

A SNAPSHOT OF FINDINGS FROM
THE 2024 EMPLOYMENT MONITOR

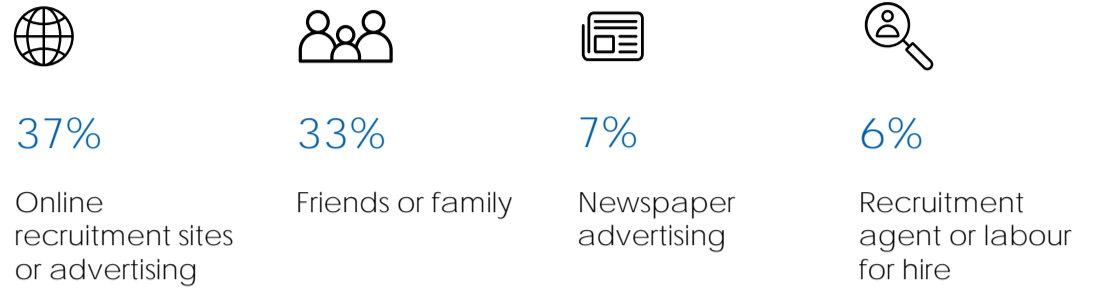
Māori kaimahi and Māori employers Aotearoa



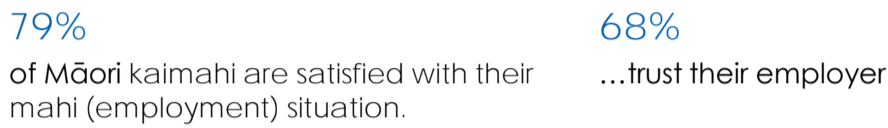
Māori kaimahi and Māori employers in Aotearoa

MBIE's employment monitor delivers a comprehensive view of New Zealand workers' and employers' perceptions, experiences and pressures in the employment market. This infographic focuses only on Māori kaimahi (workers) and Māori employers. Verian surveyed 534 Māori kaimahi (workers) and 73 Māori employers from late February to April 2024. No comparisons are made with previous years' surveys because of a change in survey methodology.

Top job sources

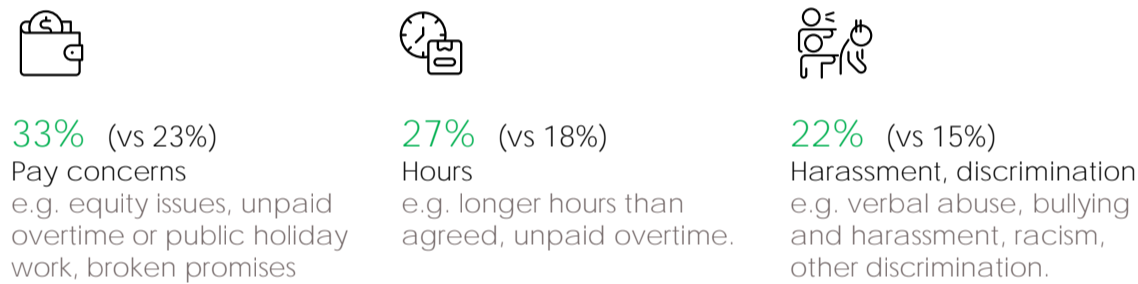


Most Māori kaimahi are satisfied with their mahi and trust their employer.



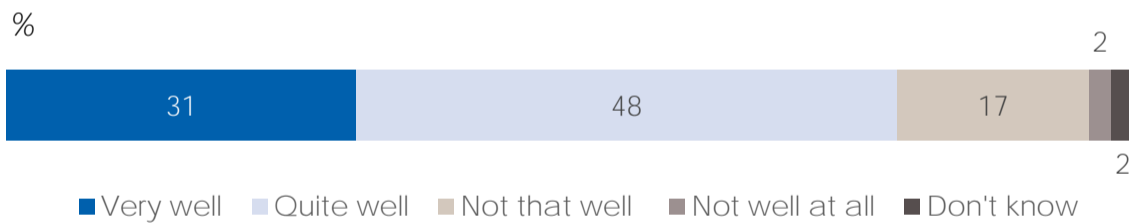
However, Māori kaimahi express more concerns about their employment situation than the NZ average (56% versus 45%).

Main themes



Most Māori kaimahi feel they understand their employment rights; one in five do not.

Māori kaimahi feel they understand their employment rights...

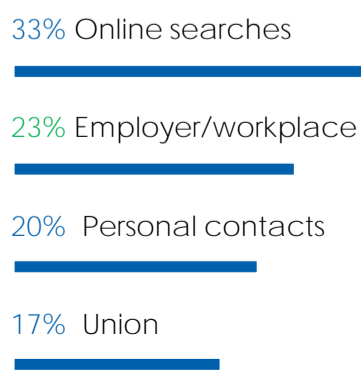


On average, Māori kaimahi incorrectly understand (or are unsure about) three of 14 employment rights tested.

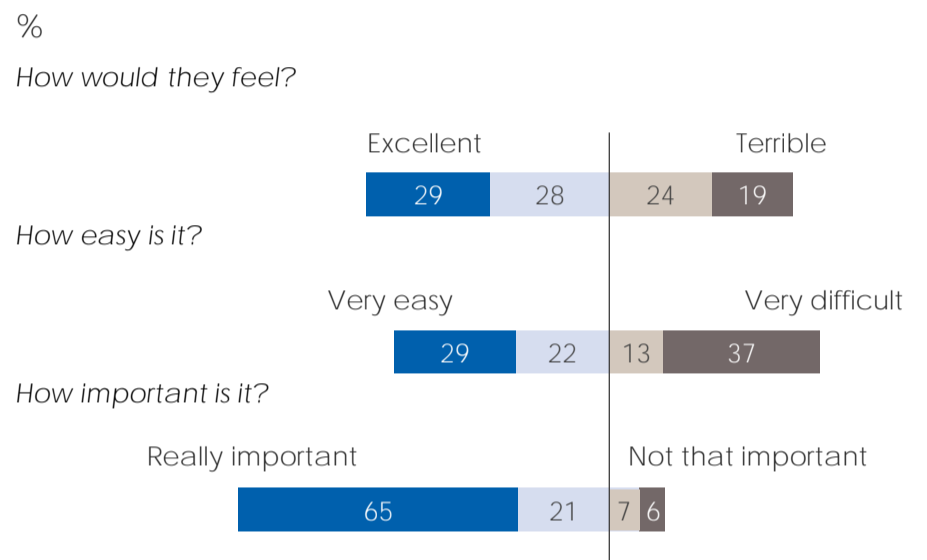


1 in 5 Māori kaimahi don't know where to go or who to ask for help about their employment rights.

Top 4 sources of information on employment rights



Most Māori kaimahi think speaking up in an exploitative situation is important, but over a third would find it very difficult.



Top 4 things that would encourage Māori kaimahi to speak up in exploitative situations...

- 43% A free government service to help resolve employment disputes
- 42% Knowing if I speak up it would help other workers like me
- 42% If other staff from my employer also spoke up
- 40% Knowing the employers have been investigated because workers spoke up

Māori kaimahi told us why they would be scared to speak up....

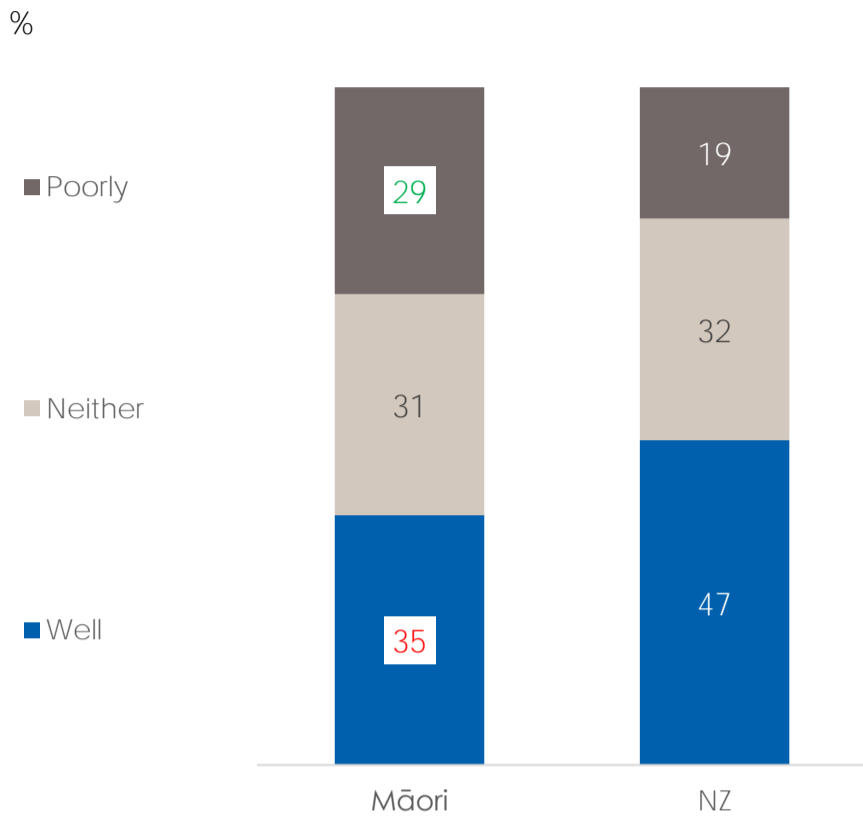
<p>"I work with whānau so would prefer to talk to them first."</p> <p>"I would feel a little guilty about potentially messing with someone's livelihood by ratting them out to Employment NZ."</p> <p>"I think the best approach would be using the mediation facility as described in our employment contacts. I think Employment NZ is a poor substitute for a union rep."</p> <p>"Because there is a huge power imbalance in the employment relationship."</p>	<p>"I prefer kanohi ki te kanohi dialogue."</p> <p>"My boss took a risk on me as an 18 year old kid, has trained me and given me opportunities to earn a good living."</p> <p>"It could backfire and black mark me."</p> <p>"Because I am a loyal employee and I would feel upset and under pressure to discuss an issue outside of the organisation. I would feel like I am betraying my employers."</p>
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%/% = higher/lower than all NZ workers.



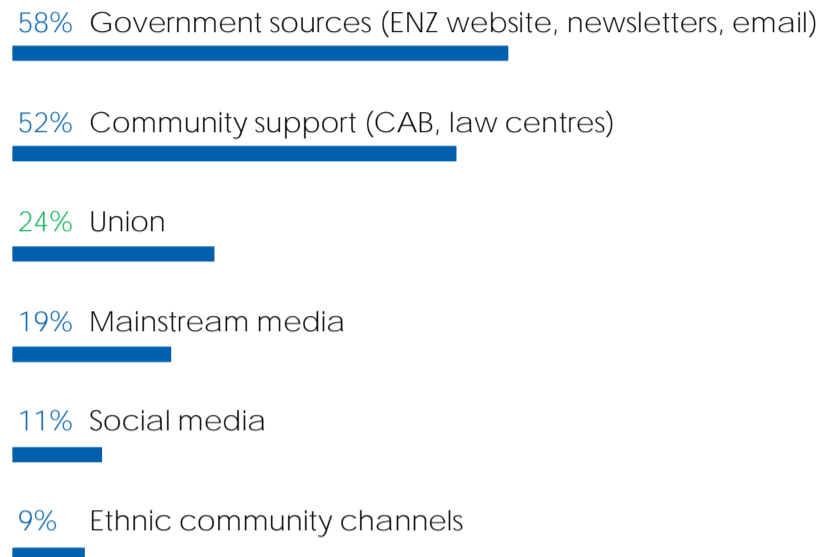
Māori kaimahi and Māori employers in Aotearoa

Māori kaimahi rate NZ government agencies' support of workers less positively than NZ workers on average.



Community and government channels are trusted sources for **Māori kaimahi. Unions play a bigger role for Māori than the average NZ worker.**

Most trusted sources of employment law



We've identified four groups of workers who differ on their knowledge of employment rights and risk of exploitation.

Just over a third of Māori kaimahi fall into the higher risk segments – most of these are knowledgeable but feel trapped in their employment while some have low knowledge and high insecurity. This is similar to non-Māori kaimahi.

CAPABLE

- Good understanding of employment rights.
- High satisfaction with employment situation and strong trust in employer.
- Few report concerns with their employment.
- More likely than others to speak up in exploitative situations.
- Most know how to find help with their employment if they need it.

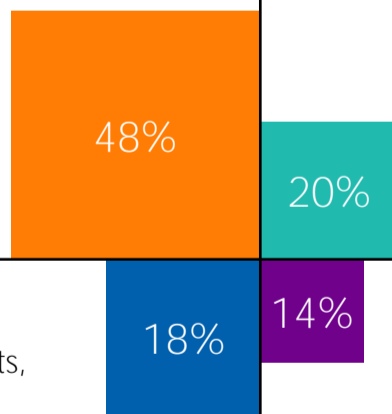
More knowledge about employment rights

KNOWLEDGEABLE BUT TRAPPED

- Good understanding of employment rights.
- Low job satisfaction and often frustrated.
- Work longer hours on average.
- Wide-ranging employment concerns and employment law breaches.

Lower risk of exploitation

- Poorer understanding of employment rights, but few employment concerns.
- Satisfied with their employment and trust their employer.
- Less trusting of government sources and less likely to speak up.



Higher risk of exploitation

- Poor understanding of employment rights.
- Dissatisfied with employment and very low trust in employer.
- Feel frustrated, fearful and anxious about their work situation.
- Wide-ranging employment concerns and employment law breaches.
- Lower trust in government agencies to support workers.

NAÏVE, BUT UNEXPLOITED

Less knowledge about employment rights

DISHEARTENED

%/% = higher/lower than all NZ workers.



Māori kaimahi and Māori employers in Aotearoa

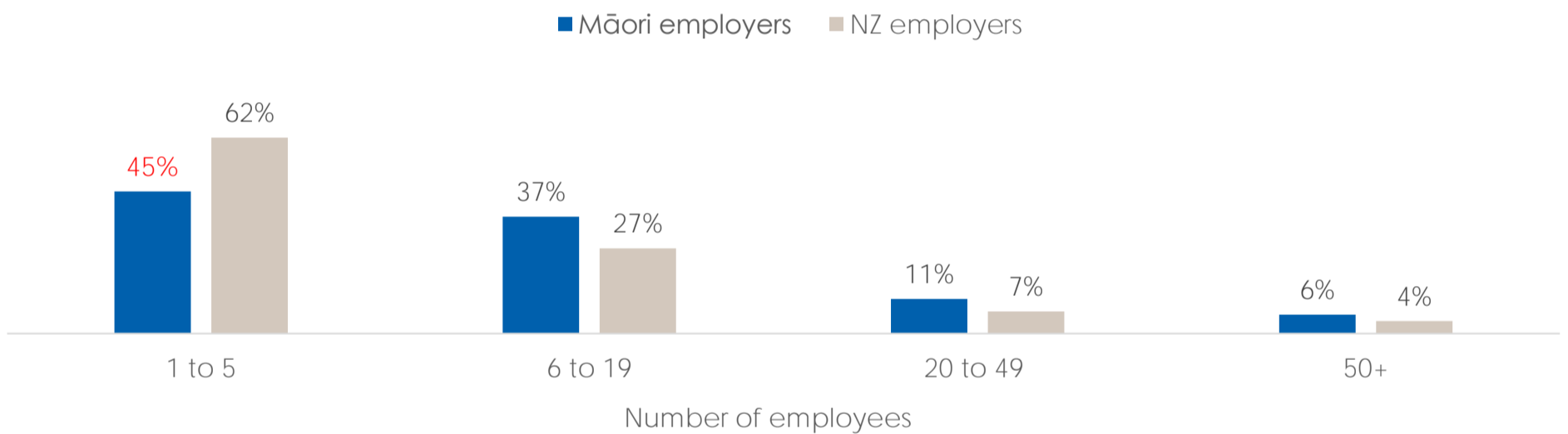
Māori employers

Between...
5% to 9%*
 ...of employers in NZ are **Māori businesses.**

A further
8% Much higher in education & training (24%)
 ...of NZ employers aspire to be **Māori value based** in the future.

*Thirty five of the 855 employers surveyed were sourced from the NZBN database using a Māori business identifier. This has the effect of boosting the number of Māori businesses in a non-random manner. However, it is possible that Māori businesses are under-represented in the other sources (online panel and Martins database). Therefore, a range is provided to estimate the % of Māori employers in NZ. The lower end is the % of the random sample of employers (online and panel and Martins business database) that indicated they were a Māori business and the upper limit is the % of all employers surveyed (including the NZBN boost) that indicated they were a Māori business. Māori businesses in this study are defined as employers who 1) work for or represent a Māori business or organisation, or 2) indicate that the business or organisation has a strong Māori leadership or Māori values base.

Māori employers are a little larger than employers on average in NZ.



Te ao Māori influences more than half* of Māori employers.



51%
 agree working for a Māori business influences how they approach their obligations as an employer



46%
 agree working for a Māori business influences how they think about and approach the way they support the rights of their employees

*59% of Māori businesses agreed to at least one of these two statements.

“A whānau approach to an employee and team. Manaakitanga and support during and outside of work. An obligation to them and their whanau.”

“We think of our team as a hāpū and value the skills, experience, relationships, community and whānau of all of our team. We minimise hierarchy - acknowledging the inherent leadership and mana of all.”

“Understanding when asking for time off outside of the legislative requirements due to cultural beliefs.”

“We are more understanding of whānau obligations, marae obligations, tangihanga and fairness when it comes to their personal needs.”

“Respecting treaty principles of partnership and participation, employees' mana etc.”

“We use Māori models of practice in our day-to-day operations. Having an understanding of Te Ao Māori means that you understand the principles of whakawhanaungatanga and manaakitanga.”