

MĀORI STUDIES

What is Te Ao Māori? How can Māori, Pākehā and New Zealanders of other different ethnicities build a robust and distinctive society? What are the challenges and possible solutions? Māori Studies enables people to ask, and seek the answers to questions such as these and many more. Aotearoa/New Zealand is regarded as a world leader in its work to bring indigenous and other cultures together. Te Tiriti o Waitangi/Treaty of Waitangi provides a moral, constitutional and legal framework; people make it reality.

He aha te mea nui o te ao?

He tangata! He tangata! He tangata!

What is the most important thing in the world?

It is people! It is people! It is people!

WHAT IS MĀORI STUDIES?

Māori Studies examines the distinctive nature of Te Ao Māori – language, culture past and present, and Māori in relation to the other cultures of New Zealand, Polynesia and the world. Tangata whenua (people of the land) in Aotearoa/New Zealand and tikanga Māori (cultural customs, the right way of doing things) gives the nation many of its unique qualities. Historically, interaction between Māori and non-Māori has shaped the economic, social and political development of this country. A positive future will increasingly rely on having a greater understanding of Māori culture and society, and especially how colonial history impacts on current realities for Māori.

Māori Studies programmes focus on developing awareness, appreciation and understanding about the complexities of these issues.

The values and principles that underpin tikanga Māori and āhuatanga Māori (Māori tradition) ensure a secure learning/teaching environment. Some of the learning is marae based and learning experiences may include forming relationships with local iwi. Language is at the heart of culture. Te reo Māori is unique to the people of this land and in 1987 was made an official language of New Zealand. Students of Māori Studies can learn Māori language to different levels of proficiency; from basic concepts and skills to fluency.

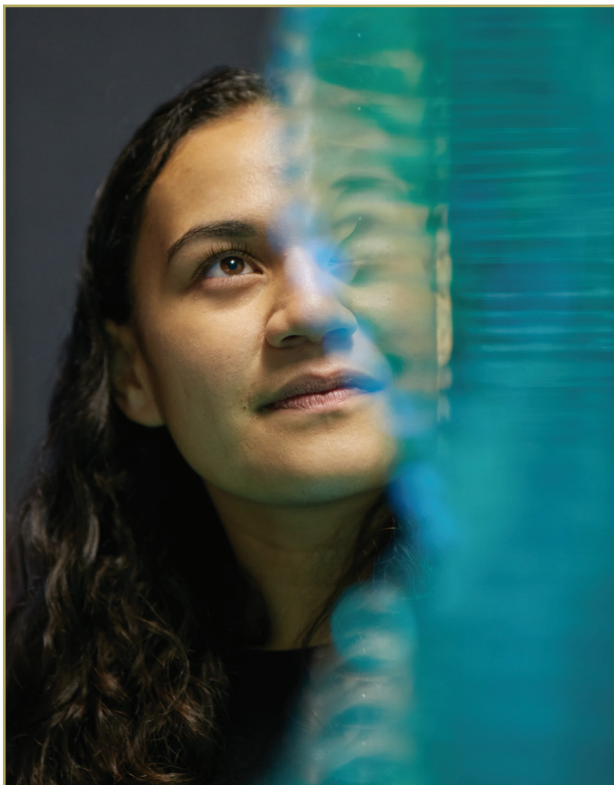
Topics in Māori Studies include the Treaty of



Waitangi/Te Tiriti o Waitangi and the Declaration of Independence, issues in traditional Māori society, Māori political structures, movements, ideologies and visions, issues of governance and resource management. Students may also explore Māori politics in relation to Pacific and international indigenous contexts. The interface between science and Māori systems of knowledge is an area of growth. Aspects of Māori Studies examine how Māori knowledge and spiritual understandings can work with non-Māori scientific approaches. In the area of biotechnology, for example, there will be cultural constraints in the use and marketing of natural resources as well as ethical concerns.

Career View explores how degrees and courses relate to employment opportunities and to life/work planning. It includes graduate destination information and current employment issues. Your comments and suggestions are always welcomed.

Wellington Careers and Employment.
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WHY STUDY MĀORI STUDIES?

Knowledge of kaupapa Māori (bodies of knowledge), and tikanga Māori is vital when working with Māori communities and their concerns. Examples are iwi development, resource management and environmental concerns, Māori business, health and education, Te Tiriti o Waitangi and other social, legal and cultural issues. A sound knowledge of the Māori language is also an advantage.

Graduates of Māori Studies are making a significant contribution to Aotearoa/New Zealand's economy, society and culture, and are recognised as iwi leaders and leaders in entrepreneurship, business organisations, education and government agencies.

At a global level cultural knowledge of protocols and customs facilitates relationships in business, trade and other exchanges. Māori Studies offers learning experiences that help prepare students for the increasingly complex world of work within Aotearoa/New Zealand and overseas. Studies at undergraduate and postgraduate levels also develop academic skills in research, critical and creative thinking, verbal and written communication.

WHAT SKILLS DO MĀORI STUDIES STUDENTS DEVELOP?

Students develop **critical thinking** from evaluating, questioning and analysing the impact of Crown policies, procedures and legislation on Māori language

and resource management issues; the evaluation of Māori institutions, processes and evaluation of the impact of global policies, frameworks, procedures and legislation on matters that concern Māori. Students of te reo Māori become competent in linguistic analysis of the language. In writing an argument to support their views, students learn to critically evaluate and edit their own work. They use critical thinking and research skills to develop understanding of Māori and post-colonial society and to critique public attitudes and perceptions from a Māori perspective.

In a marae context students draw on **creative thinking** to reflect on what they are hearing and perform “on their feet”. In te reo studies they have the opportunity to produce original whaikorero or karanga. Through oral and written work they are encouraged to apply knowledge in new ways.

Students do extensive **research** using different approaches and methodologies. As well as using traditional European academic approaches, students develop skills in research methods that are relevant to Māori and indigenous peoples, such as kaupapa Māori research methodologies. Building and maintaining respectful relationships before, during and following a project is important along with the idea of reciprocity, giving something back. Students also learn to evaluate the quality and origin of sources of information, and to formulate and evaluate research questions.

Through Māori Studies students learn to express themselves competently and confidently, presenting their work both academically and in ways that reflect Māori language and culture. Māori Studies develops students' comprehension and **communication skills**, so that they can convey complex ideas and information through written work and oral presentations. Students participate in marae activities, becoming proficient in listening and speaking in conversational Māori and in oral presentation.

Active participation in individual and group projects allows students to develop essential **leadership** skills such as communication, relationship building, team work and the ability to consider different points of view. Māori Studies also encourages qualities of integrity and respect for others in the immediate and wider community.

Cultural knowledge and skills. Through the courses in the Māori Studies programme students become empowered to make a positive contribution to the retention and development of Māori language, culture and resources. Cultural awareness enables them to view the world from a Māori perspective and act in a way that is inclusive and beneficial to the

ongoing development of Aotearoa/New Zealand. In a world that is increasingly interconnected through communications technology and travel, cultural awareness is invaluable within the Pacific and beyond. Māori Studies develops the attitudes, skills and knowledge necessary to relate to and research other indigenous peoples and multi-cultural contexts.

WHERE DO MĀORI STUDIES GRADUATES WORK?

Traditionally, knowledge of Māori language and culture has been important in the areas of public health, education, housing, social and community services. Career opportunities are growing in many iwi-owned enterprises, the legal profession, tourism, foreign affairs, technology, environmental organisations, iwi development and international relations.

Combining Māori Studies majors with another major or degree is advantageous, for example: law, commerce/business, management, architecture, design, geography and environmental studies, science and technology, teaching, public policy, history, information management and social science can be excellent complementary subjects.

Public Sector. Many government ministries have units dedicated to Māori or roles in which knowledge of the Te Tiriti o Waitangi, te reo and tikanga Māori is an advantage. Te Puni Kōkiri, the Ministry for Māori Development, leads Māori Public Policy and advises on policy affecting Māori wellbeing. Government ministries have a range of roles in policy and research, administration, human resources, finance, communications, case management and other specialist areas.

Internships can provide useful entry experience to an organisation. The Ministries of Justice, Education, Social Development, Foreign Affairs and Trade, Primary Industries, Environment and Ministry of Business, Innovation and Employment (MBIE) as well as Departments of Corrections, Conservation and Internal Affairs and Stats NZ are large organisations that need graduates with excellent generic and specialist skills. In some roles, proficiency in te reo

and tikanga Māori will be required, or be a distinct advantage.

Local Government. Local and regional authorities have specific roles for cultural advice, support of Māori staff, and external relationship management with iwi. Knowledge of te reo and tikanga Māori and relationship management skills are useful for positions that deal with resource consent. These positions are likely to require qualifications in geography and environmental studies. City councils manage a wide range of services for the community such as housing, building consents, health, sport and recreation, emergency management, urban planning, community centres and youth programmes.

Non-Governmental Organisations (NGOs) are not-for-profit organisations. They perform a variety of service and humanitarian functions, bring citizen concerns to governments, advocate and monitor policies, and encourage political participation through provision of information. There are Māori and non-Māori NGOs in many fields – whanau ora, housing, employment and training, health and disability, social services, justice, education and business support. They provide services to specific groups in the population – children, elderly, and families from many different cultures. NGOs do research to improve service provision and good practice for their communities in specific regions. They may also conduct surveys, do fundraising and manage communications and publicity.

Research organisations. Scientific research organisations play a key role in the development of applied scientific knowledge in Aotearoa/New Zealand. Depending on the position, another degree



and scientific area of specialisation may be required.

Landcare Research/Manaaki Whenua, Plant & Food Research, GNS Science, Scion (forestry research) and NIWA also appoint people who bring an understanding and background of Mātauranga Māori (an holistic view of knowledge).

Education. Teaching in Kōhanga Reo, kura kaupapa, early childhood, primary and secondary schools is a rewarding career for graduates who want to work with young people. Māori Studies graduates who are proficient in te reo can teach the language in schools.

A postgraduate teaching qualification is required and teaching at university level usually requires a PhD. Students can advance their research and teaching skills by undertaking a Master's or PhD degree. Polytechnics and institutes of technology teach courses with practical, vocational and creative focus. Wānanga provide higher education within a Māori cultural context.

Other roles in tertiary institutions include administration, marketing, advisory and learning support. Educational resource creation is an exciting growth area and may combine creative talent with skills in design and multimedia, research, te reo Māori and writing. Other roles may involve managing the delivery of print and digital educational resources for a range of audiences.

Business/legal/financial. Māori entrepreneurship is on the rise, with ventures ranging from a process turning the environmentally damaging didymo into fabric to a digital tool for millennials learning te reo Māori. Other growth areas for business development are in tourism and marketing of products unique to Aotearoa/New Zealand.

The ability to communicate well with clients and customers of diverse backgrounds, particularly the tangata whenua is vital to success in business. A conjoint degree in subjects such as law, business, accountancy and economics opens the field even wider.

Legal firms find that knowledge of tikanga and te reo Māori is important in hearings and in areas such as public law, resource management, intellectual property, land issues, commercial and corporate law.

Consultancies. Māori businesses have become major players in the New Zealand economy. Some consultancies offer services to the public and private sector in areas such as legal interpretation (Treaty claims, dispute resolution, resource management); business services (strategic and business planning); cultural training in te reo and tikanga Māori; relationship management with iwi; policy advice



and research; strategy development for Māori and non-Māori organisations; web and resource development. Environmental planning and design companies may recruit cultural advisers to assist with resource management and relationships with iwi.

New Zealand's creative industries encompass fields such as online content, production, television, theatre, music, design, fashion, publishing, art and textiles. As work in these industries is usually project-based, many do other paid work to maintain a steady income. Knowledge of Māori language and culture and the history and political issues of Aotearoa/New Zealand is important for projects with Māori content, as is the ability to relate to Māori communities.

Depending on their size, **museums and art galleries** employ staff in administration, education, exhibition design and display, research, publicity and communications. All major museums require staff with specialist knowledge to curate exhibitions, undertake research, work with collections and provide written material for exhibitions. A background in Māori Studies is valuable, even essential for some roles. An additional qualification in museum studies can be an advantage.

Library and Information Management. Public libraries, specialist libraries and information centres need staff with excellent communication skills, the ability to think laterally, research, summarise information and identify which sources are reliable. In the area of collection development and archive management of Māori artefacts, knowledge of Māori language, culture and history is important. Additional qualifications in Information Management may be required.

A growth area in **media** is online content development.

GRADUATE PROFILES

With the focus on user-centred design, expertise and knowledge of kaupapa Māori is a key skill to deliver products, services and media to a growing demographic of the population. Graduates intending to work in the media (reporters, sub-editors, editors) usually require a qualification in journalism.

Proficiency in te reo and tikanga Māori is necessary to communicate to a contemporary audience. News publications, magazines and Māori media are some of the options. The ability to write subtitles in English and Māori is also a highly marketable technical skill. There is also a need for fiction and non-fiction writing from a Māori perspective for learning media.

People fluent in te reo Māori with a high level of written Māori and English may contract to **translation and interpreting** services or set up their own business. Interpreting requires a different skill set along with a strong ethical commitment to remain impartial. When recruiting, interpreting services will require a recognised qualification or give in-house training. Further information is available through the New Zealand Society of Translators and Interpreters. Translation and interpreting work is likely to be part-time or casual.

Social services and health. Knowledge gained through Māori Studies can assist professionals such as counsellors, psychotherapists, career counsellors, psychologists, social workers, nurses, doctors and other professionals working closely with people. A broad knowledge of different ethnicities and their cultures is essential to be able to understand and work effectively with clients.

JOB TITLES

A sample of job titles reported in graduate destination surveys. Some roles may require additional qualifications and training.

Assistant policy analyst • business development adviser • communications officer/adviser • iwi liaison officer • content developer • cultural adviser • curator mātauranga Māori • education adviser • editor • facilitator/trainer • health promoter • human resources adviser • information officer • iwi development manager • kaitohutohu/career consultant • kaiwhakaako Māori (teacher) • learning adviser • lecturer • librarian • marae executive member • mauri ora (health and wellbeing) adviser • Māori art adviser • Māori liaison officer • media producer • police officer • programme manager • policy advisor/analyst • research analyst/assistant • researcher • social worker • te reo Māori tutor/teacher • television/radio presenter • travel and information consultant • web designer • writer

Bart Cox

Treaty Settlement Implementation
Ranger
Department of Conservation



I grew up in what could be described as an exclusively Pākehā cultural environment. I was immersed in a world that considered history from a colonial point of view only. Adults around me repeated sentiments such as “we don’t have the history of Europe”, and “we only have 150 years of history”. This instilled a sense of superficiality in me a sense that perhaps I didn’t belong here that maybe I was born in the wrong country.

Every moment I wasn’t at school I was immersed in exploring the bush near our house. I was intimately connected to the forest ecosystem through my imagination and my identity emerged from the natural environment. As a teenager, I became aware that industrialisation had and was still seriously degrading our environment, which felt like a threat to my identity.

My first girlfriend was from Whakatōhea iwi and we would stay with her mum at Waiwhetu. I began to realise there was so much more to the story in Aotearoa. This crystalised a few years later on a road trip, fishing at the end of the Omāpere wharf when I met the Matene whānau of Tautoro. They invited us to stay with them at the Marae and this led to a lifelong friendship and a deep connection to Te Ao Māori.

After a couple of years’ travelling Europe, I returned and started a BA in Māori Studies and later, a BSc (Hons) in Ecology and Biodiversity. Through education, the fog of ignorance lifted and I felt my taproot hit ground water and my sense of what it was to be Pākehā became clearer. As I found my place in the story I felt a deep connection to the cultural landscape of Aotearoa.

Science and Mātauranga Māori complement each other. Because they are different, the combination promotes mental diversity. Consequently, my approach to science was different from my peers, leading to exciting new ideas that interface both worldviews.

My current mahi is Treaty Settlement Implementation Ranger for DOC Wairarapa. I work with Rangitāne and Ngāti Kahungunu on the whenua. DOC and other government agencies have an obligation to the Treaty partnership. Subsequently, people comfortable in both worlds are in high demand as this work grows. My goal in life is to make a positive contribution to the relationship between Māori and Pākehā.

Mikaia Leach

Ngāti Konohi, Ngāti Ira, Ngāti Porou
Policy Analyst
Te Taura Whiri i te Reo Māori



Initially, as I explored a degree in Law and Māori Studies, I discovered that the Māori language and associated studies fuelled my inquiring mind, and so followed this up with a BA Honours in Māori Studies.

My study exposed me to a wide range of impacts on the Māori language. As a student, I learnt to critically analyse the state of the language and develop research platforms to address the impacts. In addition, I learnt from the experts in Mātauranga Māori, who are now leading the way in the revitalisation of the language. Through my postgraduate study, I was able to further develop my research skills, identify work opportunities and join the campaign to revitalise the Māori language. Most of all I discovered my niche and how I could contribute to the well-being of my whānau, hapu and iwi.

Along my learning journey, I found safe zones where I could be Māori. Te Kawa a Māui and Te Herenga Waka Marae provided the cultural environment I needed. It was in these spaces that I met new and not so new people, engaged in debate, fine-tuned my learning skills, challenged opinion and made life-long friends. I tutored entry-level Māori Language University papers and received a summer research internship with my language mentor, Professor Rawinia Higgins.

It was a natural progression to work for Te Taura Whiri i te Reo Māori. I had enjoyed fixed-term roles with them, I had been witness to shifts in their sector and I realised that this is where I could effect change. A policy analyst position became vacant; I applied and was the successful applicant. I have since strengthened my knowledge of the sector, continued learning, and nurtured quality expert relationships. My Bachelor of Arts (Hons) has given me options, equipped me with the skills and networks to pursue my passion to revitalise the Māori language.

To students who are contemplating Māori studies, it encourages you to explore new ways of learning and gain new knowledge in a kaupapa Māori setting. The best thing about the programme are the experiences and people you will encounter throughout your learning journey. Be open-minded, courageous, and prepared to broaden your horizons.

Matariki Williams

Ngāi Tāhoe, Ngāti Whakaue,
Ngāti Hauiti, Taranaki
Curator Mātauranga Māori
Te Papa Tongarewa



It was while on a noho marae during my Māori Studies degree that I first experienced thinking in te reo Māori. It was quite a mind-blowing experience but also demonstrated to me the duality of what it means to be Māori in today's world. This was reflected during my undergraduate study, where I was also studying History. Having Māori Studies, which interrogates history, anthropology, politics and language from a Māori point of view, was an invaluable counterpoint to my History degree which was not from that point of view. My time at Te Kawa a Maui provided me with the tool of criticality, of looking at knowledge both inherited through my whānau and presented through the academy, and determining my own truth.

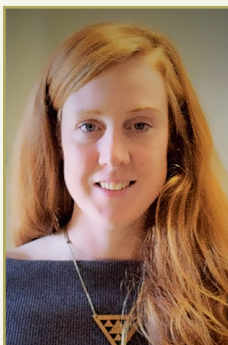
For me, the most important part of the degree, has been te reo Māori. Through te reo I gained a deeper appreciation of te ao Māori, and the practices that I had been part of on my marae my whole life but had taken for granted because I hadn't understood them. Te reo has always had the ability to be a great connector of people, and not just Māori people but anyone who engages with it. Working in the arts, it is a privilege to hear our reo everywhere and know that people appreciate it. From an employment perspective, having the skills that the Māori Studies degree gave me in terms of te reo, feeling comfortable in privileging Māori worldviews has served me well. In fact, they are skills that have I have used in each and every role that I have held.

When I decided to start a Masters in Museum and Heritage Studies, I had my eyes firmly set on a role in the Mātauranga Māori Curatorial team at Te Papa. My undergraduate degrees provided a strong foundation for me to start postgraduate study even as I had gone from being one of many Māori students in a course, to being the only Māori student in a course. Māori Studies gave me confidence, it affirmed my already strong identity and for that I will always be grateful.

I would recommend Māori Studies to anybody, to everybody! For Māori, it's a course that is culturally safe and boldly Māori. For everyone else, it is an opportunity to access histories that are underrepresented, and provides skills that enable people to connect.

Ashley Mackenzie-White

Educator, Pukeahu National War Memorial Park
Ministry for Culture and Heritage



I was originally studying design and part of our course explored kowhaiwhai. We were asked to stand up and say who we were, emphasising place. I stood up and thought, I am from Dunedin, my river is the Clutha, but my mountain is Taranaki. I realised something was missing. Next thing I know I've left Design School and had enrolled in Māori Studies and Art History at Wellington. This was a journey my family and I never saw coming.

During my studies I gained a deeper connection and understanding for this place. I think it is really important that we all, as people of Aotearoa, learn about the place we call home. There is no better way to learn about people than to learn a language or tikanga (customs and traditions). Māori Studies made me stronger in my own identity as a woman of Irish and Scottish decent.

Above all it was the people I enjoyed most. People who do Māori Studies tend to be open-minded, willing to learn, brave and generous. I enjoyed the critical evaluation of what's going on in Aotearoa. It was also the people of Te Herenga Waka Marae that made a real difference to my studies, especially Matu Stevens, the Kaumatua who welcomed me onto the Marae, let me be who I am and supported me however he could, unconditionally.

After doing Māori Studies and Art History I completed a Graduate Diploma in Museum and Heritage Studies. Māori Studies allowed me to bring a bi-cultural perspective to the course, an aspect valued in the museum and heritage sector. This led to working at the Ministry for Culture & Heritage and to my current role as the Educator at Pukeahu National War Memorial Park. I use my degree almost every day in my role, teaching in te reo, practising tikanga Māori and working as a Treaty partner.

Māori Studies changed my life. I met some of the most important people in my life and it helped me understand who I am as a Pākehā.

Dennis Ngāwhare

Taranaki Manager
Te Wānanga o Aotearoa



I came to Victoria University of Wellington when I was 26 years old. I'd studied travel and tourism after high school at AUT. However, my yearning to know more of my whakapapa and heritage took me to Taranaki, where I realised I needed to be fluent in the Māori language.

A Bachelor of Arts majoring in Māori studies at Te Kawa a Māui was an obvious choice alongside a range of other arts and humanities subjects. I really enjoyed living in Wellington - the campus marae Te Herenga Waka became my second home and they were my whānau right throughout my studies.

I continued into an Honours year when I attended a symposium at Otago University, where I was introduced to fascinating research being undertaken and the impact postgraduate qualifications can make in society. So I thought why not keep going?

I enrolled into a Master's programme but halfway through I moved back to Auckland where I found a job on the strength of my Honours degree, at the University of Auckland Faculty of Education with their marketing team. On completion of my MA, I took up another role at Auckland University in the Equity Office. I came to realise, however, that to progress in the tertiary environment I needed a PhD.

Therefore I resigned my position and moved back to Taranaki. During PhD study I was a coordinator of the MAI ki Poneke postgraduate support program, giving me an excuse to travel to Wellington once a month and get my "city/campus" fix. I graduated with my Doctorate with my thesis focused on the myth of Taranaki as the Travelling Mountain, and explored the way myth and history intersects with the lived reality of a contemporary tribal community.

I then successfully applied to Te Wānanga o Aotearoa as a kaiako of a full immersion Te Reo Māori course back in Taranaki. A year later, I was appointed the manager for the New Plymouth campus.

Postgraduate study, especially the PhD, not only granted financial rewards and increased opportunities, but also enhanced my ability to contribute to my whānau, my iwi and my community. The test of adulthood is making good decisions, and choosing to study was influential in opening the doors of my career.