country is focused on growing the high-skill, high-income roles of the knowledge economy. Meanwhile, programmes like Māori and Pacific Trades Training are the product of policies that while well-intentioned, stem from historical attitudes and stereotypes of Māori (e.g., “Good with our hands”).

In and of themselves, these programmes deliver benefit and provide pathways to good jobs. However, if Māori continue to be over-represented in a particular category of employment, as a people, we will continue to confront the same challenges over the next 200 years as we have in the last. Therefore, supporting Māori and Pacific Trades Training needs to be complemented by an equal focus on supporting Māori and Pacific peoples, and in particular women, into the high-tech, high-pay jobs of the future.

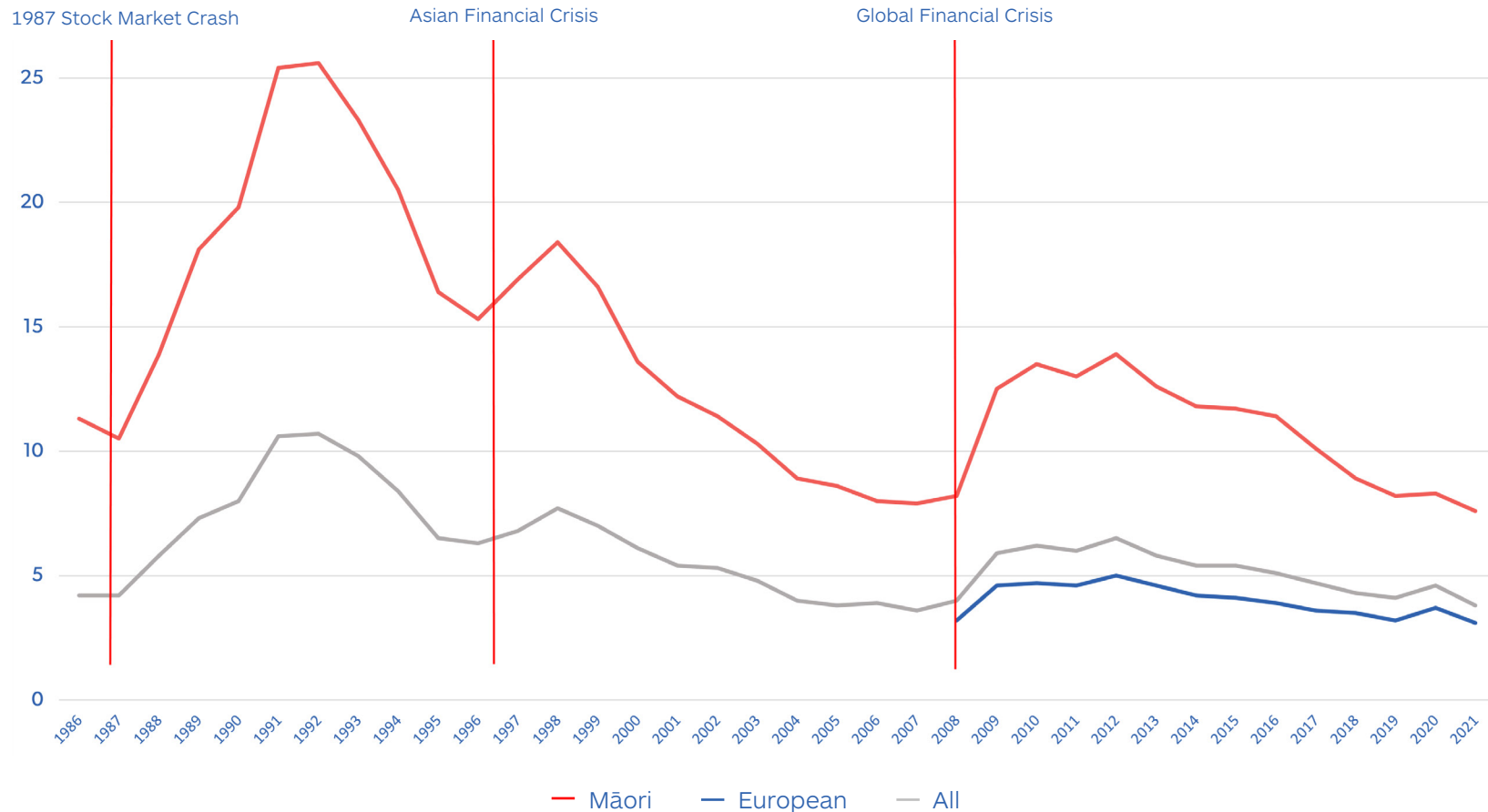
When we break down current employment figures by skill level and focus on those occupations that pay more than \$70,000, we see participation gaps at all levels except those classified as “low-skilled”.

AOTEAROA WORKFORCE JOBS PAYING \$70K+  
by Skill Level, Māori/Non-Māori, 2022



## AOTEAROA UNEMPLOYMENT RATE

by Māori, All & European, 1986 - 2021



This is important because while “low-skilled” roles can attract good salaries, they are generally more precarious in times of disruption. Being concentrated in particular sectors, skill levels and pay bands mean that our whānau fortunes are particularly sensitive to changes in labour demand resulting from major economic events.

The graph above illustrates how Māori have fared through some of those events. It shows Māori unemployment compared to the overall

rate between 1986 and 2021, with the European rate being provided from 2008 because of data availability.

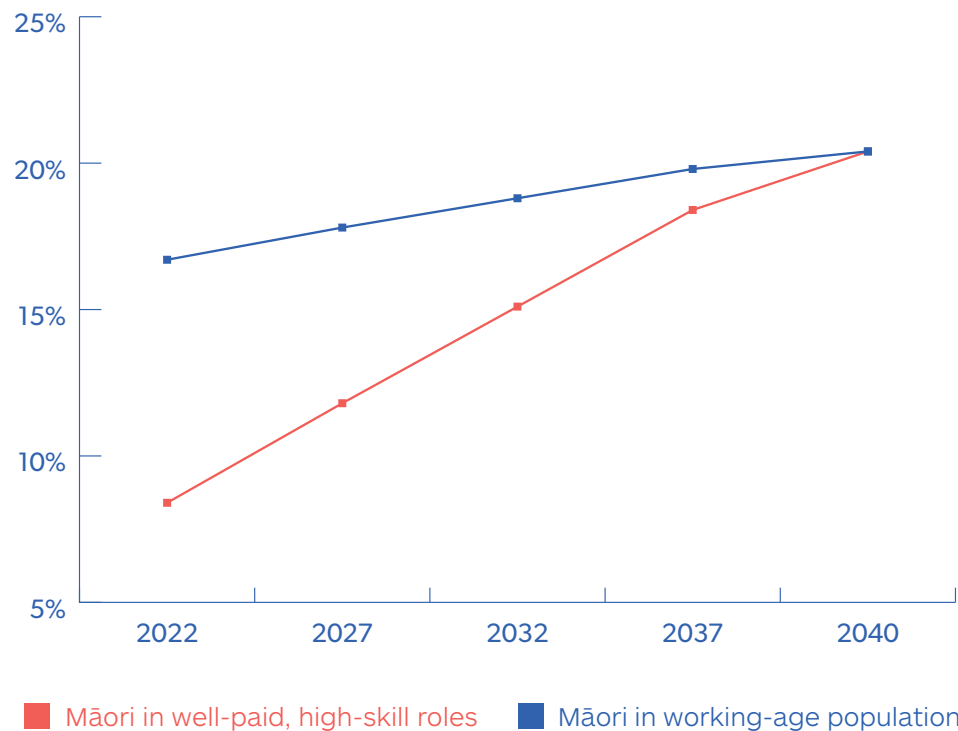
**The system was designed this way. The good news is that what has been designed can be redesigned.**

**We can do better.**

## PATHWAY TO EQUITY 2040

Aotearoa 2022-2040

	2022	2027	2032	2037	2040
Māori in well-paid, high-skill roles	8.4%	11.8%	15.1%	18.4%	20.4%
Māori in working-age population	16.7%	17.8%	18.8%	19.8%	20.4%
Gap	8.3%	6%	3.7%	1.4%	0%



# REDESIGNING THE FUTURE

Current projections show the number and proportion of well-paid (\$70,000+ per annum), high-skill roles held by Māori increasing over the next five years. However, the gap between that proportion, and the Māori population share is also expected to widen from 8.3 percent to 10 percent. Reversing this trend and closing the participation gap must be a priority.

Māori make up 16.7 percent of the population aged 15-64 but account for just 8.4 percent of well-paid, highly skilled employment. Set out on the left is a pathway for achieving equity by 2040.

*This means approximately 100,000 more Māori in these jobs than what is currently projected by 2040.*

Our first horizon goal for 2027 is for Maori to have 11.8 percent of well-paid, high-skilled jobs. Acknowledging the further opportunity represented by the existing talent shortage, 87,000 additional jobs are expected to be created in this category over the period.

What will need to happen to lift Māori to 11.8 percent of well-paid, high-skilled employment?

	2022	2027
Projected Total Employment	676,000	763,000
Projected Māori Employment	57,000	69,000
Percentage Māori Employment	8.4%	9.0%

11.8% Target	90,000
Difference	21,000

An *additional* 21,000 Māori into these roles over and above the currently projected growth would result in reaching our first target of 11.8 percent and a gap reduction of 2.3 percent.

So, where do we need to direct our attention, energy, and investment?  
To answer this, we need to know:

1. Which of the well-paid, high-skill occupations are projected to grow the most over the period?
2. In which of those occupations are Māori most under-represented?

*The infographic that follows on page 12 shows high-growth professions with the number of jobs projected to be created over the next five years.*

# AOTEAROA FUTURE SKILLS STRATEGY

## OPPORTUNITY OVERVIEW

TARGET OF ADDITIONAL

**+21,000**

MĀORI IN WELL-PAID,  
HIGH-SKILL JOBS BY 2027

PROJECTED NET GROWTH OF

**+87,000**

WELL-PAID, HIGH-SKILL  
JOBS BY 2027

## NET GROWTH OF THE NUMBER OF PRIORITY OCCUPATIONS BY 2027

OCCUPATION AREAS	<div></div> <div><div>+11,000</div><div>DESIGN, ENGINEERING, SCIENCE</div></div>	<div></div> <div><div>+12,700</div><div>TECHNOLOGY</div></div>	<div></div> <div><div>+12,900</div><div>HEALTH</div></div>	<div></div> <div><div>+16,500</div><div>BUSINESS, HR &amp; MARKETING</div></div>	<div></div> <div><div>+16,800</div><div>MANAGEMENT</div></div>
OCCUPATIONS	Engineer Park Ranger & Conservation Architect Graphic & Web Designer	Software Engineer Systems & Data Analyst Programmer Web Developer	Registered Nurse Nurse Manager Health & Safety Advisor General Practitioner	HR & Training Management Consultant Policy Analyst Sales, Marketing & PR Accountant & Auditor	Business Administration Advertising, PR & Sales Construction Logistics Technology
SPECIALIST SKILLS	Engineering Quantity Surveying Adobe Suite Environmental Science	Java & JavaScript SQL C# & .NET Framework Web Development	Patient Care Care with Mental Health Occupational Therapy Rehabilitation Health & Safety	Business & Data Analysis HR Processes Marketing Sales Accounting	Leadership People Management Employment Relations
TRANSFERABLE SKILLS	<div><div> Communication Skills</div><div> Teamwork/Collaboration</div><div> Creativity</div></div> <div><div> Writing</div><div> Microsoft Office</div><div> Design Thinking</div></div> <div><div> Te Reo &amp; Tikanga Māori</div><div> Project Management</div><div> Research</div></div> <div><div> Planning</div><div> Health &amp; Safety</div><div> Strategy</div></div>				

A concerted, widespread effort to direct more Māori into these well-paid, high-growth professions must be a priority for the Crown, with the ultimate long-term goal of equitable participation for Māori across the board by the 200-year anniversary of the signing of Te Tiriti. This would be cause for celebration of tangible partnership in action.

## MANU KURUTAO

Māori are least represented in technology occupations, accounting for just 5.8 percent of the profession. It is also one of the areas projected to be high growth with nearly 13,000 jobs projected to be created over the next five years. This is the area we have chosen to focus on – increasing Māori participation in technology professions in a coalition comprised of industry, iwi and Te Pūkenga.

*This coalition will be known as Manu Kurutao.*



## APPENDIX A: NOTES ON MODELLING

Modelling was completed using the following data sets provided by Infometrics:

- Employment projections 2021-2027, modelled to occupation level of ANZSCO
- Employment projections 2021-2027, modelled to 54 industries
- Population history and projections, broken down by three age groups (under 15 years; 15-64 years; and 65 years and over) from 1996 - 2041

For working-age population, Stats NZ uses 15 years and over. We have defined working-age as 15-64 years of age for our modelling.

We have also concentrated on a subset of the employment market - those occupations that:

- are categorised as highly-skilled; and
- attract earnings of \$70,000 and over per annum.

To come up with the model, we have explored a number of questions:

- What if the proportion of people employed in our target occupations who identify as Māori was the same proportion of Māori in the working-age population?
- What if Māori were employed (in any occupation) at the same level as non-Māori?
- What if the distribution of employed Māori across skill levels matched that of non-Māori?

We have also extrapolated and interpolated various data points, including, for example:

- straight line trend from the current proportion of those employed in our target occupations who are Māori from present day (8.4 percent) to our target in 2040 (20.4 percent) to enable these to serve as goals (e.g. 15.1 percent by 2032); and
- straight line trend from the employment projections we have (2021-2027) out to 2040.

Using these different methods, we have arrived at and then sense-checked the figures contained in this report. We have also looked at current Stats NZ data where it is available and, while they are not an exact match, we are confident that our model is fit for our purposes, which is to provide a meaningful sense of the approximate scale of change required to achieve equity for Māori in Aotearoa.

# TOKONA TE RAKI

Māori Future Makers

