



**HE KAI
KEI AKU
RINGA**



E RERE

**Employment Rangatahi
Enterprise Regions
Education**

What are He kai kei aku ringa and E RERE?

Māori whanau are facing an unprecedented opportunity for economic growth. The outlook for jobs and business growth has never been stronger. It's time to act. **He kai kei aku ringa** is the Crown-Māori Economic Growth Partnership and national Māori economic development strategy. Established in 2012, it provides a vision for a productive, innovative, export oriented Māori economy driven by whānau. Literally it means 'providing food by my own hands'. It has become a metaphor for the resilience and economic self-determination of Māori people.

He kai kei aku ringa sets ambitious targets for Māori progress from 2017-2021. **E RERE** means 'to leap, run, fly - to take action!'

Our overarching goal is to increase Māori median income by 20% from \$26,500 to \$31,800

Visit our website:

www.erere.māori.nz

Email us: erere@mbie.govt.nz

E RERE

represents the five goals of **He kai kei aku ringa**

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EMPLOYMENT
Growing the future
Māori workforce

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RANGATAHI
Supporting Māori
youth to define and
lead their economic
aspirations

E

ENTERPRISE
Growing Māori
enterprises

R

REGIONS
Increasing Māori
participation in
regional economies

E

EDUCATION
Upskilling the
Māori workforce

EMPLOYMENT

Most Māori people (280,000) derive their income through wages, by working for employers. Our single biggest opportunity is to grow the future Māori workforce. This means more Māori moving into employment, and moving into higher wage, higher skilled jobs.

Employment will increase across all sectors to 2020 with the largest increases coming from the construction and utilities, business services, and health and education sectors.

Growth will be strongest for highly skilled workers (managers and professionals), especially business and system analysts and programmers, ICT managers and legal professionals. For skilled trades, growth will be fastest for glaziers, plasterers, tilers, plumbers and electricians.

Our goal to 2021 is to:

- › **Reduce Māori unemployment from 11.9% to 7.5%**
- › **Significantly reduce Māori youth not-in-employment, education or training from 22%**

RANGATAHI

Māori account for 15.5% (723,000) of the population and this is expected to reach 20% by 2038. It is a young and growing population with a median age of 24 years, who will form an increasingly important part of the workforce.

Our goal is to:

- › **Support Māori youth to define and lead their economic aspirations.**

ENTERPRISE

ENTERPRISE

Most businesses in New Zealand are small to medium enterprises (SMEs). Being in business is a great way to be self determining and earn income. You can be your own boss, employ whānau and others, create strong communities, innovate and connect to the world. In 2016 there were 29,000 Māori either self-employed (65%) or employing others (35%).

There are around 1,200 Māori Authorities with a total asset base of \$15 billion. Typically they administer Māori land and related assets. There is around 1.7m ha of Māori freehold land, with significant potential to generate more value for whānau, hapū and iwi. Capital, capability and partners will be required to unlock this potential. Treaty settlements will continue to provide assets and capital for growth.

Sectors such as tourism, digital/ ICT, business services, construction, horticulture, agriculture offer considerable opportunity for enterprise growth.

Our enterprise goals are to:

- › **Grow Māori SMEs**
 - › **Maximise the economic value of iwi and collectives**
-

We will measure progress to 2021 by:

- › **Increasing the number of Māori employers with more than three employees by 30% from 8,200 to 10,660**
- › **Increasing the value of exports by Māori enterprises by 9% per year**
- › **Increasing the total capital deals undertaken by Māori enterprises by \$300million**
- › **Increasing the number of Māori enterprises engaged in the innovation system by 5% per year**
- › **Increasing Māori land utilisation and yield.**

REGIONS

REGIONS

Employment will grow in all regions to 2020. North Island growth will be highest in Auckland, Waikato and Wellington and there will be solid growth across the South Island, especially in Tasman and Marlborough. Auckland will make up 43% of the growth.

Our focus will be ensuring Iwi and Māori actively participate in the Regional Growth Programme, according to their aspirations, and that the 25% of the Māori population living in Auckland can fulfil their potential.

We will measure progress to 2021 by Māori participation in regional economies

TRIBAL GROUP
BOUNDARY

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APPROXIMATE IWI
BOUNDARY

Visit www.tkm.govt.nz for updates to this map.



EDUCATION

We will focus our effort on upskilling the Māori workforce and strengthening the transition from education to work. In addition, we'll look to adopt innovative ways of learning that yield results for Māori. Investment in expansion of trades training, apprenticeships, gateway programmes and career pathways continues in earnest in order to meet future workforce needs. We will focus on STEM, business and digital/ICT careers for Māori in key sectors of growth.

We will measure progress to 2021 by:

- › **Māori attainment of NCEA level 2**
- › **Māori attainment of a tertiary qualification at NZQF Level 4 or above**

EDUCATION

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