

MEASURING CONFIDENCE IN MĀORI CULTURAL
COMPETENCY ACROSS NZ ORGANISATIONS

Te ara ki tua: The pathway forward.



TE TAURA WHIRI
I TE REO MĀORI

MĀORI LANGUAGE COMMISSION



Te Puni Kōkiri
MINISTRY OF MĀORI DEVELOPMENT

Stats ^{NZ}
Tātauranga Aotearoa

te hiringa
hauora
HEALTH PROMOTION AGENCY



“Building cultural competency will enable us to create fair, diverse and inclusive workplaces and reflect the diverse communities we serve. It will also enable the public service to engage meaningfully, and to design and deliver services that meet the needs of all New Zealanders, now and into the future.”

– TE KAWA MATAAHO
PUBLIC SERVICE COMMISSION
PAPA POUNAMU, DRIVING DIVERSITY AND
INCLUSION ACROSS THE PUBLIC SERVICE

Celebrating successful capability plans and strategies

Te ara ki tua measures the progress of an organisation’s Māori cultural capability strategy/plan, rather than te reo Māori language proficiency.

AskYourTeam have collaborated with Te Taura Whiri i te Reo Māori (Māori Language Commission), Te Puni Kōkiri (Ministry of Māori Development), Tatauranga Aotearoa (Statistics New Zealand), Te Hiringa Hauora (Health Promotion Agency) and Maurea Consulting to develop Te ara ki tua (the pathway forward).

Why? AskYourTeam works with several clients across the public and private sector who are on their journey with their own Māori cultural capability plan. We wanted to find a way to support the great outcomes these plans will bring, through the development of a standardised measurement tool to enable organisations to understand their journey over time.

This co-created survey is designed to assist organisations in measuring staff confidence in Māori culture skills. The intention is that this survey be used for all organisations, both public and private, who are implementing their own Māori cultural capability strategy.

Utilising the Māori Crown Relations Capability Framework, organisations can clearly identify core areas of high confidence or low confidence then use this information to either build a capability plan or to measure their journey from point A to point B.

The Māori Crown Relations Capability Framework core competencies:

1. Understanding racial equity and institutional racism
2. New Zealand history and the Treaty of Waitangi
3. Worldview knowledge
4. Tikanga/Kawa
5. Te reo Māori
6. Engagement with Māori (partnerships/external)

“The protection and promotion of te reo me ngā tikanga Māori as taonga is key to the success of a New Zealand that embraces its diversity and the partnership created through Te Tiriti o Waitangi.”

– MAIHI KARAUNA THE CROWN'S STRATEGY FOR MĀORI LANGUAGE REVITALISATION, 2019–2023 (TE PUNI KŌKIRI ARTICLE)

Supporting Māori Crown Relations

Building capability to better support the Māori Crown relationship has been identified by Māori, the government and the public service as a critical area of development for the public service. There are several reasons why this is important. Some of these are to:

- > Contribute to our society
- > Be a good partner
- > Address inequality and promote development
- > Being a better, more inclusive public service

Supporting Maihi Karauna

The crown's strategy for Māori language revitalisation has three audacious goals to achieve by 2040:

- > **85% of New Zealanders** (or more) will value te reo Māori as a key part of national identity.
- > **One million New Zealanders** (or more) will have the ability and confidence to talk about at least basic things in te reo Māori.
- > **150,000 Māori** aged 15 and over will use te reo Māori as much as English

Bringing the population and Maihi Karauna together

Organisations throughout local government and state sectors are implementing Māori cultural capability plans, to meet the Crown requirement that all public service departments have a Māori cultural capability plan in place by 30 June 2021.

This requirement impacts communications, not just for those working within these public service departments, but for all those that interact them.

With this timeframe for Māori cultural capability plan establishment now behind us, now is the time for organisations to be gathering baseline data and implementing their cultural strategies to fully support the Crown's vision of Māori cultural capability.

Te Puni Kōkiri has led the development of a monitoring and evaluation framework for the Maihi Karauna, in collaboration with Te Taura Whiri i te Reo Māori.

The diagram below depicts the relationship between foundation projects and the monitoring and evaluation frameworks.

Te ara ki tua is part of the shared data plan, indicated as the tahuhu (ridge beam).

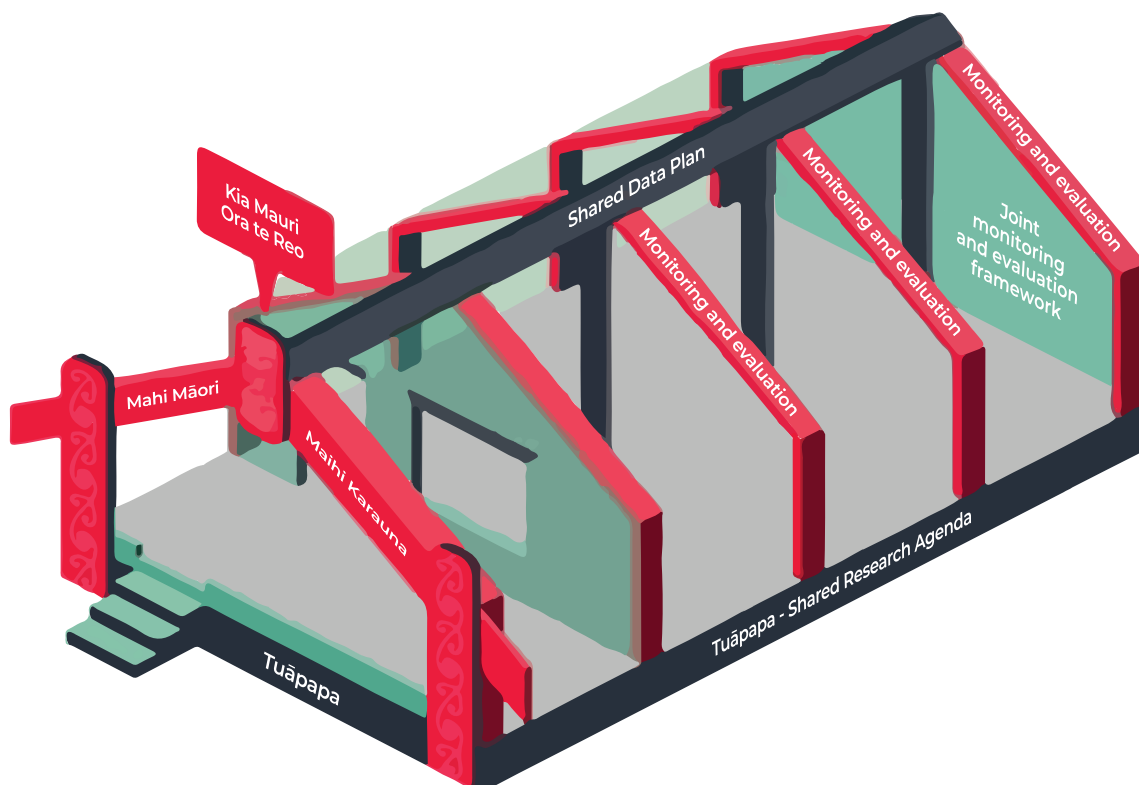


Diagram reproduced with permission from Te Puni Kōkiri

Making the most of Te ara ki tua: Maurea Consulting

AskYourTeam is proud to partner with Maurea Consulting to help organisations make the most of Te ara ki tua.

Maurea Consulting has built a reputation for transforming the way that organisations perceive and include Māori, helping them to unlock the power that Māori culture can bring to their operations.

Maurea founder Precious Clark (Ngāti Whātua, Te Uri o Hau, Waikato, Ngāti He and Pākeha) believes that Māori culture holds solutions to many of the difficult challenges facing the world today; and is on a mission to see Māori culture driving New Zealand forward.

“As the indigenous culture of Aotearoa, I believe all New Zealanders can positively identify with Māori culture. Our role is to assist you to be comfortable with it and represent it with authenticity. We know this type of sharing strengthens New Zealand as a nation, and sustains our competitive edge on the global stage.”

– **PRECIOUS CLARK**
CEO, MAUREA CONSULTING
CREATOR OF THE TE KAA PROGRAMME


The Maurea team are all passionate practitioners of their Māoritanga, which is underpinned by a wealth of commercial experience in a wide range of corporate, government and non-government entities. They combine their professional expertise with kaupapa Māori to offer a safe and inclusive way for any organisation to begin a journey and appreciate how a Māori perspective can bring value not just in a business context, but to other areas of life as well.

How Maurea Consulting can help to make the most of Te ara ki tua:

- > **Analysing all survey results in detail**
Presenting results and identifying key areas of focus, based on core evidence from survey results.
- > **Recommendations and prioritisation**
Overlaying survey priority areas with organisational context to identify areas for further action or deeper analysis
- > **Identifying key measures of success over time**
Working with the AskYourTeam system over time, Maurea can help your organisation measure progress of key initiatives and involve your people to gain further feedback and ideas to improve organisational performance.

Maurea Consulting also delivers a broad range of complementary services including:

- > Delivering the acclaimed ‘Te Kaa – Igniting your Māori Cultural competency’ training to board members, senior leaders and staff in decision-making roles within your organisation
- > Helping organisations develop Māori strategies, supporting their implementation and building staff cultural capacity on an ongoing basis
- > Providing Māori-led service design
- > Branding and cultural advice
- > Translation services
- > Te Reo Māori training



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or book a
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