

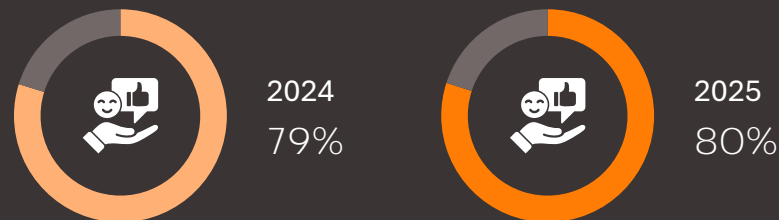
A SNAPSHOT OF FINDINGS FROM THE 2025 EMPLOYMENT MONITOR

Māori kaimahi and Māori employers in Aotearoa

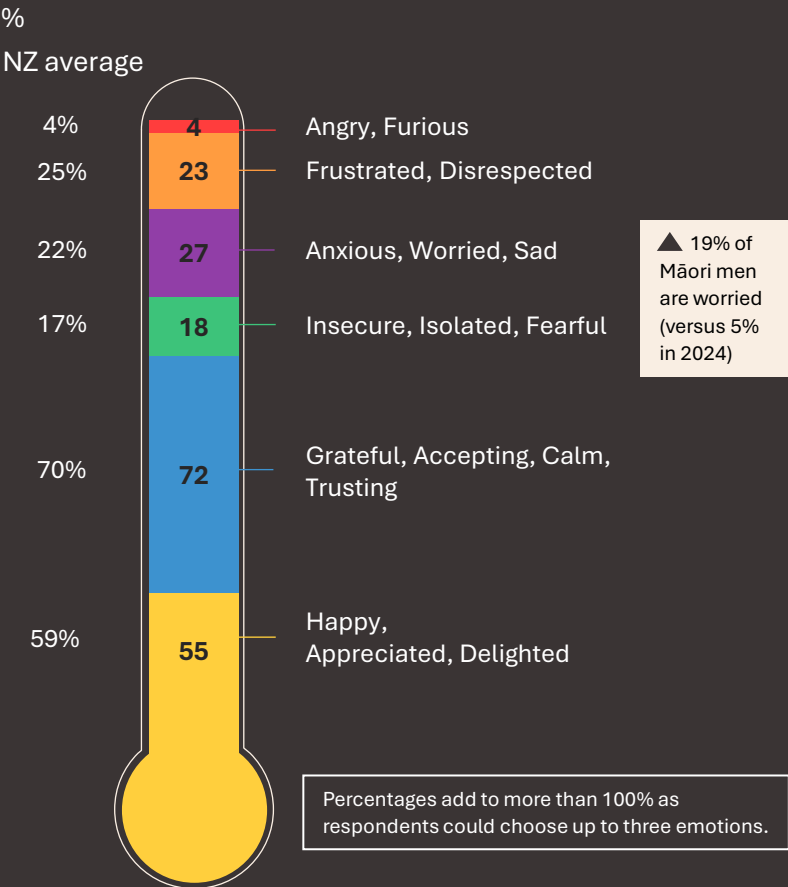
MBIE’s employment monitor delivers a comprehensive view of New Zealand workers’ and employers’ perceptions, experiences and pressures in the employment market. This infographic focuses on Māori kaimahi (workers) and Māori employers. Verian surveyed 465 kaimahi and 96 Māori employers in February and March 2025. Comparisons are made with a baseline 2024 survey.



Most Māori kaimahi remain satisfied with their employment situation.

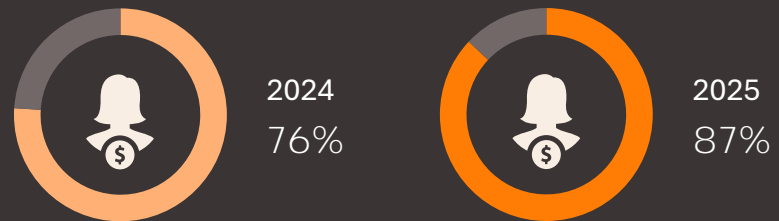


Māori kaimahi express emotions about their employment in line with the average NZ worker, but more Māori men are worried about their job than in 2024.

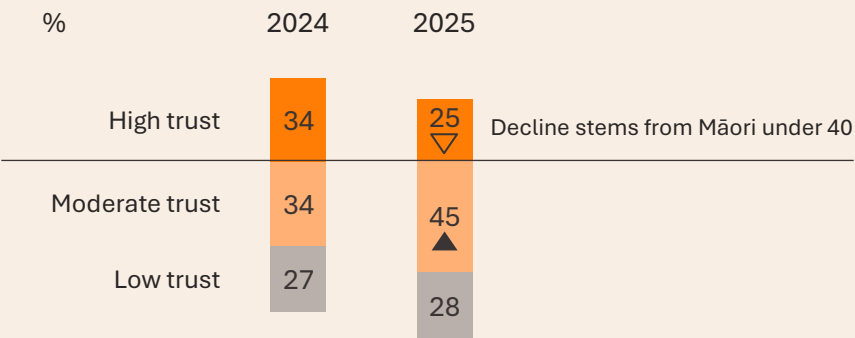


And since 2024, Māori women feel more reliant on their job for financial security.

% of Māori women who agree ‘It’s essential I stay in this job so I can financially support myself and my family’



High trust in employers is down among Māori kaimahi.



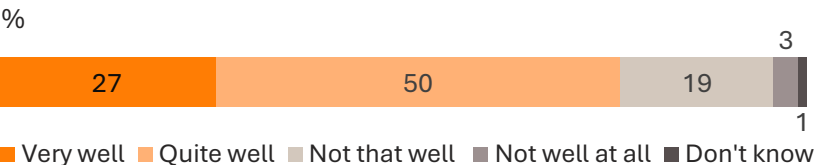
Around half (52%) of Māori kaimahi express concerns about their employment situation

Main themes

- 28% Pay concerns**
e.g. equity issues, unpaid overtime or public holiday work, broken promises
- 27% Workplace culture & safety issues**
- 25% Hours**
e.g. longer hours than agreed, unpaid overtime.
- 16% Harassment, discrimination**
e.g. verbal abuse, bullying and harassment, racism, other discrimination.

Māori kaimahi self-rated and tested knowledge levels are consistent with 2024.

Māori kaimahi feel they understand their employment rights...

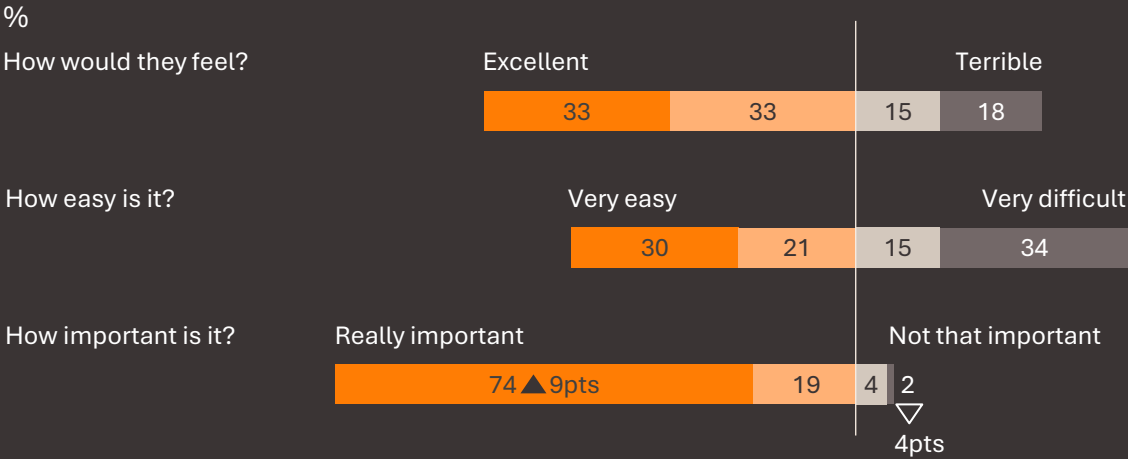


On average, Māori kaimahi incorrectly understand (or are unsure about) three of 14 employment rights tested.

Top 4 sources of useful information on employment rights

- 35%** Online searches
- 24%** Employer/workplace
- 22%** Personal contacts
- 15%** Union

Since 2024, Māori kaimahi now place more importance on speaking up in an exploitative situation but it remains a difficult thing to do for many



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

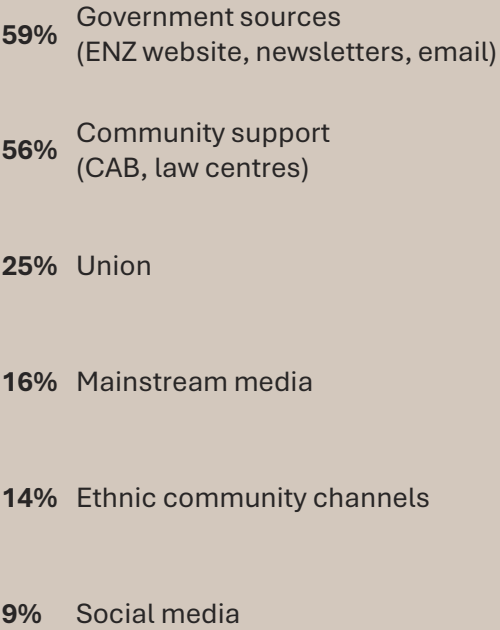


“Because i need my job and if I complained about something my immediate coordinator would make my job more hell than she does now.”

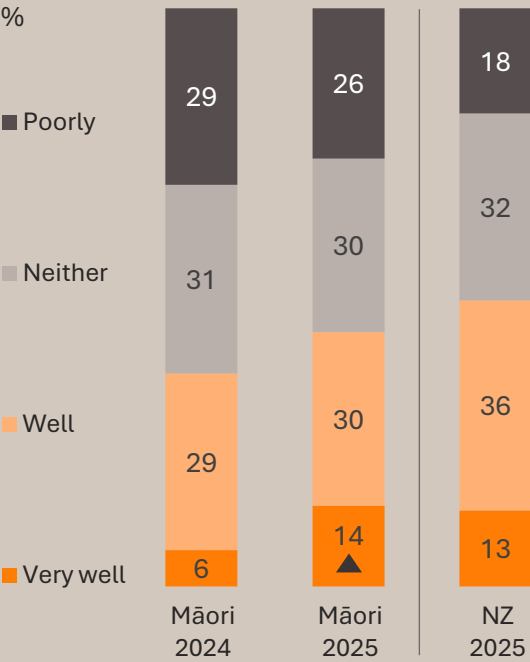
“Because there is a huge power imbalance in the employment relationship.”
“It would feel embarrassing.”

“In the past I have never had any success when dealing with HR and I guess I just feel like Employment NZ would be the same.”

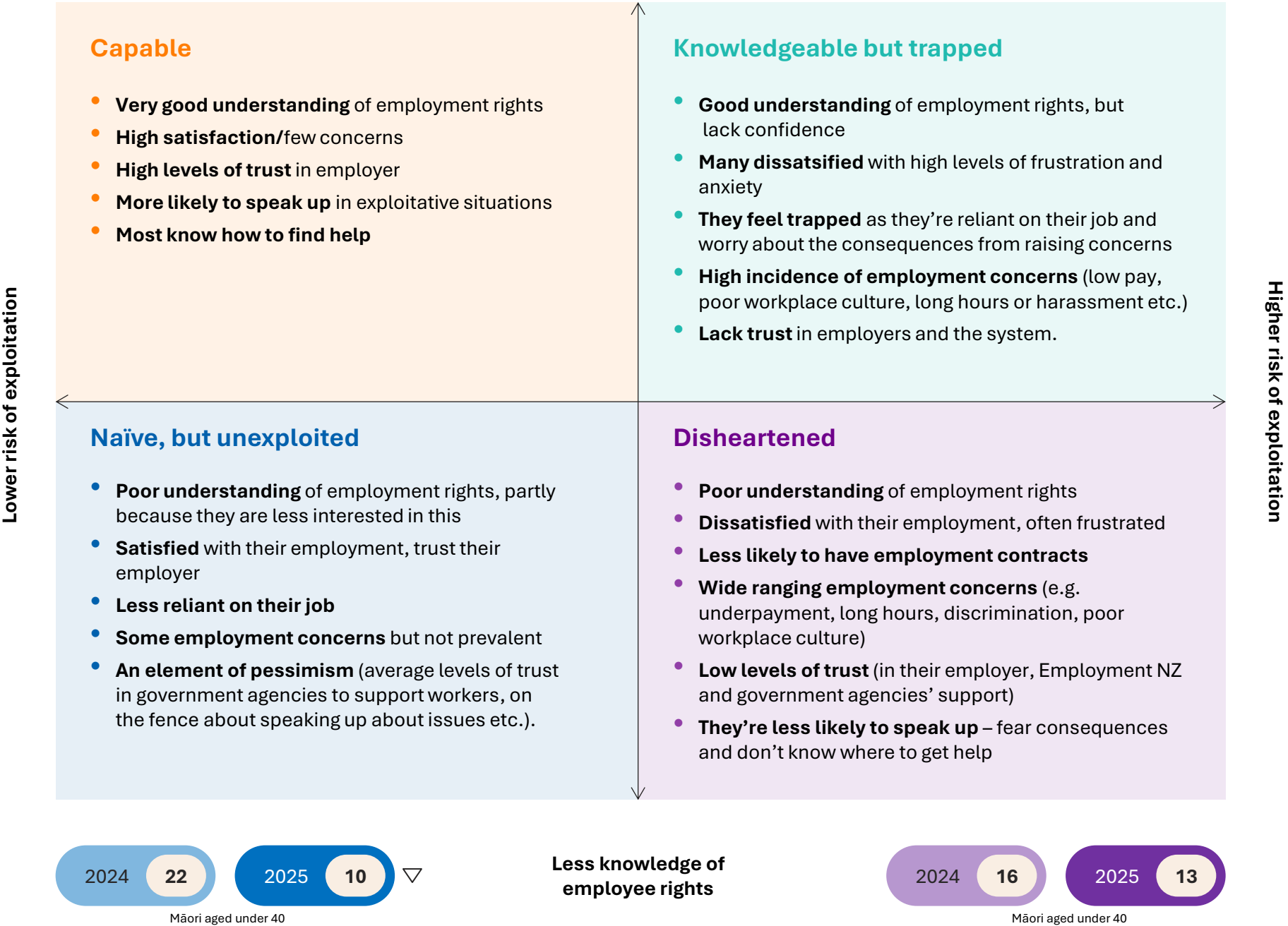
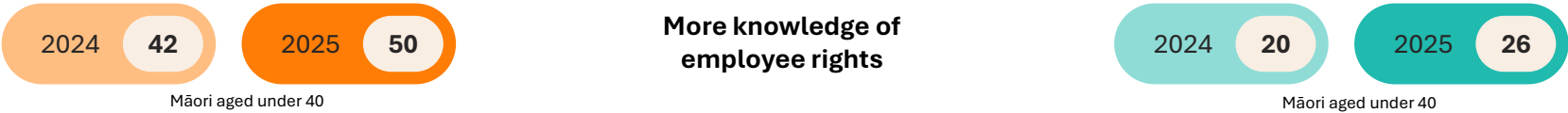
Community and government channels are trusted sources for Māori kaimahi.



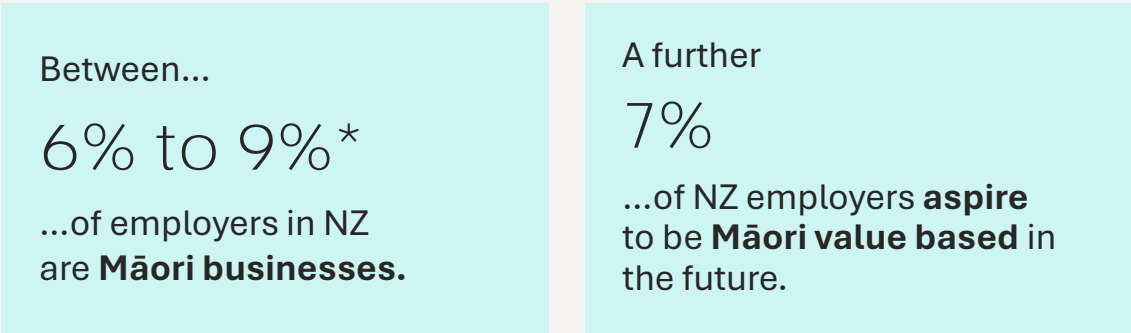
Māori kaimahi perceptions of NZ government agencies’ support of workers has improved, but remains lower than the average NZ worker.



Around four in ten (39%) Māori kaimahi **under 40** remain in higher risk segments. Since 2024, Māori aged **under 40** have seen a notable shift, with a smaller Naïve but unexploited group – mirroring trends among non-Māori workers.

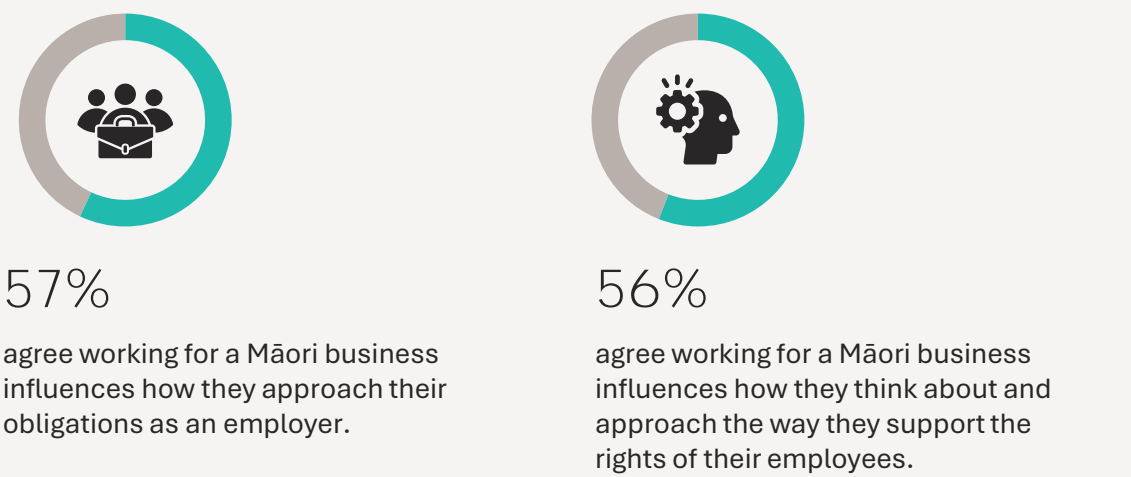


Māori employers



*Estimate considers impact of sampling sources (see full report).


Te ao Māori influences nearly two thirds* of Māori employers.



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



- “I am more open to providing job opportunities to unemployed Māori.”
- “Using Māori concepts like manaakitanga, allows both the employer and employee to build trust and feel supported.”
- “Tangi, karakia, whānau, te reo Māori, being about the people.”
- “It influences how we interact and share our values with our employees – valuing whānau, mokopuna, wellbeing and whanaungatanga.”
- “Māori values such as manaakitanga, whanaungatanga, and mana influence my approach.”
- “We are more whānau focused and give entitlements above the contract, e.g. tangihanga.”

 One in four Māori employers belong to an ethnic association or community group.

Consistent with the NZ benchmark, around one in five Māori employers show the potential for worker exploitation due to weak attitudes or conflicting business pressures.

The larger size of the Virtuous and Compliant segment among Māori employers (28% vs 19% of all NZ employers) is attributed to their profile, which includes a somewhat bigger proportion of larger employers and significantly higher self-assessed knowledge of employment obligations.

