

Attracting and retaining Māori staff

... a beginner's guide.

Muka Tangata is the Workforce Development Council for the food and fibre sector. As we talk with leaders across different industries, many say they would like to be able to attract and retain more Māori staff.

By 2040, those with Māori whakapapa will be about 25% of the Aotearoa New Zealand population aged between 15 and 39 years old. Recruiting, retaining, and supporting Māori workers and leaders will be an integral part of a flourishing food and fibre sector.

Lifting the cultural capability of employers, managers and workers is about understanding people's differences and building a work environment that encourages and supports everyone to do their best. Good practices will help attract, retain and upskill Māori staff.

We've compiled this list of links to freely available information, tools, and ideas to help. Some of them we have developed with partners like the Food and Fibre Centre of Vocational Excellence. Others are here because we like them and wanted to share.

Kaua e mataku, kia kaha, kia maia, kia manawanui.

Do not be afraid, be strong, be brave, be steadfast.

- [The Employer Toolkit](#) has tools to help you increase your staff job satisfaction, boost productivity and keep your teams motivated and committed. It includes a [Māori Cultural Confidence | Food and Fibre Employer Toolkit](#)
- The [Food and Fibre Skills Framework](#) and accompanying resources, aims to help develop engaged, effective and empowered employees. [Te Ao Māori Skills Framework toolkit](#) is part of this work and is guided by te ao Māori values which employers and mentors can use to foster individual and collective well-being.
- Do you have rangatahi Māori staff who you know have the potential to grow into leadership roles? The [Tautoko Toolkit](#) is a free online Māori leadership development tool. It offers a series of modules for emerging leaders to reflect on and develop their strengths and value. It is accompanied by a facilitator guide and pocket reference.

- [Tiaki Tangata](#) shines the light on the challenges, successes and lessons experienced by stakeholders in the food and fibre sector who incorporate Māori wellbeing principles into how they look after their staff.
- [Te Whare Tapa Wha](#) is a wellbeing model developed by leading Māori health advocate Sir Mason Durie which describes health and wellbeing as a wharenui. The **Mental Health Foundation** has used this model in resources for employers including one [creating mentally healthy workplace environments for Māori](#).
- If health and safety is your game, **Shop Care**, a charitable trust funded through ACC, has a number of [cultural competency resources](#) that help you comply with the Health and Safety at Work Act.
- [GEM The Good Employer Matrix](#) aims to see more Māori and Pasifika progress into senior, well-paid, resilient jobs and provides employers with tools, knowledge and resources to support this.

Te Reo Māori

- Celebrate the growing use of te reo Māori by taking simple steps to incorporate it more in your workplace. If you play music in your workplace include some reo Māori songs, use bilingual signage, and use reo Māori into your notices and meetings. You will find heaps of ideas and resources at [Te Taura Whiri i te reo Māori](#).
- Even if you do not speak or understand te reo Māori, pronouncing Māori names and words correctly can increase the respect your colleagues and staff have for you. Have a go at the [Pronunciation videos - Te Taura Whiri i te Reo Māori](#) and if you're unsure of the correct pronunciation of any staff names – don't be afraid to ask.
- If you want to know what a particular word means [Te Aka the Māori Dictionary](#) is an awesome place to start. It's also available as an app.

For more information about this factsheet contact maori@mukatangata.nz