

## ★ Careers New Zealand products and services for Māori

Pat Cody presents a summary of some programmes that have produced a positive impact for Māori, and salutes the cultural knowledge, passion and aspirations of the practitioners who deliver them.



As I sat at my desk in Whāngārei, thinking about knowledge management, several colleagues who whakapapa to Taitokerau came into our office after doing a two day educational delivery at Northland College with rangatahi. I was struck by their energy and bubbling exuberance and the stories they told of students' career outlooks transformed.

It reminds me of the vital importance of understanding and appreciating the ingredients of such deliveries and the difference that they can make for rangatahi. Being witness to their energy made me consider some project work that I have been involved in and would like to share.

Careers New Zealand has a history of providing products and services to Māori. More recently this commitment has deepened through the establishment of Te Mana Pou Tuarongo (Māori staff network) and the Māori key performance indicators (KPI) Action Plan. One of the KPIs that I have been privileged to work on is KPI 4.1 which is

*Undertake an audit to identify existing CNZ projects/programmes that have produced a positive impact for Māori.*

Therefore, for the last while I have been digging deep into Careers New Zealand's computer drives, looking at evaluations and building an impressive list of products and services that Careers New Zealand has developed and delivered. For example, *Te Tūkurunga*<sup>1</sup>, *NCEA and the Whānau*<sup>2</sup> (with NZQA), *Rangatahi Futures*<sup>3</sup>, *Project Kāmehehe*<sup>4</sup>, *Maia* videos<sup>5</sup>.

Some may not be aware of this mahi and it would require much more than a brief article to do them all justice.

Looking through a summative lens I have been reminded of the importance of products and services where efforts have been made in the following areas:

- Co-design:  
Māori are actively involved in the development of service provision.
- Include cultural features embedded in product and service design:  
Tikanga and manākitanga in the delivery of products and service.
- Design:  
Material is visually appealing and connects to Māori cultural beliefs, mythology, metaphor and stories.
- Relationships:  
Development of a trustful relationship over time that leads to greater engagement and confidence in career related tasks.
- Service provision also to support people:  
Products and services offer a joined-up career development message to students, teachers and whānau.
- Dynamic deliveries:

Group activities are fun and energetic while also providing precise and accurate information and have young role model guest speakers.

- Collaboration:  
Products and services that have multiple agency input in design and implementation.

I think these are some of the ingredients that can make a difference for Māori products and services. But where the magic of career development for Māori really takes off in my opinion is when it is supported by career practitioners who have cultural knowledge, passion and aspiration flowing through their veins. I experience them bringing their wairua to those engagements and it flows through to the rangatahi. It is near impossible to capture those ingredients with audits and evaluations but it is 'oh so apparent' when you see, hear and feel it in action.

I was so pleased to be reminded by my colleagues that day of their truth and their gifts.

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#### Notes:

1. Careers New Zealand. (2011). Annual report for year ending 30 June 2011. Wellington, New Zealand. <https://www.careers.govt.nz/assets/pages/docs/annual-report-year-ended-30-june-2011.pdf>
2. NCEA and the Whānau, an information programme that provides guidance to parents and Whānau to better understand NCEA. <http://www.nzqa.govt.nz/qualifications-standards/qualifications/ncea/understanding-ncea/ncea-and-the-whanau/>
3. Rangatahi Futures programme supports teachers to deliver culturally responsive career education to Māori learners in Years 10 and 11. <http://www.careers.govt.nz/practitioners/tools-and-activities/rangatahi-futures-programme/>
4. Project Kamehameha: a programme of research to inform design and delivery of career resources for Māori. <http://www.careers.govt.nz/about-careers-nz/our-publications/project-kamehameha/>
5. Māia videos: Careers New Zealand filmed five successful Māori businesses in the agriculture, construction, health and fitness and creative technology industries. <http://www.careers.govt.nz/maia/about/>