

WHAT'S INVOLVED IN MĀORI DEVELOPMENT & MĀORI MEDIA?

Kapiti hono te mātauranga o te ao Māori ki te toi o te ao hou o te Pākehā

(Integrating Māori knowledge with the technological skills of the modern world)

Te Ara Poutama graduates bring a Māori world view, te reo Māori skills, intercultural competency and innovative knowledge of digital technology into their workplace. Graduates learn the skills to contribute and be employed in the Māori world – but also fruitfully in any other sector in New Zealand.

Organisations wanting to grow and develop their cultural competency are very interested in employing Māori development and Māori media graduates because they have been challenged to think creatively about issues that affect indigenous people in Aotearoa, the Pacific and beyond and will bring this creative thinking into their workplace.

Māori development graduates find employment in the public sector, not-for-profit and corporate organisations, in roles including project leaders, counsellors and youth workers, administrators and managers and teachers (primary and secondary).

The combination of digital technology and cultural competence open up wide ranging opportunities as news reporters (Seven Sharp and TVNZ), producers (Newshub and the AM show), video editors (Mahitahi Media) and journalism (NZ Herald).

Are you passionate about Māori culture and language? Are you an advocate for advancing indigenous rights? Do you believe in the importance of being culturally confident and competent?

If so, then Māori development or Māori media qualifications could give you a competitive advantage and open up great career possibilities.



OUTLOOK AND TRENDS

Employment opportunities with Māori

organisations – The number of Māori in business is on the increase. Te Puni Kōkiri 2020 research found Māori-owned businesses represented 6% of small and medium enterprises. Overall there are currently around 10,000 Māori businesses in New Zealand. There is also an increasing trend in exports by Māori authorities and their subsidiaries, who receive, manage, and/or administer assets held in common ownership by Māori, according to Statistics NZ. These businesses and organisations are more likely to employ people with a strong understanding of business and tikanga Māori.

Te Reo speakers in demand in some sectors -

The upsurge in Māori spoken on public radio and television channels opens up strong opportunities for Māori media graduates with te reo Māori fluency. There will also be many potential opportunities in administrative and management roles within the newly announced Māori Health Agency and other iwi and community-based agencies for people who can speak te reo Māori fluently. Teaching is another profession always on the look out for graduates with te reo Māori fluency, although this requires a further postgraduate year of training in teaching.

Public service needs – Public service agencies and city and regional councils have a need for people who can bring tikanga Māori values to the workplace. Internally they need people to facilitate and engage with diverse groups of people across the organisation. They also need employees who can work alongside hapū, whānau and iwi, regarding areas such as management of land, water, infrastructure, environmental awareness and economic development.

Private sector – Service providers such as banking and accounting firms and consultancy businesses are looking at opportunities to develop their services to Māori and need employees that share identity, language and culture with those potential customers.

Digital media – Interactive design, social media, app mobile technology and multimedia are creating new opportunities as organisations vie with competitors to deliver the latest social media and mobile technologies. There is strong demand for professionals in this fast moving environment and graduates who are fluent in digital media and Te Reo Māori offer a unique combination.

Revitalisation of language – The importance of language revitalisation continues to be acknowledged around the world. New Zealand needs strong role models in media and educational roles to continue to promote this revitalisation.



WORK SECTOR OPPORTUNITIES & CAREER OPTIONS

Graduates of Māori development and Māori media who also have te reo Māori fluency enter the workforce with a strong advantage.

Māori media work settings

Māori media graduates enter the workplace with the capability of creating digital and multimedia projects. They find work in media, including Māori Television, iwi radio stations and other media outlets such as TVNZ and NZME.

They are also increasingly sought after by start-up multimedia and disruptive media organisations.

Māori media career possibilities – Graduates work on apps and other new media and digital technology, often utilising Te Reo Māori and their ability to work biculturally.

Roles include digital marketing, and TV presenting, blogging, producing, directing, camera and sound crew work.

Māori development work settings

Graduates in Māori development work across many sectors, as well as within iwi.

These include central and local government, nongovernmental and charitable organisations, district health boards, research, social and welfare services and community development agencies.

Māori development career possibilities – Employment is strongest in professional roles within education, health and community services, and in managerial roles in health care, and social assistance services.

Examples include policy analyst, advisory officer, research assistant, community development worker, youth worker, manager for tribal estates.

Graduates are also employed by iwi to build resources, write policy on treaty issues or create websites.

Other opportunities – Further diverse employment pathways open up when Māori development or Māori media qualifications are combined with business, science, law or health.



SKILLS AND KNOWLEDGE

Skills include:

- Confident and proficient in providing a Kaupapa Māori perspective, with appropriate knowledge of Te Reo me Ngā Tikanga Māori
- Ability to work collaboratively, make informed decisions and meaningful contributions across diverse cultural environments
- Professionally competent and capable of contributing within a team
- Skilled in communication, problem solving, critical analysis and use and development of digital and new media technologies
- Technologically competent across a range of digital platforms

PERSONAL QUALITIES

- · Passionate about Te Reo me Ngā Tikanga Māori
- Strong leadership qualities
- Solid belief in the importance of developing and maintaining relationships
- Committed to contributing to Kaupapa Māori outcomes for Te Ao Māori
- Connected with their community, whānau, hapū, and iwi, and the global community
- Analytical and a critical thinker
- A story teller and visualiser
- Drawn to multi-media and multi-platform communications

SALARY GUIDE

	Salary
Policy analyst	\$45,000 - \$150,000 Depending on experience and sector
Youth worker	\$41,600 – \$48,000 Increases with experience
Community development worker	\$41,600-\$75,000
Radio presenter	\$42,000-\$70,000
Film and video editor	\$41,600-\$100,000

Sources: Careers New Zealand, Attitude Group and Great Southern Television, 2018; Local Government NZ, 2021; Ara Taiohi, 2018; Department of Internal Affairs, Hays, MBIE, State Services Commission, and Treasury, 2018.

The salary range is indicative of the New Zealand job market at the time of publication (mid-2021) and should only be used as a guideline.

THE AUT APPROACH

Students studying at Te Ara Poutama can develop a very strong focus on digital technology as well as te reo Māori me ōna tikanga. Students wanting to develop their Te Reo Māori can enrol in introductory, intermediate or advanced levels within their studies, depending on their fluency levels.

Students in their final year will gain work experience through completing Work Integrated Learning. This component helps students develop their personal portfolios as well as introducing them to potential employers.

FURTHER STUDY OPTIONS

Māori development graduates can do postgraduate study, including the Postgraduate Diploma in Arts, Master of Arts, Master of Philosophy and Doctor of Philosophy. Research areas include New Zealand history, Māori health, social issues, Pacific development, Māori media, Māori management, Māori entrepreneurship, language revitalisation.



AYLA HOETA NGĀTI TAHINGA ME NGĀTI TAMAOHO

Innovator at the Southern Initiative, Auckland Council Maramataka Cultural Lead at Te Papa Atawhai, Department of Conservation

Design lecturer at The University of Auckland Writer at The Spinoff

Bachelor of Arts in Māori Development and Bachelor of Communication Studies (1st class Honours)

"My mahi as an Innovator at the Southern Initiative is to support and enable rangatahi to stand and walk in their own mana, strengthening their voices and their whānau voices.

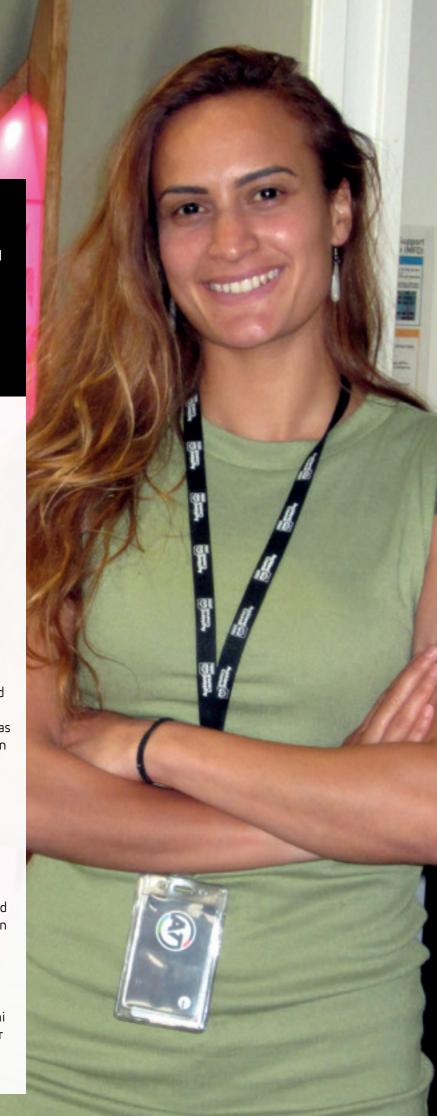
We create, test, develop and build relationships with whānau, schools, organisations and community to create pathways centred on cultural values and tikanga.

For example, this year we prototyped Taiwhanga Rangatahi Youth Lab project at Manurewa High School. This provided a safe and flexible space for Year 14 students to build co-design and innovation skills through a tuakana-teina model connected to real world projects – the Puhinui Stream strategy and Innovating Streets for People.

This involved interviewing local whānau, gaining lived experience and insights, then developing ideas to be tested. Rangatahi were paid for this work and valued as experts in their own matauranga. Through connection and whakapapa to place, they connected and learned about the local tupuna and mountains Matukutururu, Matukutureia, Puhinui Stream and te Manukanuka o Hoturoa within a safe and healing environment. Connection to learning happens when rangatahi are culturally connected.

I've been in this role since I graduated at AUT in 2015 and I absolutely love it because I am aligned with my purpose, I am valued as a Māori wahine and supported to let my cultural values guide my practice and work in Auckland Council.

Many opportunities have opened through this work and led to meaningful mahi with whānau in spaces of kai sovereignty and maramataka (environmental calendar). I'm a board member for Aktive and Ki o Rahi Tamaki Makaurau, and a Maramataka cultural lead for the Department of Conservation. Recently I created and now lecture on a design and innovation paper."



USEFUL WEBSITES

Careers New Zealand

https://www.careers.govt.nz/

Mahi - Māori focussed job search site

www.mahi.co.nz/home.php

Māori TV

www.maoritelevision.com/

New Zealand Government jobs online

www.jobs.govt.nz

Ngati Whatua Orakei

https://ngatiwhatuaorakei.com/

Te Whānau O Waipareira Trust

www.waipareira.com

FURTHER INFORMATION

For more up-to-date information on study at Te Ara Poutama, please visit our website: www.aut.ac.nz/tap

EMPLOYABILITY & CAREERS

For other Future Career Sheets visit: www.aut.ac.nz/careersheets For employability and career support, AUT students can book an appointment through https://elab.aut.ac.nz/

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The information contained in this career sheet is correct at time of printing, June 2021.

