

MĀORI DEVELOPMENT

AUT

A FUTURE IN **MĀORI DEVELOPMENT**





WHAT'S INVOLVED IN MĀORI DEVELOPMENT?

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 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 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).

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 qualifications could give you a competitive advantage and open up great career possibilities.

OUTLOOK AND TRENDS

Māori economy influence – Professional, scientific and technical services are overtaking traditional agriculture, forestry and fishing businesses in the Māori economy. Key areas for further expansion include wholesale trade, retail and accommodation, information, media and telecommunications. A global demand for indigenous authenticity is helping fuel this growth with the Māori economy surpassing a \$100bn target well ahead of its 2030 forecast.

Entrepreneurship is also growing, along with an increase in Māori in high skilled roles. Graduates with knowledge of tikanga, Te Reo Māori and Māori development should find many opportunities.

Te Reo Māori speakers in demand – The upsurge in Māori spoken nationally, including on public radio and TV channels, opens up strong opportunities for graduates with Te Reo Māori fluency. There are also many opportunities in administrative and management roles within iwi and community-based agencies – and the public sector – for people fluent in Te Reo Māori. Teaching is another profession always looking for graduates with Te Reo Māori fluency. This requires a further postgraduate year of teacher training on completing the Māori Development major.

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, and other staff.

Digital media – The Māori Media minor, combined with the Māori Development major, give graduates a unique combination of skills to offer in the digital media space where interactive design, social media, app mobile technology and multimedia continue to create opportunities.

Revitalisation of language – The value and importance of language revitalisation continues to be acknowledged globally. New Zealand needs strong role models in media and educational roles to continue to promote this revitalisation and champion the value of Te Tiriti and Te Reo.

WORK SETTINGS

Graduates of Māori development who also have Te Reo Māori fluency and knowledge of tikanga enter the workforce with a strong advantage.

They are employed by iwi, central and local government, non-governmental and charitable organisations, district health boards, research, social and welfare services and community development agencies.

Employment is strongest in professional roles within education, health and community services, or in managerial roles in health care, and social assistance services. Graduates are also employed by iwi to build resources, write policy on treaty issues etc.

CAREER ROLE EXAMPLES

Policy analyst – analyses information to assist development, interpretation and review of government, community or industry policies. Involves preparing and writing reports. Can include consulting, providing recommendations and preparing speeches. Expertise in Te Reo Māori and tikanga can be an advantage in these settings.

Community development advisor – includes development and implementation of community development strategies, programmes and projects to enhance community health safety and wellbeing. Establishes, influences and manages relationships with communities, service providers and support agencies. Accesses funding support, manages budgets and work plans. Expertise in Te Reo Māori and tikanga often an advantage in these settings.

Researcher – collects, analyses and interprets data and opinions to solve problems, explore issues and predict trends. Discusses research findings and provides recommendations. Expertise of Te Reo Māori and tikanga are an advantage across many sectors and agencies, eg Waitangi Tribunal.

Youth worker – builds relationships with young people and their families, advocating for them, giving guidance on health, education, training and employment. May run programmes for young people's social and emotional development. Requires leadership skills, empathy, active listening and sensitivity to cultural and individual differences. Expertise of Te Reo Māori and tikanga are an advantage.

Iwi administrator – helps develop and implement policies and procedures, including policy reviews. Communicates with iwi members and stakeholders, responding to queries etc. Assists with general administrative tasks including report writing and meetings. Role will vary iwi to iwi.

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 and critical analysis
- 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

SALARY GUIDE

	Salary (per year)
Graduate starting salary	\$55,000-\$70,000
After 5 years	\$75,000-\$130,000+

This information was accurate at time of publication (mid 2025) and should only be used as a guideline.

Find the most up-to-date salary data by visiting websites, including:

Prosple Graduate Salary Guide
nz.prosple.com/on-the-job/

Careers NZ
careers.govt.nz/jobs-database/

SEEK
seek.co.nz/policy-analyst-jobs

THE AUT APPROACH

Te Ara Poutama places a strong focus on 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.

In their final year students do work experience through the Work Integrated Learning component. This helps students develop workplace skills and network with potential employers.

Students interested in media careers can pick up the Māori Media minor to build digital media expertise.

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 management, Māori entrepreneurship, language revitalisation.



MAIA HEMARA-TYLDEN

NGĀTI RANGI, NGĀPUHI

Kaiwhakataka Ratonga Whenua – Administrator
Whenua Services

Bachelor of Arts in Māori Development
(minor in Education)

“My degree opened up opportunities to be in similar roles across different sectors – local council, Iwi and the public service – and every role has been a learning opportunity.

After graduating I had an internship with Diversity Works New Zealand where I spent a year doing different tasks, including infographics, zoom support and organising travel. It was a great entry role opportunity for me – I grew up rurally and had no professional office experience beforehand.

After a year I then worked briefly for Tataki Auckland Unlimited as a youth employment coordinator before moving back home to Kaikohe to work as Social Worker in Schools administrator for Ngāpuhi Iwi Social Services. It was grounding work, but I felt I needed more experience and knowledge before being home permanently, so I decided to move to Wellington.

I’ve been at Te Tumu Paeroa for 18 months. As the organisation supporting the Māori Trustee, Te Tumu Paeroa administers 1,700 Ahuwhenua trusts across 78,500ha of mostly rural whenua throughout Aotearoa. The Whenua Services team works across the orchards, large farm entities, forests and whenua-based projects.

As administrator for Whenua Services, I do everything from helping with budgets and other finances, communications, coordinating meetings and visiting orchards. I really enjoy the complexity of the role and organisation. No day is the same. The same issues may appear but the way they are handled keeps changing depending on the desired result.

My Māori Development degree gave me a strong understanding of historical grievances and the importance of whānau and whenua, which has really helped in this job. I feel I’m in a really good space as a farm kid, working with whanau and whenua and further developing my skills.”



EMPLOYER COMMENT

“Whenua (Services) is at the heart of Te Tumu Paeroa. Maia’s role spreads across our teams’ mahi so she needs a broad understanding of the primary sector to be able to manage a number of priorities, engage with a broad group of kaimahi, be highly organised, and collaborative.

She has the experience and knowledge to do this well because of her te ao Māori upbringing, Māori Development studies and her understanding of farming from her whānau farm. Having kaimahi like Maia enables Te Tumu Paeroa to support the Ahuwhenua trusts we administer to a high standard.

Maia also has a great sense of humour, can work independently and on her own mahi to fit the teams’ mahi. She brings passion and character to the team.”

Sam Vivian-Greer

Kaihautu Ratonga Whenua – Whenua Services Manager

USEFUL WEBSITES

Auckland Council jobs
careers.aucklandcouncil.govt.nz

**Aotearoa New Zealand Education Gazette/
Tukutuku Kōrero**
gazette.education.govt.nz

**Council for Educational Research (NZCER)/
Rangahau Mātauranga o Aotearoa**
nzcer.org.nz

Careers New Zealand
careers.govt.nz

Iwi and Māori organisations
tkm.govt.nz

Mahi – Māori focused job search site
mahi.co.nz

Whakaata Māori
whakaatamaori.co.nz

New Zealand Government Jobs
jobs.govt.nz

Education Workforce
workforce.education.govt.nz

FURTHER INFORMATION

For the most up-to-date Te Ara Poutama
information visit our website:
aut.ac.nz/tap

For other Future Career Sheets visit:
aut.ac.nz/careersheets


EMPLOYABILITY & CAREERS

For employability and career support, AUT
students can book an appointment through
elab.aut.ac.nz/

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FUTURE STUDENTS

Contact the Future Student Advisory team for more
information: aut.ac.nz/enquire
futurestudents@aut.ac.nz

 @FutureStudentsofAUT

CURRENT AUT STUDENTS

Contact the Student Hub Advisors team for more
information: 0800 AUT UNI (0800 288 864)
aut.ac.nz/enquire | studenthub@aut.ac.nz

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