Culturising Commerce: The Power of Indigenous Inclusion in Global Innovation

Dan Walker

Ngāti Ruanui, Tangahoe, Ngāruahine, Ngāti Kahungunu ki Wairoa, Rongomaiwāhine, Te Atiawa, Maniapoto, Tūhourangi, Pākehā
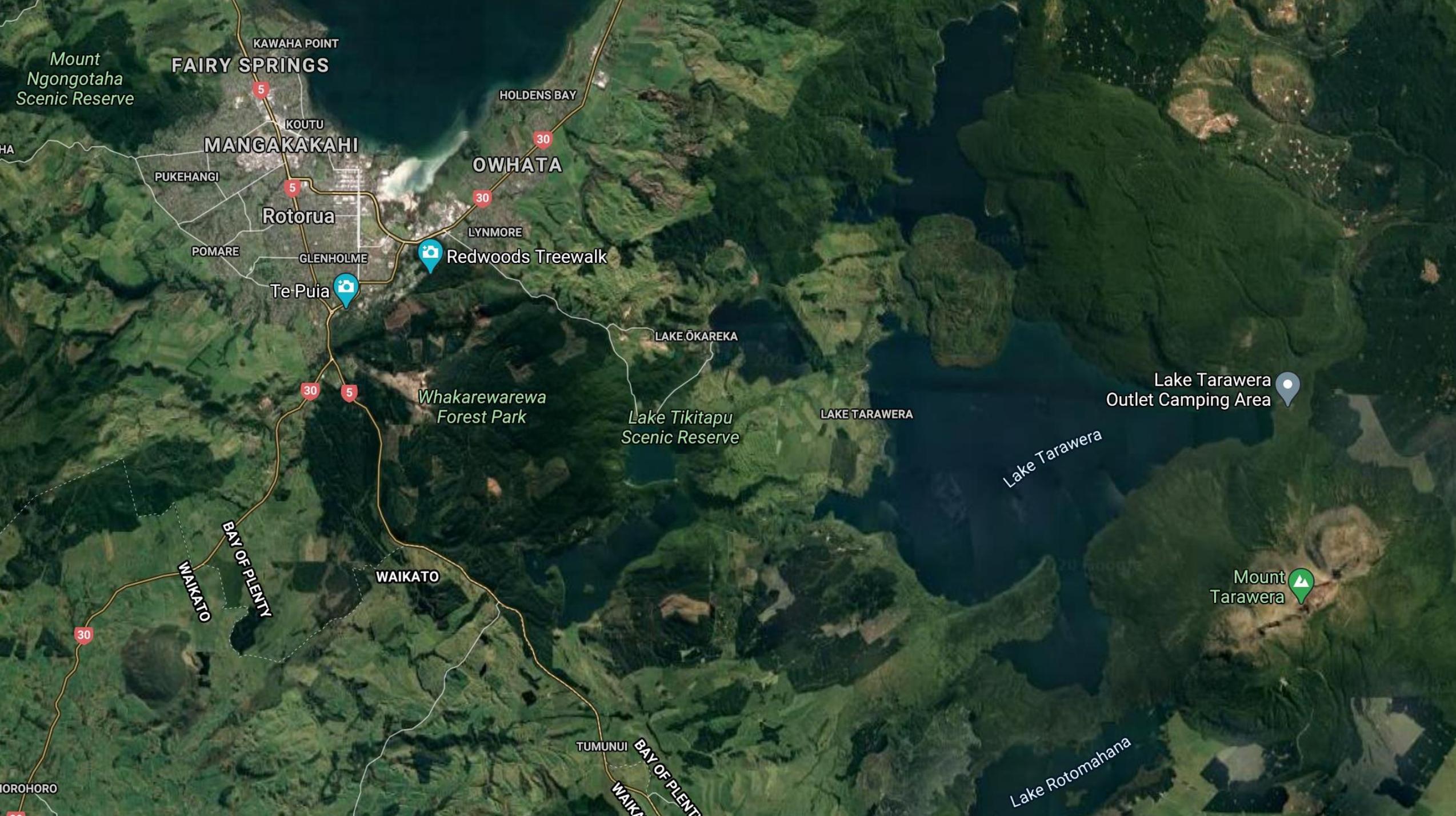
Te Riwhi Taranaki

Tūhourangi iwi
Born: 1899

Poet
Musician
The Māori Battalion
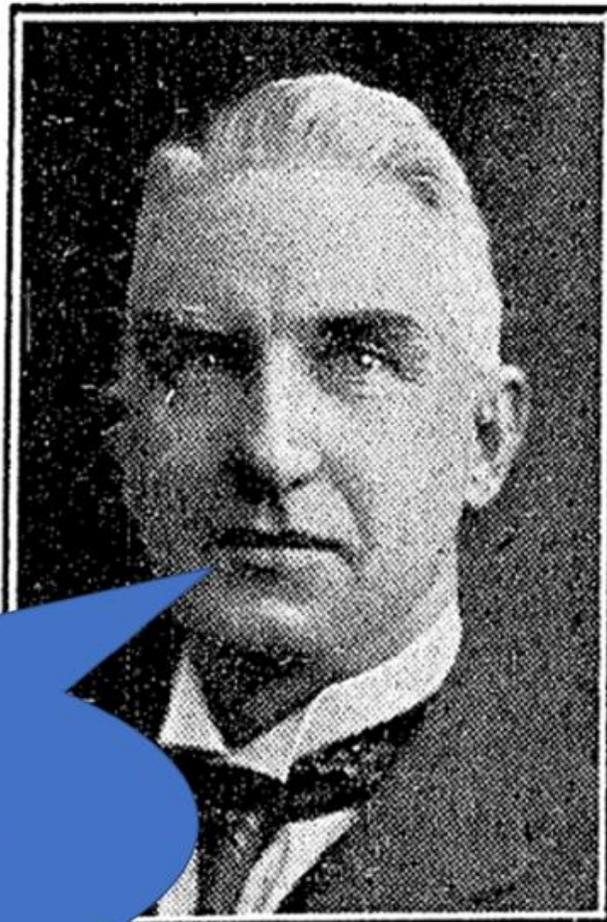
Ngā kaupapa here o ngā kaiwhakahaere o ngā kura

The natural abandonment of the native tongue involves no loss to the Māori.

INSPECTION OF NATIVE SCHOOLS.
Mr. T. B. Strong (left), Director of Education, and Mr. W. W. Bird, chief inspector of schools, who are leaving shortly on an extended visit of inspection to native schools north of Auckland.
—S. P. Andrew and Crown Studios
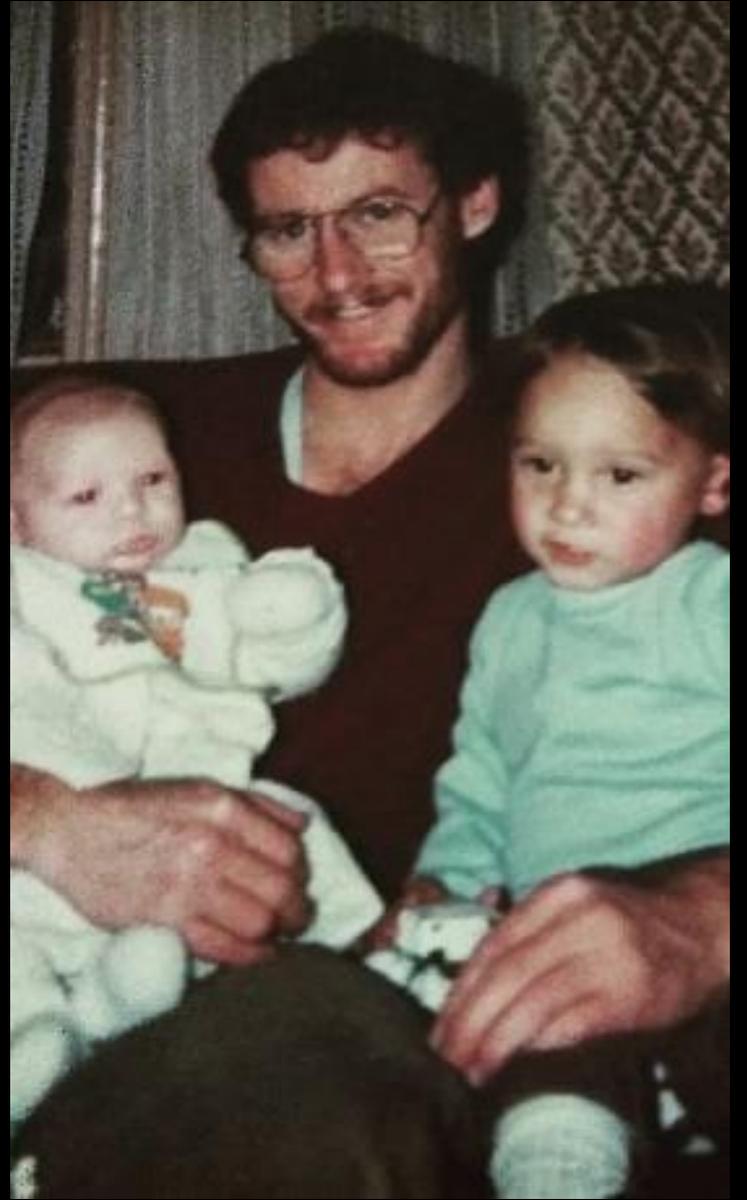
Te Rau o Te Huia Taranaki
"Nana Chick"

Joyce Noeline Walker
"Nana Walker"

Mana Wāhine

E kore au e ngaro, he kākano au i ruia mai i Rangiātea

"I am never lost in this world – for I am a seed born of greatness - descended from a line of Chief's"

Dan
Te Whenua
Walker
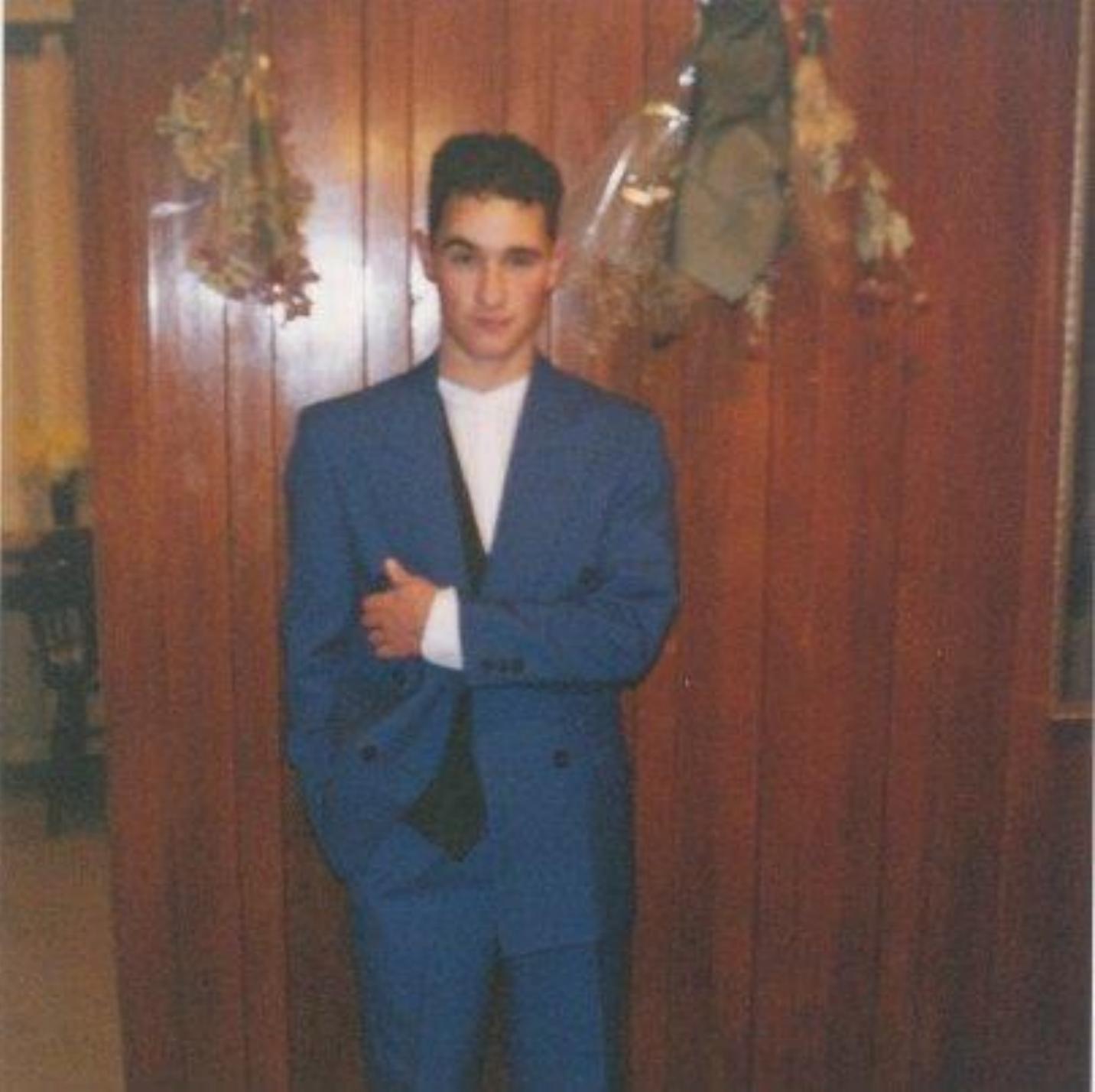
Taku whaiaipō – tōku māreikura – mana wahine

2nd Sept 1994

8th Feb 2003

July 2020

Issue and Opportunity

<2-4%

A lack of Māori in tech
A lack of Māori in corporate business

Cultural tax / Low Trust / Lack of Role Models

Te Pou Whirinaki o ngā Mātāpono
Guiding Principles of Microsoft Aotearoa

Te Tiriti: We honour our obligations as Tāngata o Tiriti

Kotahitanga: True partnership with Te Ao Māori

Manaakitanga: Care of people - making them feel welcomed, valued, acknowledged and respected.

Whanaungatanga: Understanding that all people are connected regardless of ancestry

Kaitiakitanga: We will endeavour to create a better future for our country and its people

Mana motuhake: We acknowledge self-sovereignty, self-determination and control over one's own destiny

Our Employee Resource Groups

ASIANS
Asians at Microsoft

Committed to grow and develop leaders in the Asian community, address the concerns and needs of Asian employees, and promote Asian heritage by sharing cultures and languages with other Microsoft employees through networking, events, and social gatherings.

BAM
Blacks at Microsoft

Blacks at Microsoft's (BAM's) vision is to advance Microsoft's GD&I strategy through an inclusive community that has strong representation of Blacks at all levels, enables Black employees to contribute to products and business models for all customers, expand Microsoft's reach to Black customers, and influence public policy to address the needs of Blacks and other diverse communities.

DISABILITY
Disability at Microsoft

Works to improve accessibility of Microsoft products and support experiences for customers with disabilities.

Strives to be the employer of choice for people with disabilities globally by enabling employees to reach their full potential through inclusion, representation, and access to accommodations.

GLEAM
LGBTQI+ at Microsoft

Works to raise awareness about the LGBTQI+ community and drive friendly changes in company policies and in the work environment.

Supports our employees by fostering career development, advancing equality, celebrating diversity and championing Microsoft's involvement in the community.

HOLA
Hispanic & Latinx at Microsoft

Provides professional and networking opportunities for members and allies of Hispanic and Latinx community at Microsoft.

Vision is to educate and connect Microsoft to Latinx and Hispanic communities and enable the company's mission to achieve more within global Latinx and Hispanic communities

MILITARY
Military at Microsoft

Comprised of current and former military members, military spouses, and military supporters worldwide.

Committed to advocating for military inclusion, growing and developing leaders in the community, and promoting military core values by sharing our "esprit de corps" with the Microsoft community.

FAMILIES
Families at Microsoft

Represents a variety of families at Microsoft, including parents who are single, of new (or soon to arrive) babies, teens and beyond, adopted children, multiples, special (needs) children.

Aims to create awareness and provide services and support that enable members to be good parents and good corporate citizens.

WOMEN
Women at Microsoft

Microsoft's largest ERG with more than 30K members worldwide.

Strives to accelerate Microsoft's cultural journey by increasing inclusion, belonging, equity, and representation of women (cisgender women, transgender women, non-binary women – and all who identify as women to any degree) across racial and ethnic identities, abilities and backgrounds. Together we are making Microsoft one of the best places for women to work

INDIGENOUS
Indigenous at Microsoft

At Microsoft, we value the contributions of Indigenous peoples, their traditions and values. We recruit and retain Indigenous talent, and support initiatives that assist tribal communities.

On August 2020 we launched our 9th Employee Resource Group (ERG). Aiming to raise awareness of Indigenous culture and foster a sense of belonging through the building of native communities worldwide.

Comprised of full-time employees and interns with roles across the organization. We also form alliances and partnerships with Indigenous entrepreneurs and businesses worldwide.
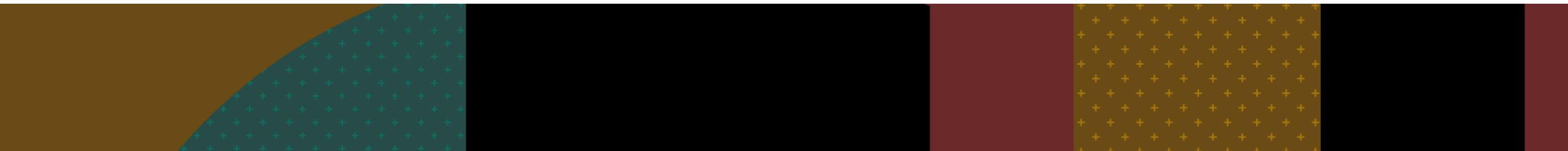
Honour, share and celebrate Indigenous cultures within Microsoft and across Mother Earth while shaping inclusive technology to empower future generations

Indigenous ERG Goals

GD&I Pillars	Foster Indigenous awareness & belonging	Build community through Indigenous knowledge sharing	Integrate Indigenous traditions & values	Recruit & Retain Indigenous talent
Transform the Culture	• Develop and maintain a globally inclusive brand to represent the global Indigenous community to increase membership within Microsoft • Global event partnership with ERGs to increase visibility and promotion of Indigenous community throughout the year. • Support intersectionality and foster belonging.	• Share best practices across the other Microsoft ERGs and GD&I communities. • Ensure Indigenous cultures are represented within Microsoft technology and culture. • Share organizations which the Indigenous community support and promote 'why we give' stories to specific organizations to build community.	• Incorporate Land Acknowledgment / Welcome to Country into Microsoft culture • Include Indigenous naming in conference rooms, buildings, etc. to provide visibility and incorporate land acknowledgment.	• Develop resources for hiring managers to support recruitment efforts • Develop resources for all career stages to support retainment efforts.
Talent: Empower our People & Expand our Network	• Engage in activities with external communities (students and families) to bring awareness to STEM and beyond. • Outreach and activities promote Microsoft as a place of belonging for Indigenous communities. • Prevent 'onlyness' through a strong and thriving Indigenous community.	• Nurture mentorship opportunities with employees and Indigenous students • Create forums for the Indigenous community to help	• Celebrate the breadth and diversity of Indigenous cultures globally. • Build and strengthen relations with external communities • Bringing Indigenous practices to the workplace such as language, leadership style, etc. in everyday employee experience	• Create and develop resources and support networks for new hires and current employees • Influence Microsoft's recruitment efforts and increase effectiveness to promote within the Indigenous community
Delight our Customers	• Empower indigenous customers in achieving their goals (preservation of languages, etc.) • Promote Indigenous customer stories • Support supplier diversity initiative across Microsoft • Create a vibrant Indigenous Partner Network	• Respectfully create ways for Indigenous customers to share their experiences with Microsoft. • Develop a dedicated comm channel and strategy to directly communicate w/ Indigenous communities • Provide Indigenous resources for Microsoft employees to engage with customers.	• Influence end to end technology development via an Indigenous lens • Acknowledge and celebrate Indigenous traditions and values in technology development (for example: transformation mask project)	• Create opportunities for Indigenous communities to interact with Microsoft employees and technology to inspire, empower and innovate.

Microsoft ANZ Indigenous Vision

Inspire people

Drive an inclusive and diverse culture within Microsoft and use our platform to increase Indigenous employment opportunities in our wider ecosystem.

Innovate for growth

Support the adoption of innovative technologies that deliver business, economic, societal and cultural impact.

Empower Aotearoa & Australia

Empower Māori, Pacific, Aboriginal and Torres Strait Island students, communities and employees with the digital skills and opportunities to achieve their full potential.

Microsoft Indigenous Initiatives

Microsoft Indigenous Initiatives

Inspire People	Innovate for Growth	Empower Aotearoa & Australia

Hire Indigenous	Drive a Culture of Inclusion	Grow Indigenous Customers	Promote Inclusive Business Practices	Invest in a Talent Pipeline	Key partnerships that deliver economic, cultural and societal impact

Hire Indigenous

- Increase Indigenous Employment opportunities through targeted employment actions, both directly for Microsoft and indirectly within our customer and partner ecosystems
  - Tuputoa
  - Rea

Drive a Culture of Inclusion

- Drive a more inclusive culture by cross-cultural Indigenous training for Microsoft
  - Arrilla Digital Training for all new Microsoft employees
  - Invest in cultural training for Managers of Indigenous employees

- Partner with Indigenous Business Chapters
  - Xbox / Github / Minecraft / Linkedin / Azure / Datacenters / AI for Good / Swiftkey

- Improve employee opportunities to build and maintain relationshi

  - Microsoft employees participating in National Reconciliation Week or NAIDOC week activities in AU
  - Waitangi, Matariki and language celebration weeks in NZ
  - Viaduct Village
  - Jawun Volunteering Program

Grow Indigenous Customers

- Grow Indigenous owned businesses through skills and readiness
  - Whāriki
  - Nesian Network
  - Tribal partnerships: Tainui / Te Arawa / Ngāi Tahu / Ngāti Whātua ki Ōrākei
  - Māori customers: Māori Health Authority, Māori TV, Te Wānanga o Aotearoa, Te Wānanga o Raukawa, Te Wānanga o Awanuiarangi, Te Tumu Paeroa, WINHEC, Hoani Waititi

- Partner co-sell support to fulfil Indigenous requirements in government and tribal com
  - Active focus on key co-sell deals and build pipeline to support Government RFPs
    - Health reforms
    - Te Pūkenga
    - Corrections

Promote Inclusive Business Practices

- Promote Microsoft inclusive business practices (Procurement Responsible)
  - 3% addressable spend by FY24
  - Mandatory inclusion for all infrastructure/corp investments
  - Supply Nation membership
  - Amotai membership

Invest in a Talent Pipeline

- Expand the digital skills development of Indigenous students/ young people to support clearer pathways for further education and employment

Education Responsible:
  - Indigital Minecraft Education Challenge
  - University and Student skilling
  - Kimberwalli Center Partnership
  - UTS research (indigenous student skills for employability)
  - Imagine Cup Jnr and Summer School student programs
  - MIE and Showcase schools programmes
  - Ako Panuku

Philanthropies Responsible:
  - Hikohiko te Uira
  - Te Huakirangi
  - GSI (Indigitek)
  - Indigenous Digital MOS Bootcamp (Goanna Education)

Key partnerships that deliver economic, cultural and societal impact

- Support Indigenous employees across our customers to upskill and improve career pathways

- Key partnerships that deliver economic, cultural and societal impact (Philanthropies Respo
  - Tāpiri
  - Whāriki
  - Ko Maui Hangarau
  - HTK/PMP Māori Hackathons
  - OMG Tech (te reo Māori coding)
  - Digital Natives (Minecraft)
  - Indigital (AU)
  - Piki Studios (Māori Minecraft)
  - Ngā Rangatahi Toa
  - Kōkiri
  - Kōrau
  - MWDI
  - Toro
  - 10k Wāhine

Tupu.nz

Tūhono
Connecting

Kaitiakitanga
Guardianship

Kōkiri
Moving forward

Tools

Find your whenua 🗺️

Welcome to Tupu.nz

Our goal is to help whānau connect with, develop and invest in whenua Māori. We aim to support whānau aspirations for Māori freehold land – growing whānau through whenua.

→ **Learn more about Tupu.nz**

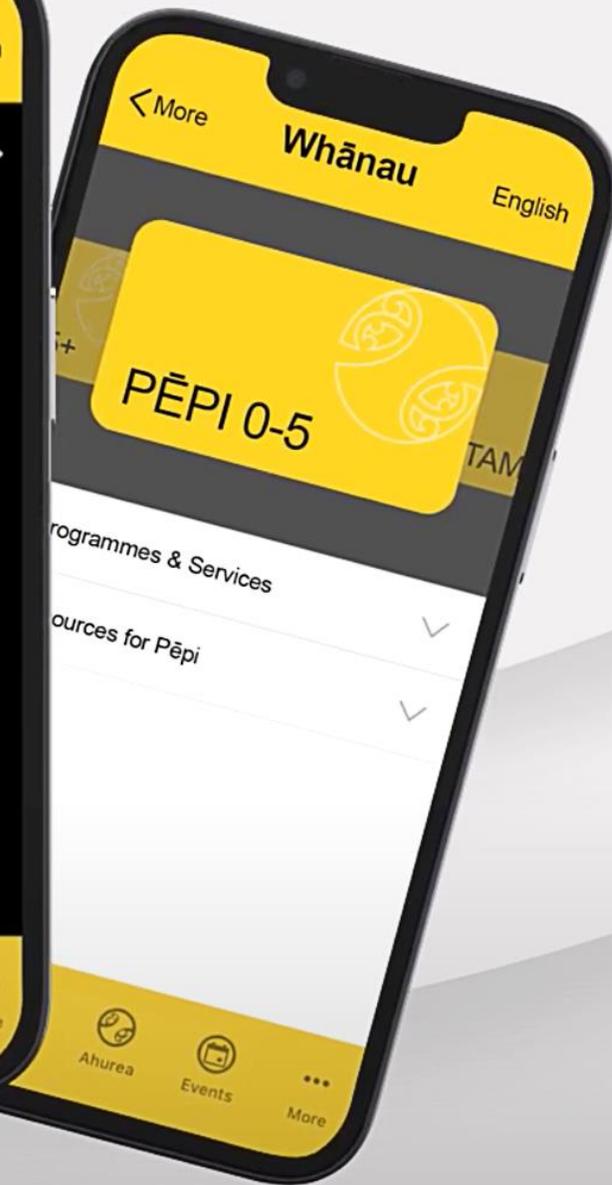‹ ● ○ ○ ○ ○ ○ ›

Tūhono
Connecting our whānau and whenua

Kaitiakitanga
Protecting and nurturing our whenua

Kōkiri
Realising whenua potential together

Whare

Pā

Waka ama

Waka

Te Reo lesson

Building plots

MINECRAFT
EDUCATION EDITION

MANITO AHBEE AKI

Our existing programs and investments at a glance

Community: Demystification + Digital Literacy	Skilling: Real and relevant skilling opportunities	Employment; Alternate and enhanced pathways

Indigenous Rangers and Digital Twins (AU)

Imagine Cup in Te Reo [NZ]
Translation of content and working next steps.

First National Digital Careers Program [AU]
Indigenous-led, partnership with QLD Gov to kickstart careers of First Nations people interested in joining QLD digital workforce

Teacher PD [NZ]
Microsoft Expert Educators (MEE) teacher professional development for kura kaupapa (Māori-medium schools)

Immersive Minecraft programs (AU + NZ)
Including translation of Minecraft coding tutorials

Digital mentoring (AU)
AIME – Demystification of potential pathways for Aboriginal and Torres Strait Islanders

Te Huakirangi [NZ]
Technology certification and employment programme, developed for ākonga in kura. Collaboration with indigenous Australia.

Hikohiko te Uira [NZ]
Tupu Toa and Zeducation – FY23 focussing on scaling and emphasis on Train-the-Trainer to empower local community leaders

Digital upskilling (AU)
Indigitek - tailored Microsoft digital skills courses and prepare participants for employability through job readiness training
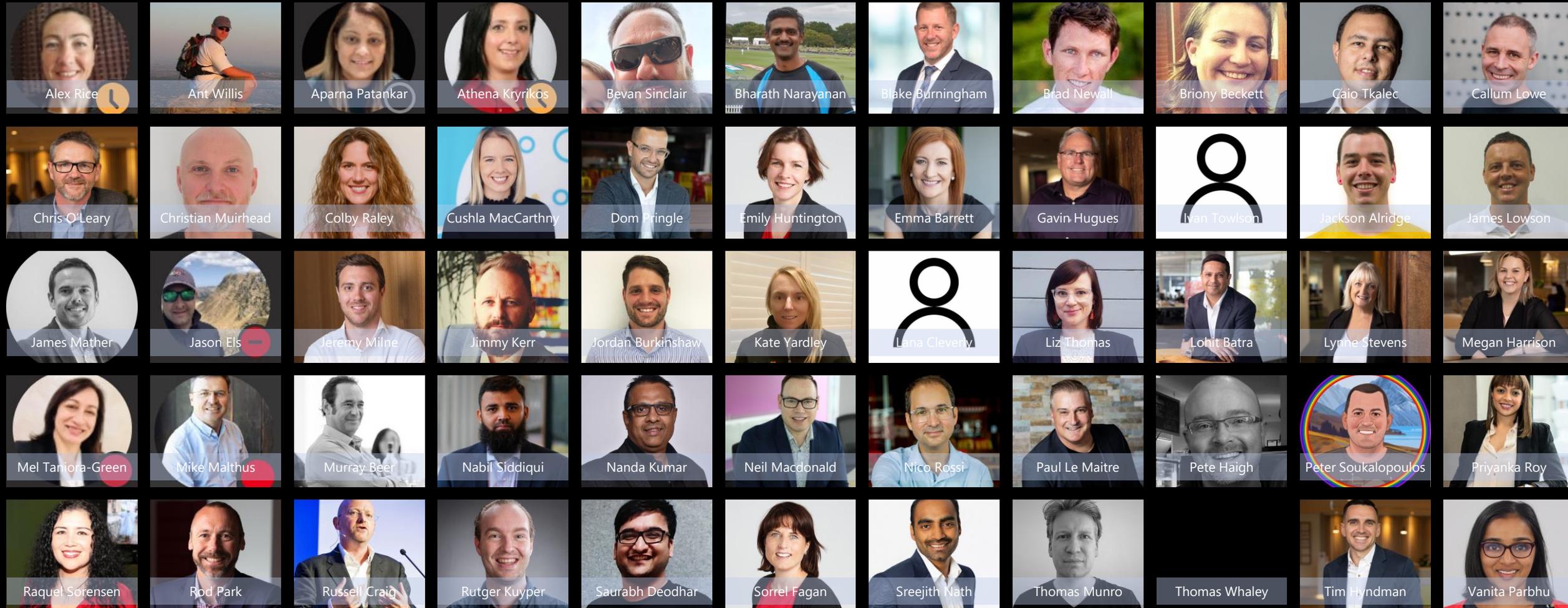
Cybersecurity skills programs [AU + NZ]
NZ – Tupu Toa engaged as grant recipient and provider of pastoral care for Māori and Pasifika students, education partner TBC

People trained in te reo Māori in FY22 *

* Includes Wellington, Remote, SMC Cohorts. Excludes Auckland Course. Unique count. 2/3 attendees done two cohorts

Whanaungatanga

Satya Nadella
To You and Caitlin McCabe

2:43 PM

Kia ora Dan,

I wanted to share my deepest thanks to you, the Māori people, and Microsoft New Zealand team for the Pounamu. I was deeply touched and honored to receive it and will treasure it.

I'm glad you could join us this week for ERG Engage. Thank you for all you do for Microsoft and our Indigenous ERG community.

Satya

How can Microsoft fulfill its commitment to Indigenous?

1 Include Indigenous in MSFT D&I SLT Aspirational Goals

Current D&I Aspirational Goals (URM) include women globally, Hispanic, Latino/a and Black/African American in the US. Representation of these three groups increased at MSFT as a direct result of an accountability measure.

Including Indigenous will be a step toward providing visibility and recognition. It will impact our ability to attract, build, and retain diverse talent across MSFT.

2 Reduce fragmented impact across multiple initiatives

Currently, MSFT initiatives are executed in a siloed fashion (AI for Cultural Heritage, TEALs, Airband Initiative, TechSpark, Sustainability, Procurement, Partner Diversity, etc.) resulting in fragmented impact across the global MSFT Indigenous community.

1) Create an Indigenous global office to coordinate with regions and centralize across workstreams while preserving local nuances.

2) Expand the existing Racial Equity Initiative to include Indigenous to manage across multiple workstreams.

3 Develop a MSFT Indigenous Recognition & Reconciliation plan

Microsoft can be a leader in this area by recognizing the **UN Declaration on the Rights of Indigenous Peoples (UNDRIP)** and developing a Reconciliation action plan in the main regions: US, CA, AU, NZ, & LATAM.

This will amplify our message of support and connect to the spirit of Land Acknowledgement while moving beyond it to a strong stance of action.

Pania Tyson-Nathan: *"It's not about commercialising culture, it's about culturalising commerce"*

Ngā mihi nui
Thank you