



HE KAI KEI AKU RINGA describes 'providing food by our own hands' and is a metaphor for the resilience and economic self-determination of Māori people.

EREERE as a verb, means 'to leap, run, fly - to take action, elevate' and is the name given to the action plan for He kai kei aku ringa and represents five pou:

EMPLOYMENT Whai Mahi - growing the future Māori workforce

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. Growth will be strongest for highly skilled workers (managers and professionals), especially business and system analysts and programmers, ICT managers and legal professionals.

RANGATAHI supporting Māori youth to define and lead their economic aspirations

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 an average age of 24 years, who will form an increasingly important part of the workforce.

ENTERPRISE Whai Pakihi- growing Māori enterprises

Most businesses in New Zealand are small to medium enterprises (SMEs). Being in business is a great way to 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%).

REGIONS Rohe Tū Pakari - increasing Māori participation in regional economies

Employment will grow in all regions to 2022 – some regions will grow faster than others. North Island growth will be highest in Auckland, Waikato and Wellington and there will be solid growth across the South Island, especially Tasman and Marlborough. Auckland will make up 43% of the growth.

EDUCATION Whai Mātauranga - developing a highly skilled Māori workforce

Education is a life-long learning process and requires investment in early childhood education, schooling, tertiary, and on the job vocational education. Foundational education levels are key to ensure all Māori are in employment with career pathways that meet future workforce needs.