

Tahatū Career Navigator Marketing Toolkit

November 2025



Contents

Page(s)	Contents
3	Welcome to Tahatū Career Navigator
4	Who is Tahatū Career Navigator for?
5	What Tahatū means
6	How to pronounce Tahatū
7-10	Key messages
11	Overview video
12	Marketing leaflet
13-14	Intranet content
15-16	Social media content
17-18	National launch campaign
19	Logo guidelines

Welcome to Tahatū Career Navigator

The Tertiary Education Commission (TEC) has released its new career planning website - Tahatū Career Navigator, replacing the careers.govt.nz website which will be decommissioned in early December.

This Marketing Toolkit has been created to provide you with tools and messaging to share internally and externally across your networks and communication channels.

Who is Tahatū Career Navigator for?

Tahatū Career Navigator is for:

- anyone who wants help finding out what career they might like to do in the future, and the steps they can take to get there
- people returning to the workforce after an absence
- people wanting a career change
- whānau, friends, school career advisers, and community or agency career practitioners.

What Tahatū means

The name Tahatū means ‘horizon’, especially in relation to the sea, and reflects our focus on a lifelong learning journey, heading towards the future.

The Tahatū Career Navigator logo depicts Ngā hau e whā, the four winds. The changing winds were the tohu (signs) our ancestors read to guide them.

Tahatū Career Navigator will help users read the signs around them as they navigate their career journey.

How to pronounce Tahatū

We've created a short video with a simple guide to give people confidence when saying Tahatū.

[Video: How to pronounce Tahatū](#)

[Video transcript: How to pronounce Tahatū](#)



tahatū

Key messages

These key messages have been provided to help you create and share messages and spread the word about Tahatū Career Navigator.

Tahatū Career Navigator is reshaping career information and support in New Zealand

- Tahatū Career Navigator is a key initiative under the [National Careers System Strategy \(NCSS\)](#) and Action Plan, which is led by TEC and informed by in-depth research.
- Tahatū Career Navigator features a comprehensive database of occupations in New Zealand. It has been several years in the making and is the next generation of careers.govt.nz, refreshing the best of its content, tools and functions.

Tahatū Career Navigator top facts and figures

- Tahatū Career Navigator has 3,430 pages
- Shows 258 videos
- Features over 800 career ideas
- Explore over 100 school subjects
- See over 4000 tertiary qualifications available in New Zealand

Key messages

Tahatū Career Navigator helps you identify skills and interests

- Tahatū Career Navigator isn't just another online resource. For students, it's aligned with the school curriculum to support national career education frameworks, connecting school subjects, study and training and career ideas in a new way.
- For all New Zealanders, Tahatū Career Navigator has interactive tools that help people explore their interests, values and strengths and how they can match up with study, training and career choices at any stage in their lives.
- Identify your career interests and options through the [Tahatū Interest quiz](#)



Key messages

Tahatū Career Navigator built on solid research

- TEC carried out research with young people, whānau, teacher aides, school career advisers and private practice career practitioners. We consulted a wide range of organisations, including regulation and registration bodies.
- Tahatū Career Navigator builds on previous TEC career research, including [Transitions from secondary school](#), that looks at how school leavers decide what to do when they leave school. This involved analysing data on all 60,000 students that leave school each year, charting what pathways they take next. Over 500 school leavers were surveyed, including in-depth interviews with 56 school leavers across the country, to understand the 'why' behind these pathways.

Accessibility a priority on Tahatū Career Navigator

- Tahatū Career Navigator is designed to be accessible for all users by offering content in both English and te reo Māori, using clear language and providing inclusive resources that reflect diverse communities. It supports screen readers, keyboard navigation and high-contrast modes, ensuring ease of use for people with visual or physical impairments.
- The site is mobile-friendly, features captions and transcripts for multimedia content and follows best practice for assistive technology compatibility, creating an inclusive and user-friendly experience for everyone.

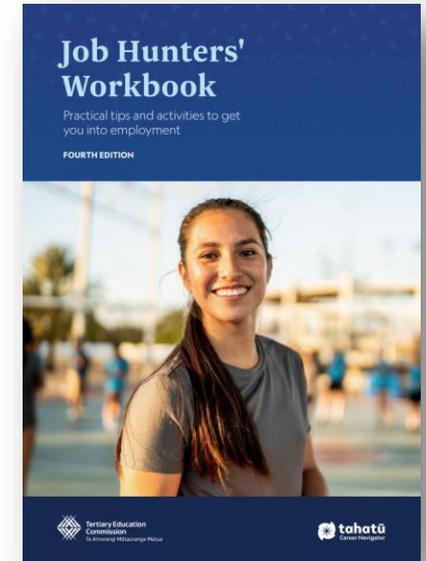
Key messages

Tahatū Career Navigator supports job seekers

- Tahatū Career Navigator is relevant in today's employment market, with links through to Trade Me Jobs and SEEK showing current job opportunities available throughout New Zealand. People will be able to search regularly updated career ideas and see the job vacancies for it in different regions. They can save their searches and selections for future reference and discussion with their career adviser, friends and whānau.
- A range of information, guide pages and templates are available on Tahatū Career Navigator to help people prepare for work, including CV templates and getting ready for job interviews.

Practical guides include:

- [Job Hunters Workbook](#)
- [How to write a CV](#)
- [How to write a cover letter](#)
- [How to complete a job application form](#)
- [How to create an online job profile](#)
- [Tips for interviews](#)



Overview video

This [Tahatū Overview Video](#) walks through each of the sections on Tahatū Career Navigator.

You can share this link with your colleagues and across your networks and communications channels.



Marketing leaflet

This Tahatū Career Navigator marketing leaflet highlights some of the key features and benefits of Tahatū Career Navigator.

Navigate your way to a career you love with Tahatū.

Just as we have always looked to the stars for guidance, Tahatū helps you navigate your career journey. You'll find hundreds of job ideas, a quiz that reveals what job might suit you, plus the study and training information you'll need to feel confident about the future. Dream big and start building a plan for a career you're proud of with Tahatū Career Navigator.

tahatu.govt.nz

How to begin
It's easy to get going with Tahatū.
Got a few minutes to discover your future? Our Interest quiz helps you uncover what you might enjoy from a future career. You'll get ideas tailored to your skills and interests to explore further.

Take the quiz

At school
Choosing NCEA subjects can be tricky, Tahatū is here to help.
Get tips on how to choose school subjects and find what suits you best. You can easily search and learn about nearly 100 different NCEA subjects. There are also handy guides on planning for life after school, how to combine work or training with school and more.
Visit tahatu.govt.nz/school-and-ncea

After school
Thinking about training or study?
Find study and training options that are just right for you, as well as how to apply and pay for it.

4,000+
Training and study options to explore.

Career ideas
Trying to choose a career? Check out hundreds of career videos on Tahatū.
Tahatū makes finding career ideas easy, with 800+ in-depth job profiles featuring how much you might earn, and what it takes to land the job.

800+
JOB PROFILES

Make a plan
So, you think you know what you might like to do? Ka pai!
You and Tahatū are ready for the next step. Whether it's deciding on a career idea, or applying for jobs, Tahatū will help you put your best foot forward. To help with your planning, you can save and share job ideas, NCEA subjects, handy guides and more with 'My kete'.
Visit tahatu.govt.nz/plan-your-future

tahatu.govt.nz

Intranet content

Tahatū Career Navigator – New Zealand’s new career planning website
Tahatū Career Navigator, the Tertiary Education Commission’s (TEC’s) new career planning website, is now available for all New Zealanders following its successful rollout to all secondary schools in June 2025.

Tahatū will replace the careers.govt.nz website, which will be decommissioned in early December 2025 after being well used for the last 20 years.

Tahatū helps New Zealanders make informed study, training and career decisions at any stage of life. Whether you’re a student thinking about future study and career options, exploring your first job, considering a career change or upskilling, Tahatū provides practical tools, tips and resources to support your journey.

Tahatū features over 800 career ideas, nearly 100 school subjects and more than 4000 tertiary qualifications. It brings all this information together in one place for New Zealanders, connecting study, training and work options to show clear pathways towards achieving their career goals.

[Explore Tahatū Career Navigator - www.tahatu.govt.nz](http://www.tahatu.govt.nz)

Intranet content

Not just another online resource

Tahatū Career Navigator isn't just another online resource. It is built on uniquely New Zealand-focused datasets connecting school subjects, study and training and career ideas in a new way.

For students, Tahatū is aligned with the school curriculum to support national career education frameworks. For all New Zealanders, it has interactive tools that help people explore their interests, values and strengths and how they can match up with study, training and career choices at any stage in their lives.

[Check out the Tahatū Interest quiz](#)

Spread the word about Tahatū

Please share Tahatū with your colleagues, friends and whānau and sign up for Tahatū emails to get the latest career information, tips, and resources:

[Sign up to stay connected](#)

Check out Tahatū at www.tahatu.govt.nz

Social media

Use this written content on your social media channels such as Facebook and LinkedIn.

The Tertiary Education Commission (TEC) has released its new career planning website - Tahatū Career Navigator, replacing the careers.govt.nz website which will be retired early December 2025.

Tahatū features more than 800 career ideas, over 100 school subjects and more than 4000 qualifications all in one place, with interactive tools to help explore your interests to find career ideas that suit you.

Wherever you are in your career journey - in school, exploring your first job, considering a career change or upskilling – You & Tahatū can discover a career you'll love.

Take a look – <https://tahatū.govt.nz>

Social media

Use these tiles on your social media channels such as Facebook and LinkedIn.

[Download social tiles](#)



Facebook



LinkedIn

National launch campaign

The Tertiary Education Commission (TEC) has launched a nationwide campaign to support the public release of Tahatū Career Navigator, a trusted source of career information, tools, and resources for rangatahi and young adults aged 13–25.

Tahatū helps young people explore their interests, discover strengths, and plan meaningful pathways for their future, whether they're choosing NCEA subjects, considering study or training, or exploring options after their first job.

The Campaign - building on the successful school rollout, the campaign connects with young people where they are - online, at home, and in their communities. It features videos and imagery across Instagram, TikTok, Snapchat, Facebook plus outdoor advertising on billboards, in bus shelters, gyms, malls, train stations, at parks and sports grounds. It's designed to spark curiosity and encourage young people to visit tahatu.govt.nz, take the Interest quiz, and start exploring what their future could look like.

Objectives:

- Build New Zealand's leading careers information brand
- Build awareness and trust in Tahatū
- Encourage young people to visit tahatu.govt.nz and complete the Interest quiz
- Position Tahatū as the go-to destination for career planning.

Stay Connected

- To get the latest career information, tips and resources, sign up for Tahatū Career Navigator emails.
- Or follow us on Facebook, Instagram and TikTok.

National launch campaign

Anahera's Plan

<https://youtu.be/75DDFCse4So?si=Xftfp1kuGpj07qTr>



Blake's Connections

<https://youtu.be/G2ww-UtPAr0>



Logo and guidelines

For logo files, please email:
marketing@tec.govt.nz

Please refer to these guidelines
when using the Tahatū Career
Navigator logo.

Logo usage Whakamahinga moko

Refer to these logo guidelines to ensure
our logo is not compromised.

Primary logo

Full colour



Primary logo – minimum size



Logo – minimum clear space



Reversed



The minimum size of our primary logo
is 35mm wide. Minimum size for digital
applications is 48px x 168px.

Ensure there is a minimum clear space
equal to the height of the 'h' on all sides.

Logo don'ts



Never add a drop shadow to the logo.



Never change the logo lock up.



Never alter the colour or add
gradients to our logo.



If you have any questions about the content in this toolkit,
please contact Jean Mowday at: jean.mowday@tec.govt.nz