



Analysis of Kia Ora Hauora historic nursing data

Kia Ora Hauora

Hakihea 2025



Kia Ora **Hauora**
Supporting Māori into Health

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Key findings

Overview

Analysing Kia Ora Hauora's historical data on tauira (students) Māori registered in the programme who expressed interest in studying nursing provides valuable insights into their demographics, academic progress, and levels of engagement. This report, prepared by Business and Economic Research Limited (BERL) in partnership with Kia Ora Hauora, aims to assess the impact of Kia Ora Hauora on increasing the number of Māori nurses and supporting their educational and career journeys.

Demographics of registered tauira

- Registration trends: Since its inception in 2010, Kia Ora Hauora has registered 3,197 Māori tauira interested in nursing. The number of registrations peaked at 377 in 2019 but declined to 90 in 2024, which was likely due to the impact of COVID-19.
- Gender distribution: The majority of registered tauira (94 percent) were female, reflecting the high female representation in the nursing profession (90 percent female in 2023).
- Age distribution: Many registered tauira (50 percent of females and 57 percent of males) were 25 years or younger at the time of registration, with the average age being 28 for females and 27 for males. This is in line with the aim of Kia Ora Hauora to target younger individuals looking for support in their educational journey towards, and throughout, their tertiary studies in nursing.
- Regional distribution: Registrations across the four Te Whatu Ora regions were predominantly from Te Manawa Taki - Midland (32 percent), Te Taitokerau - Northern (28 percent), followed by Te Ikaroa - Central (27 percent), and Te Waipounamu - Southern (12 percent).

Progress towards achievement

- Tertiary education: Of the 3,197 registered tauira, 3,052 (95 percent) were recorded as attending tertiary education. Among these, 2,808 (92 percent) studied nursing, although this number could be as high as 2,909 if we assume that those without a recorded field of study followed a similar pattern.

- Completion rates: 1,280 taura (46 percent of those studying nursing) completed their tertiary education. If we assume a similar completion rate to the overall rate (60 percent) for taura Māori (supplied by the Ministry of Education (MoE)), this number could be as high as 1,754.
- Employment: Around 910 taura (28 percent) recorded employment, with 693 (76 percent) of these employed as nurses after completing their nursing studies. Although this number could be as high as 1,454 based on our assumptions. This suggests that Kia Ora Hauora may have contributed between 14.8 percent to 31.1 percent of the current actively practising Māori nurses (4,681 as of 2023).

Kia Ora Hauora engagement

- Engagement levels: On average, each registered taura received 16.5 engagements with Kia Ora Hauora, with the median number being 13. The engagements were categorised by BERL into nine key themes; support and assistance, health pathways, updates and confirmations, scholarships and funding, workshops and events, transition to employment, general engagement and follow-ups, progress, and technical issues.
- Themes of engagement: The main themes of engagement included general engagement and follow-ups, with 35 percent of the total share of engagements, workshops and events (15 percent), and scholarships and funding (13 percent). For those who completed their nursing studies, general engagement and follow-ups accounted for 31 percent of total engagements, with scholarships and funding next at 14 percent, and workshops and events at 13 percent.

Conclusion

The Kia Ora Hauora programme has played a pivotal role in supporting taura Māori in their journey to becoming enrolled nurses, registered nurses, and nurse practitioners. Since its inception, the programme has focused on creating pathways for taura Māori to enter the health workforce by providing culturally responsive guidance, resources, and mentorship. The initiative has successfully engaged taura from diverse regions and backgrounds, offering tailored support that addresses barriers to tertiary education and employment. Through consistent engagement and targeted assistance, Kia Ora Hauora has helped taura navigate challenges such as funding, academic progression, and transitioning into professional roles.

Contents

1	Introduction.....	1
1.1	Approach.....	2
2	Demographics of registered taura	3
3	Progress towards achievement.....	7
3.1	Progress towards achievement summary.....	10
4	Kia Ora Hauora engagement.....	12
	Appendix A Methodology.....	17

Tables

Table 1 Progress of registered taura in studying, completing their studies, and finding a job, by year of registration, 2010 to 2024	11
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Figures

Figure 1 Number of taura registered with Kia Ora Hauora by year of registration	3
Figure 2 Percentage share of taura registered with Kia Ora Hauora, by gender and year of registration	4
Figure 3 Percentage share of taura registered by gender and age at year of registration	5
Figure 4 Percentage share of taura registered, by year of registration and Te Whatu Ora region	6
Figure 5 Share of registered taura by study topic, 2010 to 2024	7
Figure 6 Number of enrolled Māori nursing taura by year, MOE, and Kia Ora Hauora, 2010 to 2024	8
Figure 7 Annual number of Māori actively practising nurses, 2013 to 2023	10
Figure 8 Share of engagement for all registered taura, 2010 to 2024	14
Figure 9 Share of engagements for registered taura who studied nursing, 2010 to 2024	15
Figure 10 Share of engagements for registered taura who completed nursing studies, 2010 to 2024	16

1 Introduction

BERL, in partnership with Kia Ora Hauora, was engaged to analyse nursing data held by Kia Ora Hauora to help address key questions about the impact of the programme since it began operations in 2010.

The key function of Kia Ora Hauora, since its inception, is to nurture and leverage strategic relationships across the health and education sectors. The aim is to build partnerships that help remove barriers for Māori success and increase the number of Māori working in the health sector. As the only - by Māori for Māori - health workforce development programme, Kia Ora Hauora weaves tikanga into all of its activities and supports taura to achieve, from secondary school through to tertiary study and into the workforce.

From 2010 until 2018, Kia Ora Hauora's contract was solely focused on the transition of taura to tertiary study, and once taura graduated they effectively exited the Kia Ora Hauora programme. In 2018, working with taura to transition from tertiary studies to employment was introduced into Kia Ora Hauora's contract. Further data, missing in the earlier part of the programme, on taura transitioning from tertiary studies to employment has been gathered.

This report describes the overall demographics of registered taura interested in nursing, by year of their registration with Kia Ora Hauora, and their progress from secondary school through to tertiary studies and the workforce. In addition, the report examines how the engagement with Kia Ora Hauora potentially assisted taura in achieving their study goals. In conclusion, this report examines the trends in Māori pursuing nursing studies since 2010, the growth of the Māori nursing workforce, and Kia Ora Hauora's role within this change.

Notably, for this report, nursing covers the three scopes of practice within the actively practising nursing workforce; nurse practitioner (NP), registered nurse (RN), and enrolled nurse (EN).¹

¹ Details of the scope of practice for each nursing role can be found on the Nursing Council of New Zealand's website:
<https://nursingcouncil.org.nz/Public/Nursing/NCNZ/Nursing.aspx>

1.1 Approach

The research questions that this project is seeking to answer for Kia Ora Hauora include:

- Has Kia Ora Hauora helped to increase the number of Māori nurses over the programme's lifetime?
- Does the Kia Ora Hauora programme make a difference to its registered taura?

BERL's approach to answering these questions within this project was to review and analyse the bespoke dataset held by Kia Ora Hauora. This dataset encompasses information from the Kia Ora Hauora programme covering its nursing taura and contains the following data variables:

- Demographic details (including the age, gender, and location) of taura Māori registering their interest with Kia Ora Hauora
- Interest in being mentored or in being a mentor
- Longitudinal data on the progress of taura from secondary school to tertiary study, and then progress through year one and year two of tertiary study
- Engagement with taura about scholarships, funding, work placements, support, and career workshops.

From this dataset BERL analysed the annual number of new registered taura, in terms of progress rates, as they worked towards completing their nursing qualification. Alongside this data BERL investigated relevant Ministry of Education and Nursing Council of New Zealand data, to ascertain if there was a discernible trend within Kia Ora Hauora datasets of increasing numbers of Māori nurses which could be attributed to Kia Ora Hauora.

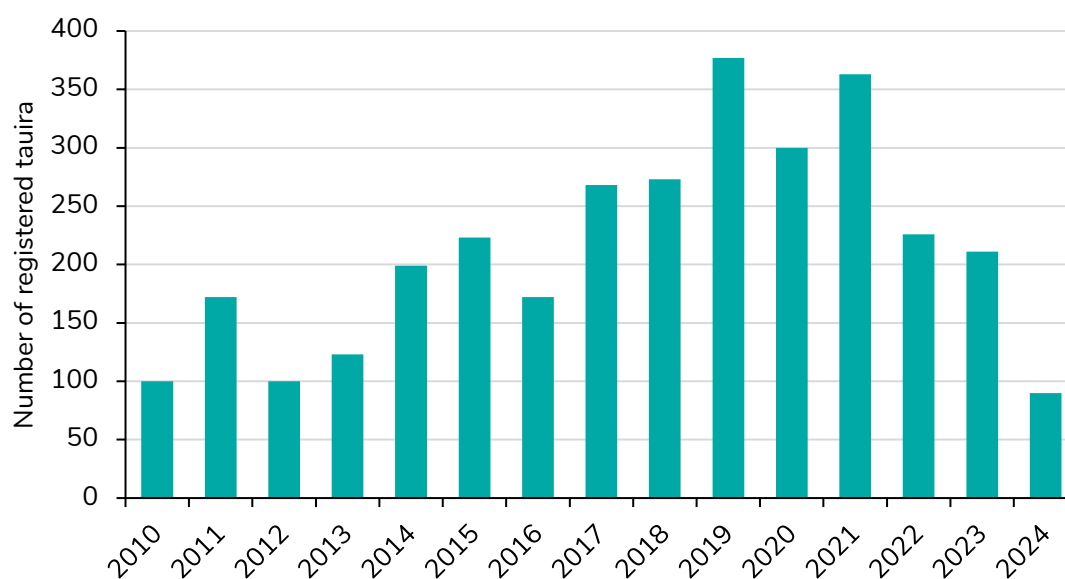
To establish whether the programme is making a difference to the taura, BERL analysed their engagement levels, and their progress from initial interest to graduation.

2 Demographics of registered taura

When the Kia Ora Hauora programme commenced in 2010, 100 Māori participants with an interest in nursing registered. As shown in Figure 1, it took around five years for the Kia Ora Hauora programme to gain momentum and see a significant increase in its registered numbers. From 2010 through to 2013, the programme averaged around 120 registered individuals, before jumping to around 200 in 2014. The number of Māori interested in nursing continued to increase, to a peak of 377 in 2019, before a drop in registrations between 2020 and 2024. In 2024 there were just 90 taura Māori interested in nursing registering with Kia Ora Hauora. It is likely that this decline was due to the impact of COVID-19, and especially the limitations on Kia Ora Hauora’s ability to connect with taura interested in nursing.

In total, between 2010 and 2024, Kia Ora Hauora has seen 3,197 Māori interested in studying nursing register with the programme.

Figure 1 Number of taura registered with Kia Ora Hauora by year of registration



Source: BERL and Kia Ora Hauora

Gender

Overall, across 2010 to 2024, the majority (94 percent) of registered taura were female, six percent were male, and 0.4 percent were non-binary. This has been fairly consistent across each year, with the percentage share of females ranging from a low of 87 percent in 2011 through to a high of 96 percent in 2012. The high percentage share of female taura interested in nursing is reflective of the

high female representation in the profession, in which 90 percent of actively practising nurses (nurse practitioners, registered nurses, and enrolled nurses) were female in 2023.²

Figure 2 Percentage share of taura registered with Kia Ora Hauora, by gender and year of registration



Source: BERL and Kia Ora Hauora

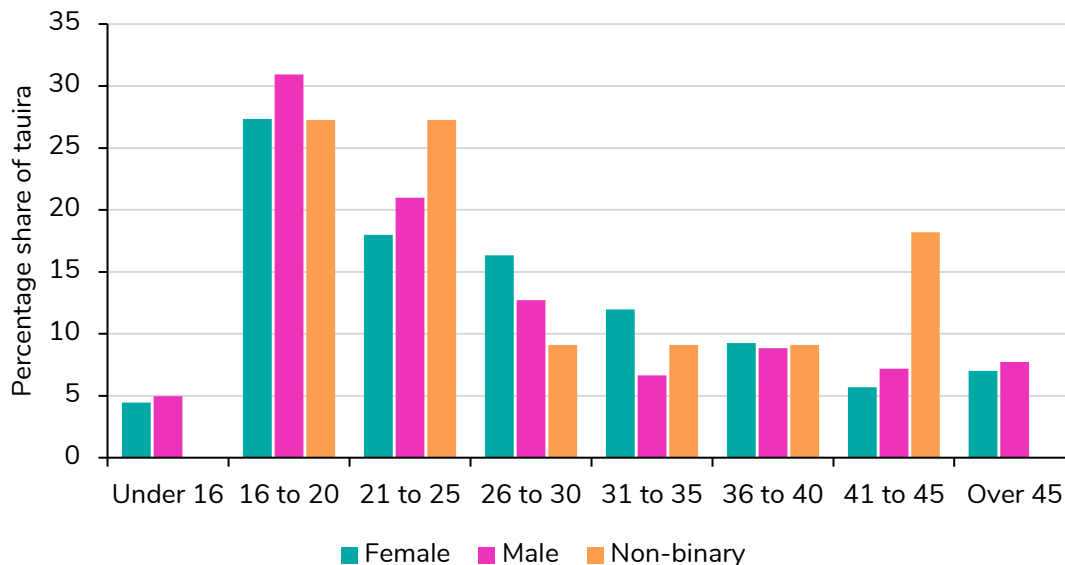
Age

The age at registration for females ranged from 13 through to 67, with the average age being 28 and the median age being 26. In addition, 50 percent of all female taura were 25 years or younger at the date of their registration. For male taura the age variations were very similar, with ages ranging from 13 through to 57 at time of registration, with the average age being 27 and the median age being 23. In addition, 57 percent of all male taura were 25 years or younger at the date of their registration.

Overall, the age breakdown reiterates that the focus of Kia Ora Hauora on young Māori under 25 is correct.

² Sourced from The New Zealand Nursing Workforce report 2022-2023.

Figure 3 Percentage share of taura registered by gender and age at year of registration



Source: BERL and Kia Ora Hauora

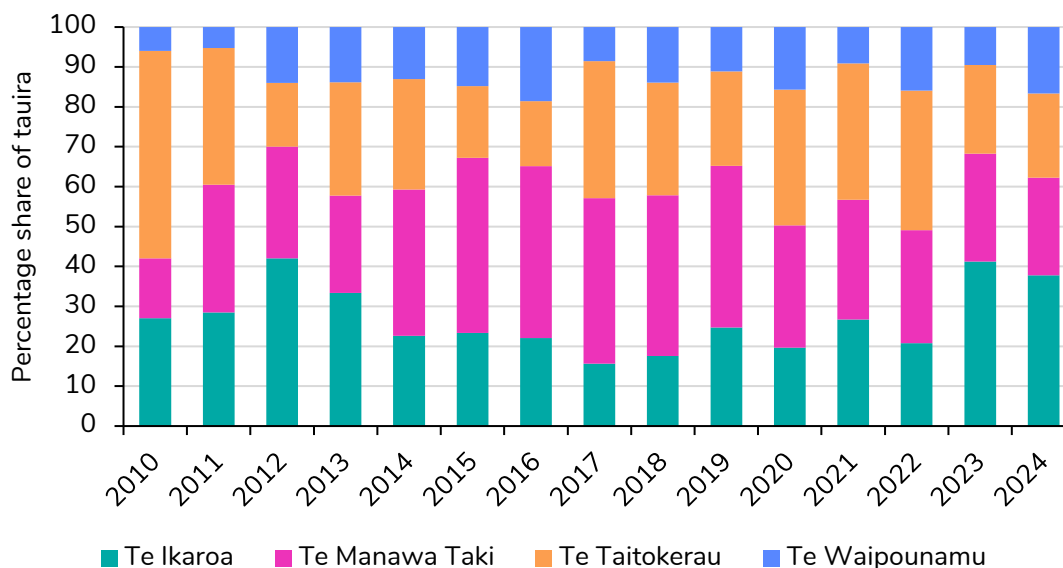
Region

Finally, we examined where Māori registering with Kia Ora Hauora were living at the time of registration. Across the period 2010 to 2024, using Te Whatu Ora regions, 32 percent were from Te Manawa Taki (Midland), 28 percent from Te Taitokerau (Northern), 27 percent from Te Ikaroa (Central), and the remaining 12 percent from Te Waipounamu (Southern).³

Given the smaller size of the Māori population in Te Waipounamu compared to the other three regions (in 2023, Te Waipounamu comprised around 15 percent of the Māori population), this low percentage of overall annual taura registrations is not surprising. If we compare the proportion of registered taura in 2018 to the 2018 Māori Census population, around 0.3 to 0.4 Māori individuals per 1,000 total Māori population enrolled with Kia Ora Hauora. In 2023, this proportion dropped to around 0.2 individuals per 1,000.

³ Details on the Te Whatu Ora regions can be found here: <https://www.tewhatauora.govt.nz/corporate-information/about-us/national-regional-and-local-health-services>

Figure 4 Percentage share of taura registered, by year of registration and Te Whatu Ora region



Source: BERL and Kia Ora Hauora

Interestingly, as shown in the figure, in the early years (2010 to 2013), when registration numbers were much lower (as shown in Figure 1), there were substantial differences in which region taura were from, compared to later years (2014 to 2024). In these early years Te Taitokerau was one of the main sources of registrations, peaking in 2010, with over 50 percent of taura registered (52 taura) coming from this region. While its share of registrations dropped dramatically in later years, this was more from the substantial increases in registered taura from other areas than from a decline in taura from Te Taitokerau. In fact, taura numbers from Te Taitokerau increased in 2014 and continued to increase to a peak of 124 in 2021, before declining in 2022 and the following years along with other regions.

During the first four years, Te Ikaroa’s average percentage of registered taura was similar to Te Taitokerau, while Te Manawa Taki and Te Waipounamu had lower shares. The period across the 11 years from 2014 to 2024 tells a different story though, with the largest average share of registered taura since 2014 coming from Te Manawa Taki, at an average of 35 percent of annual registered taura. The strong growth during this period explains why, across the entire time series, this region accounted for the highest overall share of registered taura. In addition, across this 11-year period, both Te Taitokerau and Te Ikorā averaged around 25 percent of annual taura registered and Te Waipounamu averaged just 13 percent.

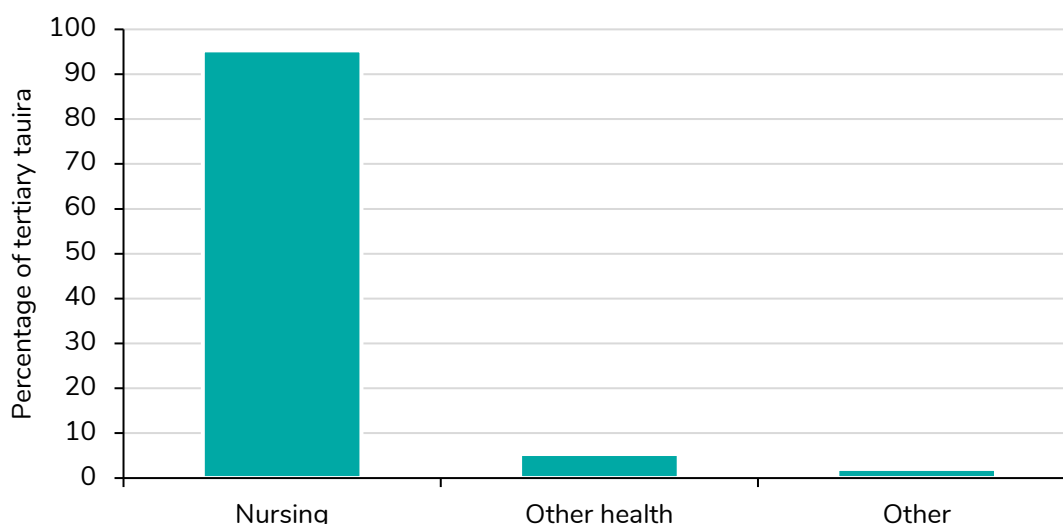
3 Progress towards achievement

In this section, BERL reviewed and analysed Kia Ora Hauora’s dataset to assess the progress registered taura have made to begin tertiary studies, complete their tertiary studies, and obtain employment.

The analysis began by reviewing the total number of registered taura recorded as attending a tertiary provider. Of the 3,197 Māori taura registered with Kia Ora Hauora who were interested in studying nursing, around 3,052 taura, approximately 95 percent, were recorded as undertaking tertiary studies. Examining the subjects and courses these taura were studying reveals that of the 3,052 taura around 2,946, or 97 percent, provided enough information to determine their likely course or study subjects. Of these 95 percent, or 2,808 taura, studied nursing with five percent studying other health subjects such as pre-health, midwifery, health science, medicine, social work, physiotherapy, or occupational therapy. In addition, two percent of taura studied non-health subjects.⁴

If we assume that the 106 taura who did not provide the necessary information to allow their course or subjects to be identified, but who did undertake tertiary studies, studied nursing at the same rate as other taura (95 percent), then the total number studying nursing could be 2,909.

Figure 5 Share of registered taura by study topic, 2010 to 2024



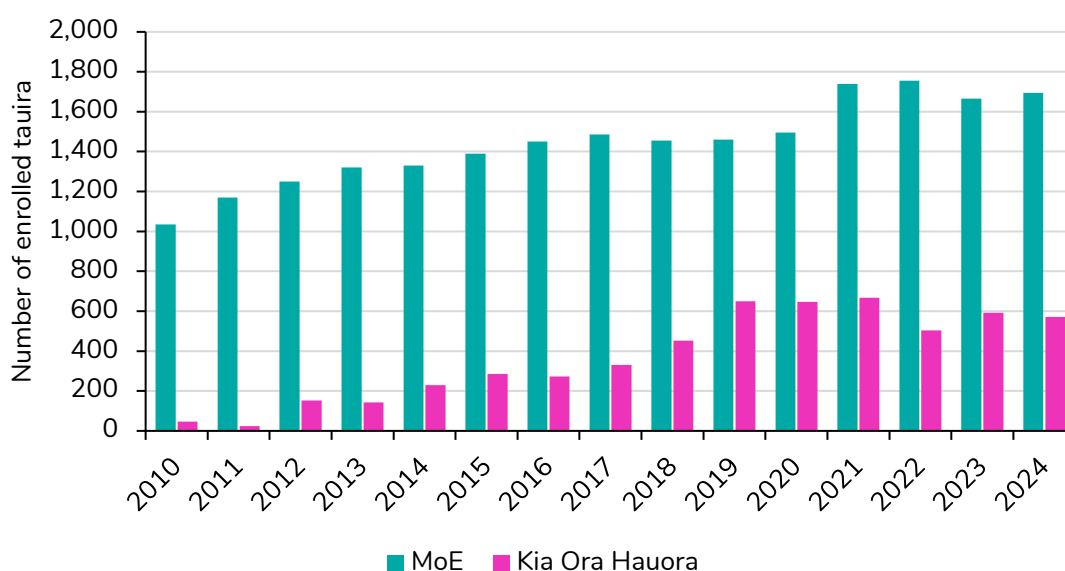
Source: BERL and Kia Ora Hauora

⁴ Because taura studied multiple subjects, the percentages will not add up to 100 percent.

Mapping this education data against the Ministry of Education’s (MoE) participation data, showed that Kia Ora Hauora may have supported on average 28 percent of all Māori participants studying nursing between 2012 and 2024, using the known number of taura studying nursing. As noted, if the actual number was 2,909, then around 29 percent of Māori participants studying nursing would be affiliated with Kia Ora Hauora.

Across this period the number of taura Māori studying nursing rose from 1,035 in 2010 through to a peak of 1,755 in 2022, as shown in Figure 6. At the same time the number of Kia Ora Hauora registered taura studying nursing rose from 152 in 2012 to a peak of 668 in 2021. In addition, in 2012, Kia Ora Hauora had an estimated 12 percent of total taura Māori enrolled in a nursing qualification. This peaked at around 40 percent in 2019, 2020, and 2021.

Figure 6 Number of enrolled Māori nursing taura by year, MOE, and Kia Ora Hauora, 2010 to 2024



Source: BERL, MoE, and Kia Ora Hauora

Overall, around 1,372, or 45 percent, of those taura who were recorded as undertaking tertiary studies were recorded as completing their final year of tertiary studies. If we split those studying nursing, 2,808 taura, then the completion rate was 46 percent, or 1,280 taura. Given data from the Ministry of Education (MoE), which shows that across the same period the average completion rate for Māori studying nursing across all qualifications was 60 percent, we can assume that the lower rate of completion in the Kia Ora Hauora database was potentially due to both a loss of contact with the taura, and those taura still actively studying. If we assume that taura registered with Kia Ora Hauora completed their studies at the same rate as taura Māori overall, then we can assume that

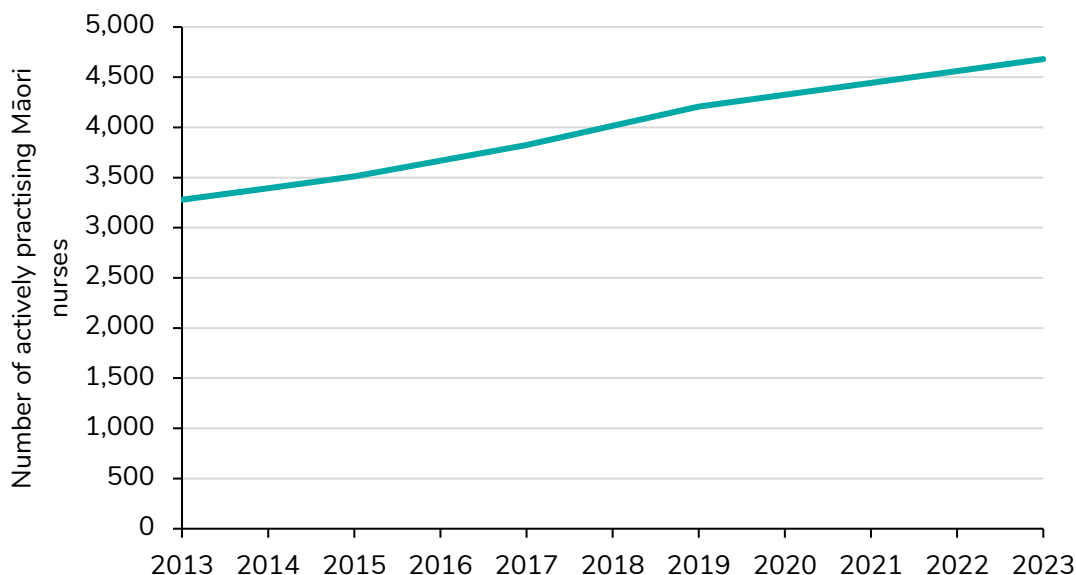
around 1,693 taura will complete their tertiary studies. If the number studying was 2,909 then up to 1,754 taura may have completed, or will complete, their tertiary studies while being part of Kia Ora Hauora.

Finally, we turn to the number of taura who obtained employment as nurses (enrolled nurses, registered nurses, or nurse practitioners). The data from 2010 to 2024 shows that 909 taura, or around 28 percent, had employment recorded. Of the taura with recorded employment 717, or around 79 percent, were employed as nurses, with a further 15 percent employed in other health-related fields (including doctors, community support workers, or caregivers), and the final six percent employed in other fields (including sales consultants, firefighters, fleet managers, and business owners).

If we break down the employed taura by those who studied nursing, we have a total of 836 employed after studying nursing. Of those 836 taura, 693, or 83 percent, were employed as nurses, while another 12 were employed in health-related fields, and five were employed in other fields. If we assume a similar success rate across the estimated number of potential graduates (1,693 to 1,754) we can conclude that potentially around 1,403 to 1,454 taura could have been employed as nurses as a result of the Kia Ora Hauora programme.

We can conclude that of the around 4,681 Māori actively practising nurses in 2023 (see Figure 7), at least 693 taura (or 14.8 percent) had been registered with Kia Ora Hauora and were employed as nurses. This does not represent all the taura who had registered with Kia Ora Hauora and the number could be much higher. We can assume 1,454 taura (31.1 percent) may be employed as nurses, which would mean that a sizeable proportion of currently practising Māori nurses made use of the Kia Ora Hauora programme while obtaining their qualification.

Figure 7 Annual number of Māori actively practising nurses, 2013 to 2023



Source: BERL and Nursing Council of New Zealand

3.1 Progress towards achievement summary

Utilising all the available data, Table 1 shows that of the 3,197 taura registered with Kia Ora Hauora between 2010 and 2024 just over 3,050, or 95 percent, are recorded as attending tertiary education. And, of these, 2,808, or 92 percent, are recorded as studying nursing.

Finally, of these 2,808 taura, 1,280 (46 percent) are recorded as completing their tertiary education, and of these 693 (54 percent) are recorded as being employed as nurses. It should be noted that Kia Ora Hauora only started working with taura to transition to employment in 2018, when this transition was included in their contract. Prior to this its relationship with taura effectively ended at their graduation. This does mean that prior to 2018 less is known about transition to employment.

Table 1 Progress of registered taura in studying, completing their studies, and finding a job, by year of registration, 2010 to 2024

Year registered	Total registered	Studying at tertiary	Studying nursing	Completed studies	Nursing job
2010	100	70	48	16	7
2011	172	163	142	34	15
2012	100	95	81	30	16
2013	123	122	108	39	26
2014	199	192	173	62	57
2015	223	205	182	84	80
2016	172	163	146	68	49
2017	268	253	231	127	103
2018	273	260	228	103	69
2019	377	371	341	126	109
2020	300	297	282	106	64
2021	363	351	341	175	66
2022	226	220	216	156	22
2023	211	206	205	131	9
2024	90	84	84	23	1
Total	3,197	3,052	2,808	1,280	693

Source: BERL and Kia Ora Hauora

On the face of it, it could be argued that the success rate of Kia Ora Hauora was 22 percent, which is the percentage of the taura registered with Kia Ora Hauora who became nurses. Of course this number does not reflect the reality that many of the taura registered with Kia Ora Hauora may not have provided details of their tertiary study completion, and that only around 46 percent studying nursing at tertiary level have so far completed their tertiary studies. Furthermore, we can see that the number of registered taura who have been employed is just 54 percent of those who completed their studies, again indicating the potential lack of employment information being provided as registered taura drop off their involvement with Kia Ora Hauora.

If we restrict the success rate to the 2,808 taura who we know studied nursing, then the success rate of these registered taura in obtaining a nursing job rises to 25 percent. An alternative way of determining success, given that Kia Ora Hauora has only more recently been tasked with helping with the transition to employment, is to look at the number of taura completing their nursing studies which would give a success rate of around 46 percent.

4 Kia Ora Hauora engagement

A key component of the Kia Ora Hauora programme is the engagement with Māori registered with the programme. This engagement enables Kia Ora Hauora to inform taura of scholarship or grant funding opportunities, workshops and event opportunities, and pathways into, as well as progress through, health studies. This information is provided alongside general support and assistance as well as support in transition from study to employment. In this section we explore the engagement registered taura have had with Kia Ora Hauora.

An initial analysis of the dataset shows that on average each registered taura received 16.5 engagements with Kia Ora Hauora, with the median number of engagements per taura being slightly lower at 13. As expected, the minimum number of engagements recorded was one. The maximum number recorded, for one taura, was 92 which helps to explain why the average is higher than the median. Given that each taura registered between 2010 and 2024 was active with Kia Ora Hauora for a different length of time, the number of engagements per taura was adjusted to an annual measurement. Based on this adjustment the average length of time a taura received engagement was four years, thus allowing us to determine that the average number of engagements per year for each taura was around four.

Overall, there were around 52,195 recorded engagements with taura registered with Kia Ora Hauora between 2010 and 2024. To assist with understanding the key themes of these engagements,⁵ BERL reviewed all the engagements to identify which key themes they aligned with from the following list. We recognised, however, that a single engagement could be matched to one or more of the key themes depending on the nature of the engagement.

The key themes identified were as follows:

- Support and assistance – engagements offering support, references, and information updates
- Health pathways – engagements related to taura’ planning around health science studies and careers
- Updates and confirmations – engagements related to confirming taura’ details, study plans, and contact information (including addresses)

⁵ BERL used our own version of the Copilot AI tool.

- Scholarships and funding - engagements related to providing information about scholarships and funding opportunities, including declined applications and funding details
- Workshops and events - engagements related to providing information on workshops, events, and other opportunities, including hospital tours and career days or expos
- Transition to employment – engagements related to taura transitioning from studying to employment, including internships, placements, and vacancies
- General engagement and follow-ups – general and follow-up engagements with taura, including newsletters and surveys
- Progress – engagements focused on taura' progress with their studies, including graduation from secondary school or tertiary study
- Technical issues – engagements related to technical issues, including bounced emails, unanswered phone calls, disconnected phones, or any other technical issue.

These nine key themes were grouped into three main groups; administration based engagements, support engagements, and specific engagements. How each theme fitted into each group is shown below.

Administration based engagements:

- General engagement and follow-up
- Technical issues
- Updates and confirmations.

Support engagements:

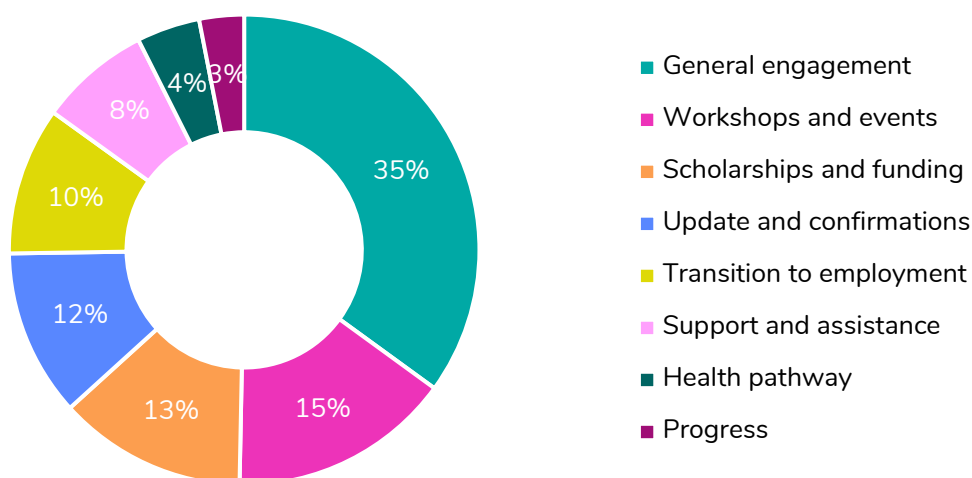
- Support and assistance
- Health pathways
- Progress.

Specific engagements:

- Scholarships and funding
- Workshops and events
- Transition to employment.

Overall, across all taura with Kia Ora Hauora who registered between 2010 and 2024, we observed an average of 14 administration engagements, an average of five support engagements, and an average of 12 specific engagements. The main themes of engagement were general engagement and follow-up with 35 percent of total engagements, workshops and events with 15 percent, and scholarships and funding engagements with 13 percent.

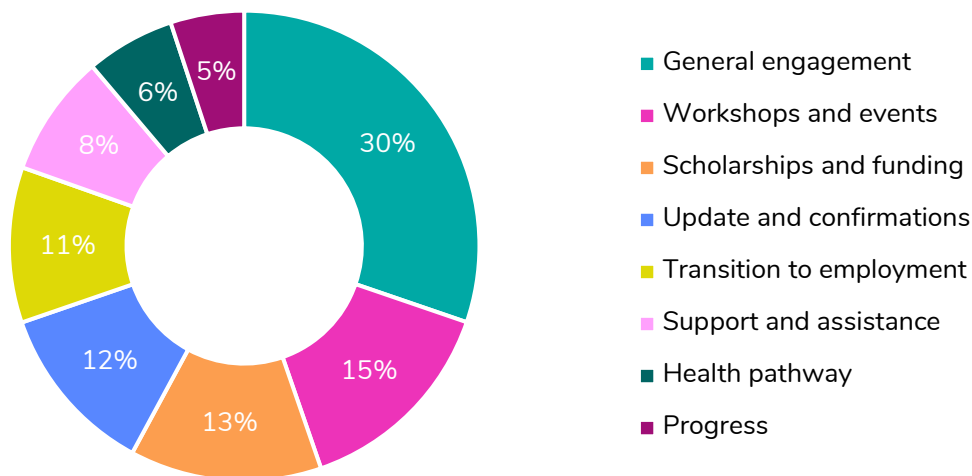
Figure 8 Share of engagement for all registered taura, 2010 to 2024



Source: BERL and Kia Ora Hauora

When focusing only on those who studied nursing, the average number of administration engagements was 14, the average number of support engagements was five, and the average number of specific engagements was 12. The main themes of engagement were general engagement and follow-up with 30 percent of total engagements, workshops and events with 15 percent, scholarships and funding engagements with 13 percent, and updates and confirmations with 12 percent. The most notable differences are in the share of general engagement, which has moved from 35 percent overall to 30 percent for this group, and progress, which has moved from three percent overall to five percent for this group.

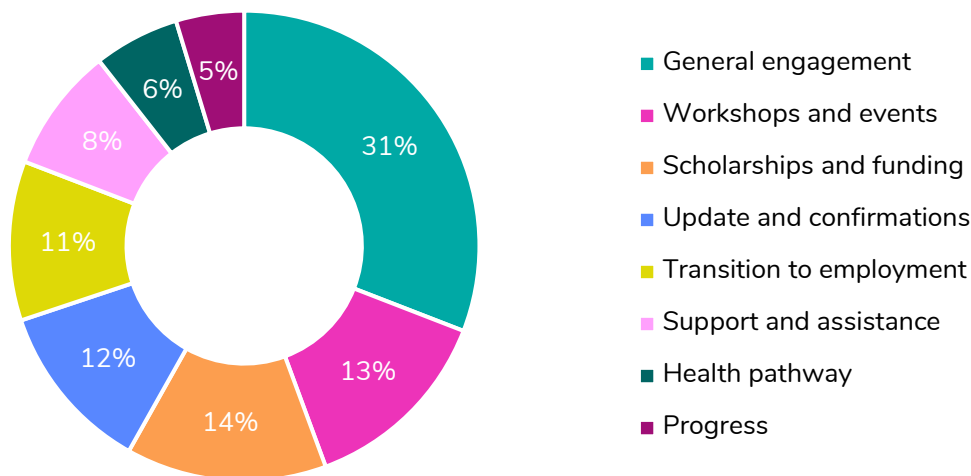
Figure 9 Share of engagements for registered taura who studied nursing, 2010 to 2024



Source: BERL and Kia Ora Hauora

When further restricting the data to those who studied nursing and had completed their studies, there were on average 16 administration engagements, six support engagements, and 14 specific engagements. The main themes of engagement were general and follow-up with 31 percent of total engagements, scholarships and funding with 14 percent, and workshops and events with 13 percent. The most notable differences are in the shares of general engagement, which moved from 35 percent overall to 31 percent for this group, and the workshop and events engagements, which moved from 15 percent overall to 13 percent for this group.

Figure 10 Share of engagements for registered taura who completed nursing studies, 2010 to 2024



Source: BERL and Kia Ora Hauora

There appears to be at least a causal relationship between the average number of engagements with Kia Ora Hauora and the progress of taura in either studying or completing their nursing studies. Further analysis shows that the major cause of this relationship is the number of years these taura are active with Kia Ora Hauora compared to other registered taura. It is evident that the average years of engagement per taura rises from 4.1 years for all taura, through to 4.7 years for those who completed their nursing studies. By adjusting for the number of years spent receiving engagements, the average number of engagements per year was around 4.2 for the overall group and 4.4 for those who completed their nursing studies. This shows that there is only a small difference, in terms of overall engagement, between Kia Ora Hauora registered taura based on their study choices. This is not surprising given that while this research is focused on those interested in studying nursing, Kia Ora Hauora aims to encourage and support more Māori into health careers.

Appendix A Methodology

For this research project Kia Ora Hauora provided four datasets covering taura registered with an interest in nursing, their education data, their engagements with Kia Ora Hauora, and their employment data. All data contained in the datasets was shared with Kia Ora Hauora by the registered taura.

For this research project BERL undertook the following in relation to each of the datasets provided by Kia Ora Hauora:

Taura

For this dataset, which contained gender, current age, date of registration with Kia Ora Hauora, and region, we did very little beyond estimating taura ages at the date of registration and turning the date of registration into a year of registration. The age at registration was calculated using their current age as of September 2025 and the date of registration provided.

The year of registration was then used, along with a unique reference number, to enable us to use year of registration across the other datasets.

Education

For this dataset, there was data on the year of educational activity, the year of either secondary school or tertiary study the taura was undertaking, the course name, the major being undertaken, and if the year was their final year of tertiary study. For this dataset, BERL's main task was to use the information about course name and major to determine the most likely subject of study. This enabled us to identify which taura were studying nursing versus other health, or even non-health, subjects. The second task was ensuring that the final year of tertiary study was consistent with year of study and other information provided. Both of these fields were used to estimate the number of taura studying nursing, and the number of taura who had completed their studies.

Engagements

For this dataset, there was data on each engagement that Kia Ora Hauora had with the taura, including failed attempts to contact the taura, the date of the engagement, and a description of the engagement. Given the number of engagements, BERL utilised an internal AI tool to help determine the common themes of the engagements which were then reviewed to create a list of key themes. Once this was done, BERL could then undertake analysis of the engagement dataset.

Employment

The employment dataset contained the position of employment, the start date of the employment, and the number of entries recorded for each taura. For this dataset, BERL needed to categorise the latest employment record for each taura into one of three categories: nursing, other health-related, and other. We could then identify the number of taura either currently or last recorded as working as a nurse, along with those working in another health-related field, and those working outside health-related employment.