

# 10 Ngā kaupakihi Māori

## Māori business owners

### Session plan

#### Key messages

- There are many successful Māori businesses.
- Businesses provide many career opportunities for me.

#### Session sequence

1. Recap what rangatahi learned in session 9 about how businesses contribute to the economy. Ask them how much they think Māori businesses contribute to the New Zealand economy.
2. Introduce rangatahi to Tahatū Career Navigator. Show the kaupapa Māori career ideas and ask them which career ideas could lead to owning and running a business. Can they name any businesses that include the kaupapa Māori career ideas?

#### Business bullrush

3. Display the Business bullrush posters. Ask rangatahi to add examples of businesses across each area (they can also use businesses identified above).
4. Show rangatahi the Work Browse by category section of Tahatū. Ask rangatahi to identify the category (industries) for one or two of the business examples. (For example, clothing design, tourism, construction, food, communications.)

#### Business bullrush race

5. Put rangatahi into groups of four or five. Each group chooses a representative runner. Announce a business name from the examples and ask the groups to write down the industry associated with that business. The first runner races to the correct label (local, national or international) and performs an action related to that business. The first runner to do the action and correctly state the industry earns a point. Continue until all runners have taken a turn.

#### Key career competencies

Investigate and explore possible career options and pathways.



#### Key questions

What are examples of businesses?

What does it mean to be successful in business?



#### Supporting resources

Kaiārahi PowerPoint 10

Kaiārahi resource: Business bullrush activity guide

Rangatahi activity:  
Business bullrush posters

Rangatahi activity:  
Best Pakihi Māori Award  
application form

Rangatahi activity: Promo  
Your Pakihi! social media  
campaign plan

Rangatahi activity: Whenua  
career action plan (Session 8)

[Tahatū career navigator](#)

[Kaupapa Māori career ideas](#)

[Explore career ideas](#)



#### Duration

50-60 minutes

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### Session plan (continued)

#### Business bullrush quick quiz

6. Groups answer Business bullrush quiz questions by buzzing in after the question is read. Some questions may have multiple correct answers. Each correct answer earns 2 points. The group with the most points wins.

#### Quiz questions

- Manaakitanga is an important value to Māori. Can you name a business in your area that supports local people and communities?
- Name three things that make a business successful?
- Name three businesses that value the environment.
- Why do people start a business?
- Name three skills that you may need when starting or running a business.

#### Best Pakihi Māori Award and Promo Your Pakihi!

7. Tell rangatahi they now have the chance to think more about what it means to own a business. They can choose one of the businesses from Business bullrush, or another one, or develop their own business.

They can then complete either the Best Pakihi Māori Award application form or the Promo Your Pakihi! social media campaign plan.

Once they have completed their forms, bring rangatahi back together and discuss:

- What do you think it would be like to own a business?
- What would you enjoy? What might be difficult?
- How do businesses show what is important to them?
- What does it mean to be a successful business?

Answers will vary. Encourage discussion and reflection on the answers.

8. Ask rangatahi to complete the Te awa section of their Whenua career action plan.

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### Kaiārahi resource: Business bullrush activity guide

#### Business bullrush posters

Prior to setting up this activity research local, national and international businesses. After printing out the posters, add business names to them as examples to get rangatahi started and add a printed picture of your town or region to the local poster.

This activity requires linking to Tahatū Career Navigator, including the kaupapa Māori career ideas and the Explore career ideas sections.

#### International

Add two or three Māori business examples that operate in the international market. Examples of businesses can be found in manufacturing, entertainment, agriculture and horticulture.

#### National

Add two or three Māori business examples that operate nationally across Aotearoa. Examples of businesses can be found in clothing, communications, construction and energy, or businesses that operate online.

#### Local

Add two or three Māori business examples that operate locally within their communities. Examples of businesses can be found in tourism, food and beverage, and health and education.

#### Business industry types examples (Tahatū Explore career ideas)

- Agriculture
- Clothing design
- Communications
- Construction
- Digital design
- Energy
- Entertainment
- Finance
- Fisheries
- Food and beverage
- Horticulture
- Hospitality
- Rearing
- Travel
- Telecommunications
- Transport

#### Rangatahi Futures

Our place in the economy 10. Māori business owners  
Kaiārahi resources: Session plan, Business bullrush activity guide