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Demand for te reo Māori skills on the rise in the workplace

A bi lingual Aotearoa may be closer than we thought with recent data showing a 235 percent increase in the demand for te reo as a skill in the workplace. Analysing Burning Glass data, Ōtautahi based innovation lab, Tokona te Raki Māori Futures Collective has gathered and analysed data to create a map of Aotearoa showing the growing regional demand for te reo as a required skill by employers.

Tokona te Raki, Big Data Researcher, Hinerangi Curtis says, “As part of my mahi I have been producing regional employment and skills reports for Ōtautahi, Murihiku and Ōtākou using Burning Glass live data. My interest was piqued when I realised that in all three areas there has been a substantial rise in the demand for te reo over time, and that made me to want to take a look at trends in the rest of the country.”

With funding support from Te Taura Whiri, Hinerangi was able to gather and analyse the data which has now been turned into a visual map.

“I’m so excited to present the findings because they tell such a positive story for the future of our Māori language. It is fantastic to see employers valuing te reo as a skill; it is affirming for our whānau that our reo, which has a widely acknowledged cultural value, also has a growing value within the New Zealand economy, and our careers. It tells a story of a country that is moving towards biculturalism as te reo Māori becomes more accepted and valued,” says Hinerangi.

The skills map was created by analysing the number of job listings that identified te reo Māori as a requested skill from August 2020 – July 2021 and making a comparison with the previous year to determine the growth. The results showed high growth in all but two regions of the country. The only region with a decrease was the Hawkes Bay, however its demand is still equal to that of Nelson which has the highest increase at 800 percent. The greatest demand is in the Wellington region.

“This is a real testament to how far the revitalisation of our language has come and it is great to be sharing this data during Te Wiki o te reo Māori,” says Hinerangi.

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For further information or to request interviews please contact Adrienne Anderson: 021 913 274 or adrienne@strategic-projects.co.nz

Photo of Hinerangi Curtis attached along with a PDF of the map.