

Promoting Equity for Maori in Business

Management (general)

- ▶ In a large organisation, make sure that Maori are involved at all levels of management
- ▶ In a small organisation, make sure that input from Maori is included at all levels of management (this may require consultation outside the organisation)
- ▶ Emphasise the advantages of having diversity in the workforce
- ▶ Support staff to manage the issues associated with cultural diversity in the workforce (e.g., preferences for working in teams)
- ▶ Investigate ways that the Maori language can be used (e.g., making sure Maori names are correctly pronounced, bilingual signs & greetings)
- ▶ Ensure the organisation has access to someone knowledgeable about Maori culture

Human Resources

- ▶ Review requirements for experience and qualifications in job descriptions to make sure that they are all really necessary for the job, that is, that they do not exclude people unnecessarily
- ▶ Write advertisements in ways that make clear that Maori are encouraged to apply
- ▶ Include Maori media in the places where vacancies are advertised
- ▶ Consider whanau-style interview formats (where applicants are allowed to bring support people)
- ▶ Involve Maori on interview panels and in selection process
- ▶ Make sure that appraisal and promotion processes are culturally appropriate
- ▶ Develop a range of options for conflict resolution procedures that recognise cultural diversity
- ▶ Analyse employment statistics to identify areas where EEO strategies may be needed
- ▶ Consider implementing a cultural safety policy

Marketing

- ▶ Find out the characteristics of Maori market niches
- ▶ Have people who are knowledgeable about Maori culture review slogans, strap lines, images for how they are likely to be viewed by Maori
- ▶ Include images and phrases likely to be attractive to Maori
- ▶ Make sure that information is collected about Maori client satisfaction

Accounting

- ▶ Review procedures for giving koha (donations) to minimise the paperwork required
- ▶ Provide for the significance of providing food and other hospitality for all guests of the business

Investing

- ▶ Check how land was transferred from Maori to General title to avoid problems with land claims
- ▶ Consider an ethical investment policy (e.g., rating investment options in relation to their Treaty commitment, to EEO for Maori)

NB: Equity is important for all cultural groups. Most of these suggestions would be equally appropriate and important for other cultural groups, but the first priority would be in relation to Maori because of Treaty commitments.



Treaty Resource Centre
He Puna Matauranga o Te Tiriti