



A Strategy for Māori Success



On-Job Qualifications
for Active Careers



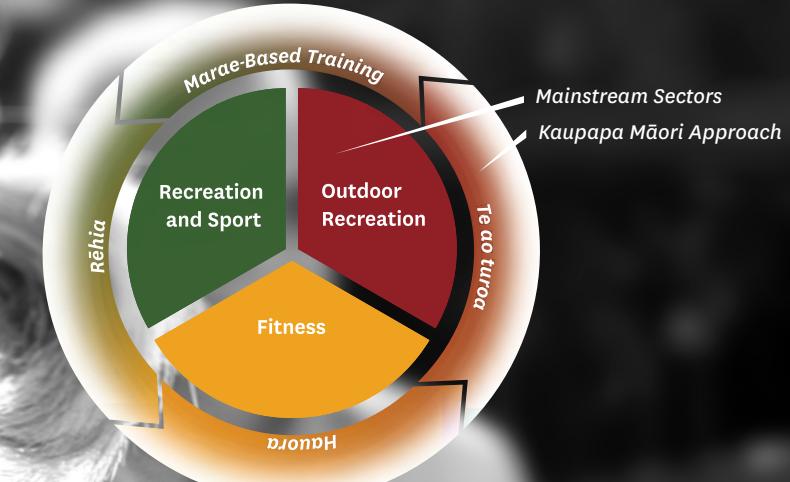
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Skills Active Sectors/Kaupapa Māori Approach



HE KŌRERO WHAKATAU

Tuatahi, ka tuku atu te reo whakamoemiti ki te Runga Rawa. Ko te tikanga o ā tātou mātua tupuna e pēnei ana: ko te Amorangi ki mua; ko te hapai o ki muri.

E mihi tonu ana ki a rātou kua wheturangitia. Rātou ki a rātou; tātou ngā kanohi ora ki a tātou. Tēnā anō tātou katoa.

On behalf of the board, I am pleased to offer some prefacing remarks for this strategy document. For as long as I have had involvement with this organisation, successive boards and staff have expressed a commitment to Māori success within our industries. However,

measuring that success has been difficult to gauge at times; the depth of our organisational commitment notwithstanding. E meatia nei i roto i ngā karaipiture: ki te kore he tirohanga ki mua, ka mate rawa te iwi. Nā reira ka hari hoki mātou te poari ki te whakaatu tēnei, hei tirohanga ki mua, kia tae atu tatou ki te tihi o te maunga i moemoetia ai e tatou.

Mauri ora
Sam Napia
Chair

In this document, we set out the answers to some simple but important questions. What does

success for Māori look like? How will we pursue that? How will we know we are making a difference?

In 2010, the board was asked to work with Māori shareholders to develop a strategy for Māori success. This document is the result. I wish to acknowledge the work and effort of our Māori shareholders, our staff and board members who contributed to the development of this strategy.

Tēnā koutou katoa, thank you everyone.

Within each sector, there are two categories of involvement for Māori as workers:

1) STRATEGIC VISION

Skills Active Aotearoa is committed to being a leader and role model of:

- Biculturalism
- Work Skills Development
- Service Excellence

Guided by the key principles of relevance and partnership.

The Skills Active Board and Management Team are committed to ensuring that this vision is enacted for Māori. This document details our goals and how we plan to achieve them.

2) TREATY COMMITMENT

Te Tiriti o Waitangi is the founding document of Aotearoa New Zealand that gives effect to the partnership between the Government and Iwi Māori. Skills Active is committed to upholding this partnership through a bicultural approach under the mantle of kaitiakitanga.

3) VALUE PROPOSITION FOR MĀORI IN ENGAGEMENT WITH SKILLS ACTIVE

- Māori trainees will be able to engage in vocational training

in our sectors using a kaupapa Māori approach where appropriate.

- Qualifications will be developed in traditional Māori activities within our sectors where a vocational need has been demonstrated.
- Non-Māori will be able to access kaupapa Māori approaches and traditional Māori qualifications if they wish, and in so doing gain greater appreciation of biculturalism in their work.

4) THE SKILLS ACTIVE AOTEAROA BICULTURAL APPROACH - SECTOR WORKPLACE OVERVIEW

Skills Active has a gazetted scope of operation within New Zealand's industries. The scope includes recreation and sport, outdoor recreation and fitness.

Within each sector, there are two categories of involvement for Māori as workers:

- 1) Those Māori who are in work environments involving "mainstream" activities. This includes Māori working in

mainstream organisations (such as local councils, fitness centres, etc.) and specific kaupapa Māori organisations focussing on mainstream activities (such as Māori Hockey, Māori Touch, etc.); and,

- 2) Those Māori who are involved in work environments involving traditional Māori activities (such as those working on Marae, those working for Iwi/hapū using hikoi for youth development, etc.)

Skills Active is committed to support Māori achieving in both of these categories within each sector, providing the opportunities for engagement, training and assessment methodologies, and support mechanisms to help ensure success in learning outcomes.

Within the traditional Māori component of each sector, Skills Active will work to ensure that there are suitable standards and qualifications available. The skill and qualification gaps will be identified during our regular Sector Strategic Training Plan process, where "stakeholder groups" will be targeted that encompass knowledge in these areas.



The traditional Māori components of each sector are defined in broad concept as:

1. Rehia, Wānanga, Marae based training - Traditional Māori sports (Taonga Tākaro) delivered using existing coaching and officiating qualifications through kaupapa Māori delivery mechanisms.

Developing capability within Marae to foster recreation and hauora activities (e.g. Marae Catering). Also Toi Māori, Te Take Pū Rehia, etc.

2. Hauora - Traditional Māori approach to health and wellbeing

3. Te Ao Turoa - Traditional Māori approach to recreating in the outdoors with the application of the appropriate tikanga to various environmental contexts.

5) WHAT ARE WE TRYING TO ACHIEVE - GOALS

Skills Active Aotearoa is aiming to improve success for Māori in vocational training. Success will be demonstrated by:

a) The percentage of Māori participating with Skills Active from 2011 to 2013 will remain above 11.8%, which is the percentage of Māori employed in

in the Recreation, Sport and Fitness sectors.

b) The credit achievement rate of Māori will increase to 50% in 2011, through to 60% in 2013, to remain higher than the average credit completion rate of 49% across the ITO sector.

c) The qualification achievement rate of Māori, in Level 4 programmes and above, will increase to 39% in 2011, through to 45%, in 2013, to remain higher than the average qualification completion rate of 41% across the ITO sector.

d) Where a kaupapa Māori need has been identified, supported by an appropriate business case, Skills Active will develop resources and qualifications to meet that need, with an equal priority to other identified needs within its scope.

6) STRATEGIES TO ACHIEVE THE GOALS

a) Goal: The percentage of Māori participating with Skills Active from 2011 to 2013 will remain above 11.8%, which is the percentage of Māori employed in

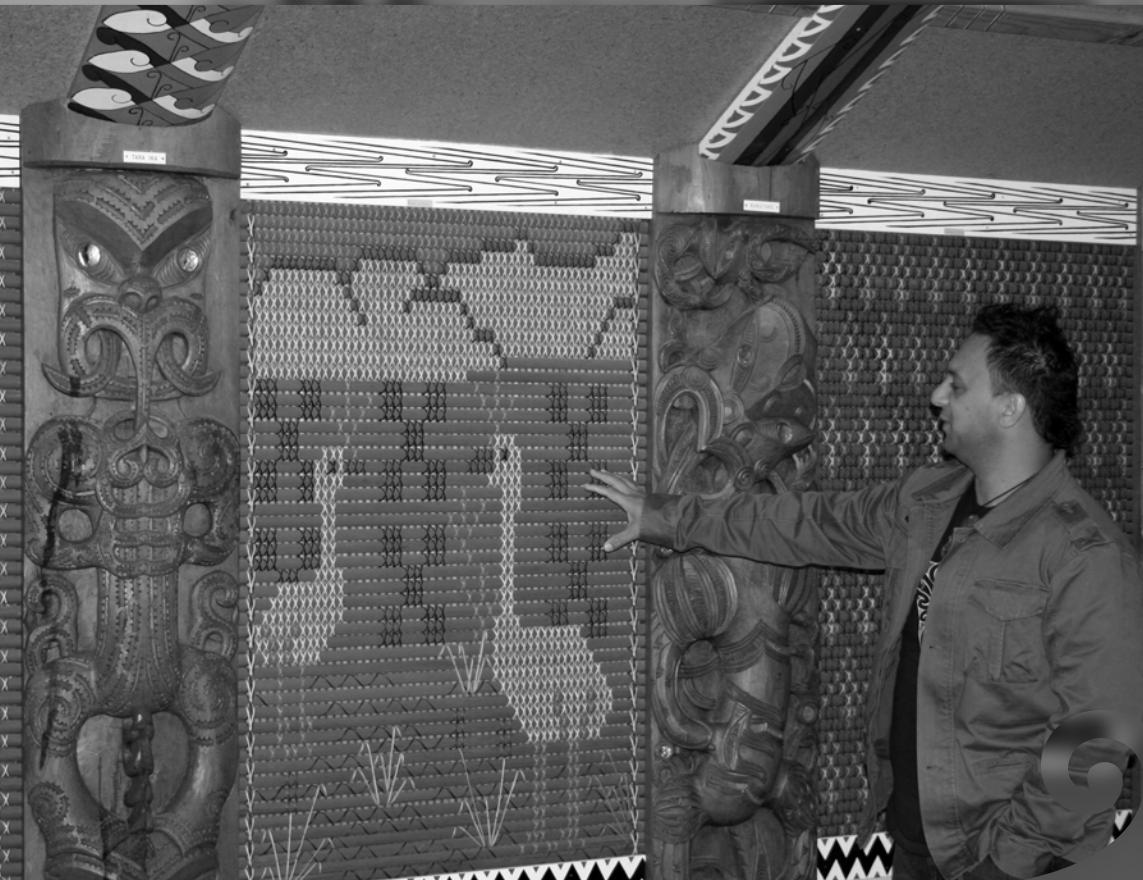
the Recreation, Sport and Fitness sectors.

Strategies:

- i) Target workplaces with high Māori staffing levels
- ii) Ensure brand/image of all communications is welcoming to Māori
- iii) Adopt kaupapa Māori and Akoranga Māori approaches with workplaces
- iv) Ensure all Skills Active staff are trained so that they can engage appropriately with Māori trainees and workplaces
- v) Review and develop qualifications and resources to ensure they meet the needs of Māori
- vi) Build relationships with Iwi, Hapū and other Māori stakeholders to create awareness of opportunities available through Skills Active.

b) Goal: The credit achievement rate of Māori will increase to 50% in 2011, through to 60% in 2013, to remain higher than the average credit completion rate of 49% across the ITO sector.





Strategies:

- i) Support Māori trainees through the provision of culturally appropriate pastoral care to assist with achievement of credits and qualifications. This will be done by identifying individuals and workplaces who offer to assist, identifying mentoring opportunities through other agencies, identifying role models who we can use to champion these opportunities and helping coordinate workgroups of likeminded trainees. All of these avenues for assistance promoted through our website, workforce development team and other communication channels.
- ii) Ensure appropriate kaupapa Māori assessment methodologies are available
- iii) Build capacity within workplaces to deliver and assess

c) Goal: The qualification achievement rate of Māori in Level 4 programmes and above, will increase to 39% in 2011 through to 45% in 2013, to remain higher than the average qualification completion rate of 41% across the ITO sector.

Strategies:

- i) As for Goal (b)
- ii) Ensure Māori trainees and workplaces understand the pathways to higher level qualifications and how to access these
- iii) Gain access to higher level qualifications (L4+) in Field Māori that are appropriate to our trainees

d) Goal: Where a kaupapa Māori need has been identified, supported by an appropriate business case, Skills Active will develop resources and qualifications to meet that need, with an equal priority to other identified needs within its scope.

Strategies:

- i) Identify Māori needs for qualifications and resources through SSTP process initially and through SAG input in an ongoing process.
- ii) Give internal assistance to help build robust business cases around any identified need as a high priority item.
- iii) Prioritise resourcing for the development as per the stated goal.