A FUTURE IN MĀORI MEDIA & 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 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.

The skill set and knowledge base of Māori Development and Māori Media graduates are particularly valuable within organisations who work with iwi on policy and management of resources, deal with Te Tiriti o Waitangi (Treaty of Waitangi) settlements, or work with a predominantly Māori population in areas such as media, social services, education and health.

Māori Development and Māori Media graduates are also very attractive to organisations wanting to develop and maintain effective and successful multi-media, multi-platform strategies to reach Māori communities because of the strong emphasis on development of new media and digital technology skills.

Do you have a strong interest in Māori culture and language? Are you an advocate for advancing development of individual, whanau and iwi? Do you believe in the importance of being culturally confident and competent?

Or maybe you are interested in telling stories creatively? Or are fascinated by technology and digital media? Perhaps you want to get involved in media and communications?

If so, then Māori Development or Māori Media qualifications could give you a competitive advantage and open up great career possibilities, whatever your ethnic background.
OUTLOOK AND TRENDS

New employment opportunities – Treaty of Waitangi settlements are creating employment opportunities for Māori Development graduates. Iwi are developing strong commercial, social and community entities, including fisheries, social housing, education, health, financial and insurance services. These entities need capable people with tertiary qualifications and skills, who are comfortable working across Māori and Pākehā cultures.

Māori economic development – The asset base of Māori business continues to grow, up 9.1% in 2013 to $12.5 billion in 2014. Exports from Māori business were worth $526 million in 2014, up $16 million (3.1%) from 2013, with China the top export partner, taking 44% of Māori business total exports. (Tatauranga Umanga Māori 2015).

Māori trusts – Many successful multi-million dollar community health organisations have been established. People with Te Reo me Ngā Tikanga Māori find employment in roles such as marketing, health, education and community development roles, often then moving into management positions.

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, whanau 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

Over 50% of Te Ara Poutama graduates said their qualification gave them an advantage over other candidates even if Te Reo and Tikanga Māori were not specifically required for the role. Source AUT Graduate Destination Survey 2014

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 MaiFM and Mana Magazine.

They are also increasingly sought after by start-up multi-media 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, journalism 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, non-governmental 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

Graduates in Māori Development have a stronger level of Te Reo fluency, while Māori Media graduates have stronger digital media skills.

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
- Well-developed bi-lingual skills, at ease with Te Reo Māori and English
- 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 (specifically Māori media)
- Drawn to multi-media and multi-platform communications (specifically Māori media)

SALARY GUIDE

<table>
<thead>
<tr>
<th>Position</th>
<th>Salary</th>
</tr>
</thead>
<tbody>
<tr>
<td>Policy analyst</td>
<td>$45,000 - $150,000, depending on experience and sector</td>
</tr>
<tr>
<td>Researcher</td>
<td>$39,000 - $69,000 depending on experience and sector</td>
</tr>
<tr>
<td>Iwi organisation manager</td>
<td>$85,000 - $120,000</td>
</tr>
<tr>
<td>Radio announcer</td>
<td>$28,000 - $70,000</td>
</tr>
<tr>
<td>Digital marketing manager</td>
<td>$58,000 - $75,000 upward</td>
</tr>
</tbody>
</table>

Sources: Careers New Zealand, Te Ara Poutama, Teach NZ, payscale.com

The salary range is indicative of the New Zealand job market at the time of publication (late 2015) and should only be seen 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 me Ngā Tikanga Māori. An important part of the degree is co-operative education, which involves third year students spending one semester (12 weeks) in the workplace, usually full time.

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  KO TAINUI TE IWI
Communications specialist and PA to Director of Community and Social Innovation, The Southern Initiative, Auckland Council
Bachelor of Arts in Māori Development and Bachelor of Communication Studies (1st class Honours)

“The Southern Initiative aims to mobilise transformational change in south Auckland. We work with local communities and other agencies to boost employment and business opportunities, improve educational achievement, increase access to affordable and healthy homes and support social and physical wellbeing.

A large part of my role is developing social media activities to create a sense of pride and promote the amazing talent we have in South Auckland. ‘It'snoon’, an online crowdsourcing platform, is an example of this. I have a lead role in the overall management of the project, and as a born and bred south Aucklander, I have an integral part in ensuring that the works are both representative of south Auckland and suit the target audience.

My PA role is varied and includes managing the director’s diary and calendar, organising and facilitating meetings, editing reports and liaising with key stakeholders including councillors, MPs, managers and community groups.

Tikanga Māori is present in everything I do, and I ensure kaupapa Māori protocol is followed when we have hui for visitors, to the best of our ability. Relationship management is a key element of my job, and I work hard to build a rapport with the communities I work with.

What I gained most from my Māori Development studies is the ability to confidently present myself as a council staff member and mana whenua. This is especially important to me because my ultimate goal is to be in a position to influence positive change for my people.

My studies have equipped me with understanding, professionalism and the confidence to be a strong voice for my people.”

EMPLOYER COMMENT

“As a young Māori woman born and raised in South Auckland, Ayla is in tune with the people and the place. She is passionate and eager to keep learning and make a positive difference.

Her strong connection to her culture has been enhanced through the Māori Development course, as has her confidence in tikanga and te reo. Always ready to step forward and lead a waiata or welcome guests, she is helping to strengthen the sense of whanau in the team.

A talented communicator, Ayla’s affinity with social media and changing trends is invaluable in building a deeper connection with South Auckland. With her positive attitude she is a young talent destined to have a very exciting and impactful future.”

Gael Surgenor
Director Community & Social Innovation, The Southern Initiative, Auckland Council
USEFUL WEBSITES

Mahi – Māori focussed job search site
www.mahi.co.nz/home.php

Maori TV
www.maoritelevision.com/

New Zealand Government jobs online
www.jobs.govt.nz

Ngai Tahu Tourism careers
https://workforus.nttourism.co.nz

Ngati Whatua Orakei
www.ngatiwhatuaorakei.com

Raukura Hauora O Tainui (iwi charitable trust)
www.raukura.org.nz

Te Whānau O Waipareira Trust
www.waipareira.com

FURTHER INFORMATION

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

FUTURE STUDENTS

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

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CURRENT AUT STUDENTS

Contact the Student Hub Advisors team for more information:
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www.aut.ac.nz/enquire | studenthub@aut.ac.nz

@AUTEmployabilityandCareers

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/

CITY CAMPUS
55 Wellesley Street East, Auckland Central

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The information contained in this career sheet is correct at time of printing, August 2019.