Social Workers Registration Board
Kāhui Whakamana Tauwhiro

Annual Social Worker Workforce Survey Report 2024

Spotlight Report: Social workers employed by Iwi-based/Kaupapa Māori organisations

Published 18 June 2025

He ara pūkenga, he ara tauwhiro, hei whakamana mātā waka
The many pathways of knowledge, the many pathways of social work, upholding the dignity of all

Contents

List of figures

List of tables

He ara pūkenga, he ara tauwhiro, hei whakamana mātā waka
The many pathways of knowledge, the many pathways of social work, upholding the dignity of all

Introduction – the SWRB's Annual Social Worker Workforce Survey

Every year, the Social Workers Registration Board (SWRB) collects data from the social worker workforce through the Social Worker Workforce Survey. The purpose of the survey is to understand the composition of the current practising social worker workforce. Social workers are invited to share information about their role, experiences, opinions and beliefs. The annual survey enables us to build an evidence base to support workforce planning for all social workers and associated decision-making.

This 2024 Spotlight Report sits alongside the Annual Social Workers Workforce Report 2024 and covers a subset of social workers from the survey sample who report that they are employed by Iwi-based/Kaupapa Māori organisations. An additional Spotlight Report from the 2024 survey will be published focusing on those social workers who report that they are employed in tertiary education-related roles, at those institutes delivering SWRB-prescribed social work qualifications. Further Spotlight Reports based on the 2023 survey are available covering social workers employed by Oranga Tamariki, health/Hauora-based organisations and non-government organisations (NGOs).

All social workers who renewed their Practising Certificates from early May through to July 2024 were invited to participate in the survey. Out of a total of 8,354 social workers who renewed their practising certificate in the 2024 survey period, 5,002 social workers submitted responses, representing a 60% response rate.

One in twelve respondents to the survey (8%) reported that they are employed by Iwi-based/Kaupapa Māori organisations, a total of 415 participants. This closely aligns with the proportion of the full practising workforce of social workers employed by Iwi-based/Kaupapa Māori organisations (9%).

Practising social workers on the SWRB's register (n=9135*)

Workforce survey participants (n=5002*)

Survey participants employed by Iwi-based/ Kaupapa Māori organisations (n=415)

Practising social workers employed by Iwi-based/ Kaupapa Māori organisations (n=821)
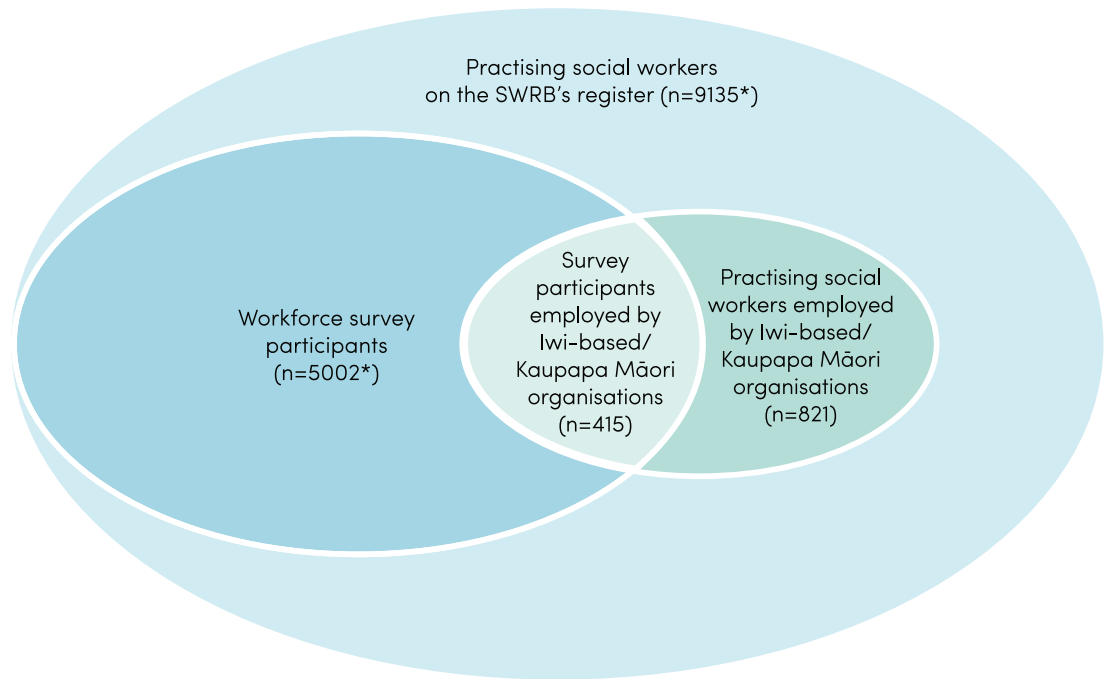
*Register totals as of 30 June 2024; survey sample collected May to July 2024.

This Spotlight Report covers the same six core domains used in the 2024 Social Worker Annual Workforce Survey:

- workforce composition
- workforce sustainability
- knowledge and skill development
- employer support
- standing of the profession
- safety and conduct.

Examining the responses in each domain helps the SWRB as the occupational regulator of the social work profession to further our understanding of how registration supports public safety. It also supports our Lead Agency role for workforce planning for all social workers.

Some survey questions invited social workers to give feedback and reasons for their answers. These comments are used in relevant sections to reflect the social worker voice alongside statistical findings.

The Spotlight Report is intended for use by key decision-makers and those who work with Iwi-based/Kaupapa Māori organisations delivering health and/or social services and programmes to support the community. It forms part of the evidence base used by the SWRB in its Lead Agency role for workforce planning for all social workers. More information about the scope and purpose of this role can be found in Appendix 2.

Summary of key findings – Social workers employed by Iwi-based/ Kaupapa Māori organisations

This Spotlight Report focuses on the 415 social workers who participated in the 2024 Annual Social Worker Workforce Survey and reported that they were employed by Iwi-based/Kaupapa Māori organisations at the time.

- Social workers employed by Iwi-based/Kaupapa Māori organisations made up 9% of the practising social worker workforce in 2024.
- Iwi-based/Kaupapa Māori organisations were the fourth-largest social worker employer type in 2024, after NGOs, Oranga Tamariki and health-based organisations.
- Most survey participants employed by Iwi-based/Kaupapa Māori organisations worked in urban or suburban settings. However, more worked in rural settings (18%) when compared to respondents in the full 2024 workforce survey sample (10%). Less than 5% reported working across the motu in national roles.
- Most survey participants employed by Iwi-based/Kaupapa Māori organisations (90%) reported being employed in health and/or social services, or community-based/NGO work settings, and 82% reported working in frontline service delivery roles.

Social workers employed by Iwi-based/Kaupapa Māori organisations are qualified and are experienced, and most identify as Māori

- Almost two thirds of survey participants employed by Iwi-based/Kaupapa Māori organisations identified as Māori (64%), compared to 24% in the full survey, followed by European (38%). A higher proportion identified as Pacific peoples (16%) compared to 11% of respondents in the full survey.
- Consistent with the full practising workforce, social workers employed by Iwi-based/Kaupapa Māori organisations are predominantly female.
- 94% of survey participants employed by Iwi-based/Kaupapa Māori organisations gained their registration through the New Zealand qualification pathway with an SWRB-prescribed New Zealand qualification. The remainder either qualified overseas and registered through the overseas qualification pathway (3%) or registered through the s13 experience pathway (2%).
- A higher proportion of survey participants employed by Iwi-based/Kaupapa Māori organisations have been registered with the SWRB for five years or less (64%) compared to participants in the full survey (45%).
- Consistent with the full practising workforce, nearly half (45%) of survey participants employed by Iwi-based/Kaupapa Māori organisations described themselves as 'experienced practitioners'.

Supporting whānau and community is the main focus of the work of Iwi-based/ Kaupapa Māori social workers

- The most commonly identified primary client groups by survey participants employed by Iwi-based/Kaupapa Māori organisations were whānau/families (50%) followed by tamariki/ children to age 13 (19%). A higher proportion of responses identified these client groups than in the full survey.
- The most commonly reported fields of practice for survey participants employed by Iwi-based/Kaupapa Māori organisations were child, youth and whānau family support (46%), and whānau/family violence (41%). The latter category was higher than the full survey (19%).
- Making a positive difference to people's lives (81%); serving/working with/for/supporting whānau and community (82%); and an interest in social justice, advocacy and welfare (63%) were the most common reasons for Iwi-based/Kaupapa Māori social workers to become social workers.
- In comparison with social workers employed by other types of organisations, a higher proportion of survey participants employed by Iwi-based/Kaupapa Māori organisations selected supporting whānau and local community as reasons to both join and remain in social work.

Social workers employed by Iwi-based/Kaupapa Māori organisations identified knowledge and skill development needs to support their practice

- The top three areas of continuing professional development (CPD) identified by social workers employed by Iwi-based/Kaupapa Māori organisations were social work practice with Māori, legislation and policies affecting social work practice, skills for managing complexity.
- Other areas of interest included working with whānau living with addiction and substance misuse (34%), working with whānau who have experienced family harm (30%), and professional supervisor training (29%). A higher portion of survey participants employed by Iwi-based/Kaupapa Māori organisations noted these areas of interest compared with the full survey (26%, 24% and 26% respectively).

Survey participants employed by Iwi-based/Kaupapa Māori organisations report higher levels of employer support than social workers employed by other employer types

- Employer support for professional reflective supervision (79%), followed by training and skills development, and space and time for reflective practice (both 66%), were the most common categories noted by survey participants employed by Iwi-based/Kaupapa Māori organisations.
- A higher proportion of survey participants employed by Iwi-based/Kaupapa Māori organisations reported receiving cultural supervision (60%) than in the full survey (30%).
- Almost nine out of ten survey participants employed by Iwi-based/Kaupapa Māori organisations reported that their employer paid their registration fees in part or in full (86%), and 96% reported that their employer paid their annual practising certificate fees in part or in full.
- Almost all (95%) of survey participants employed by Iwi-based/Kaupapa Māori organisations said they were confident their employer had adequate policies and procedures in place to safely deal with serious issues with a social worker's practice and/or conduct (91% in full survey).

Workforce sustainability and pay parity issues are noted as challenges for the profession

- Survey participants employed by Iwi-based/Kaupapa Māori organisations report lower salaries than social workers employed by other types of employer. The most common salary band reported by these social workers was $80,001–$90,000 (22%). This was lower than the most common salary band for social workers employed by the two main government agencies ($100,001–$110,000).
- Over a third of survey participants employed by Iwi-based/Kaupapa Māori organisations identified pay parity as a challenge and a barrier to entering the social work profession. Pay parity was noted as a bigger concern for these survey participants than social workers employed by other employer organisations including NGOs (31%).
- Consistent with the full survey, recruitment and retention of social workers was reported as the biggest challenge facing the profession by over half of survey participants employed by Iwi-based/Kaupapa Māori organisations (57%).
- A slightly lower proportion of survey participants employed by Iwi-based/Kaupapa Māori organisations said they planned to leave the profession in the next five years (10%) compared to 13% in the overall survey. Retirement was the most common reason given (55%).

Survey participants employed by Iwi-based/Kaupapa Māori organisations believe that the standing of the social work profession has lifted since mandatory registration of social workers was introduced

- Nearly half of survey participants employed by Iwi-based/Kaupapa Māori organisations thought the profession was more respected since the introduction of mandatory registration (44%), and a further 37% believed it was 'in part'. 19% did not think the profession was more respected. These results closely resemble those of the full survey.
- A lower proportion of survey participants employed by Iwi-based/Kaupapa Māori organisations believed media coverage of social work practice has negatively impacted trust and confidence in the social work profession (62% 'extremely' or 'somewhat negatively' impacted) compared to the full survey (81%).

Social workers employed by Iwi-based/Kaupapa Māori organisations

Approximately 1 in 12 social workers who responded to the survey (8%) worked for Iwi-based/ Kaupapa Māori organisations (Figure 1). This proportion closely resembles the workforce distribution of practising social workers in Aotearoa New Zealand (9% or 821).

Figure 1. Social workers by employer type 2024
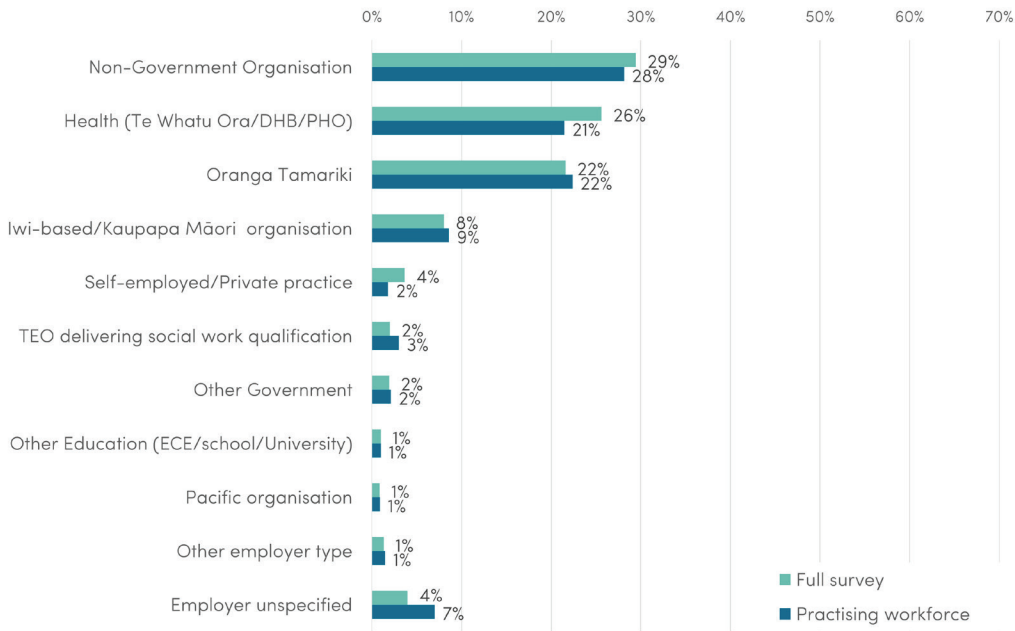
In reporting by employer type, the SWRB acknowledges the 'real world' overlap between these employer categories. For example, many employer types (including those delivering Iwi-based/ Kaupapa Māori services) deliver both health and social services. For the purposes of this analysis, employer type is reported as a single category. This means a social worker's place of employment is assigned to a single, best-fit category. In this report, Iwi-based/Kaupapa Māori organisations are reported as a separate category to allow for more detailed analysis and reporting of the specific group of social workers they employ.

Section 1A: Workforce composition – Demographics

The demographic information provided by survey participants gives a picture of the current social worker workforce employed by Iwi-based/Kaupapa Māori organisations. This includes age, distribution, gender, ethnicity, and geographic region.

The demographic profile of social workers who participated in the survey closely resembles that of the full survey and of the 'active' workforce of social workers with a current practising certificate for the 2023/24 financial year (Appendix 1). This gives confidence that the results of this survey are representative of practising social workers employed by Iwi-based/Kaupapa Māori organisations across Aotearoa New Zealand.

1.1 Age

Survey participants employed by Iwi-based/Kaupapa Māori organisations have a slightly older age distribution than the full practising workforce, peaking at 60–69 years (25%) compared to the full practising workforce that peaks at 50–59 years (Figure 2).

Figure 2. Age group distribution 2024

Legend: ■ Iwi-based/Kaupapa Māori participants ■ All participants

Age group	Iwi-based/Kaupapa Māori participants	All participants
20–29	7%	8%
30–39	18%	18%
40–49	24%	24%
50–59	23%	27%
60–69	25%	20%
70–79	3%	3%
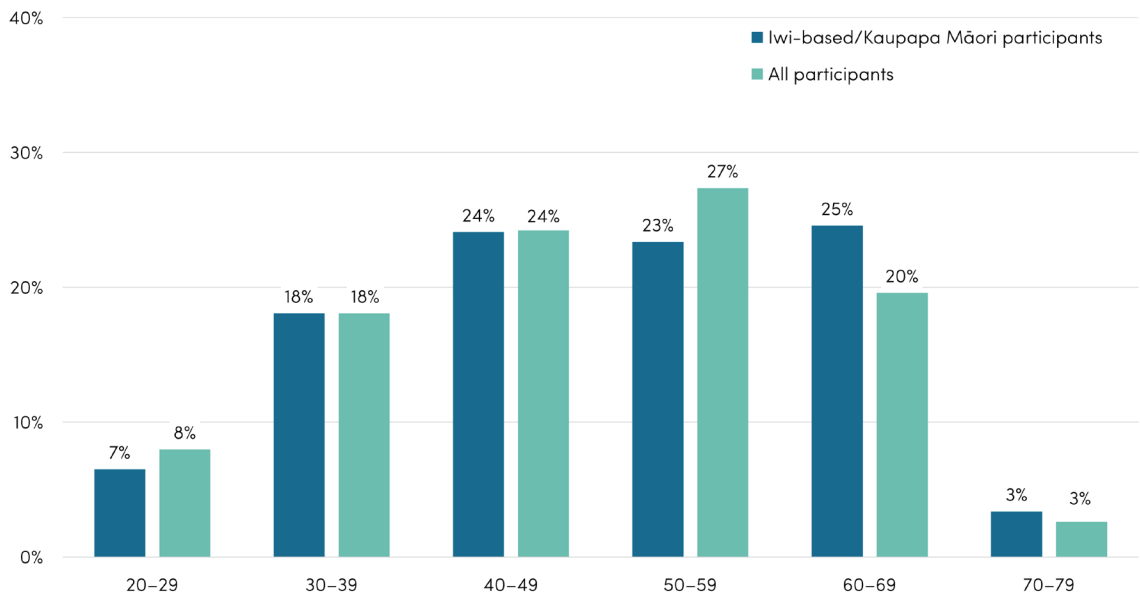
1.2 Gender

Consistent with the full practising workforce social workers employed by Iwi-based/Kaupapa Māori organisations are predominantly female, with survey participants identifying as male numbering less than 50 in total.

Figure 3. Gender distribution – survey participants employed by Iwi-based/Kaupapa Māori organisations 2024

Female 88% Male 11% Another gender, 0.2% Gender unspecified, 0.5%
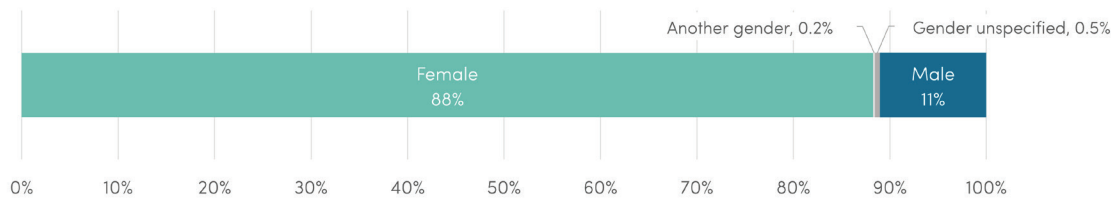
Table 1. Gender distribution 2024

Gender	Survey participants employed by Iwi-based/ Kaupapa Māori organisations		All survey participants	
	Number	**%**	**Number**	**%**
Female	365	88%	4251	85%
Male	47	11%	728	15%
Another gender	1	<1%	11	<1%
Unspecified	2	<1%	12	<1%
Total	**415**	**100%**	**5,002**	**100%**

1.3   Ethnicity

The ethnic composition of survey participants employed by Iwi-based/Kaupapa Māori organisations is notably different from that of the full survey. 64% of survey participants employed by Iwi-based/ Kaupapa Māori organisations identified as Māori which was substantially higher than the proportion of all survey participants who identified as Māori (24%), and higher than among other large employers (26% of social workers employed by Oranga Tamariki identify as Māori; 21% of NGO social workers identify as Māori; 15% of social workers working in health organisations identify as Māori).

The proportion of social workers who identify as Pacific peoples employed by Iwi-based/ Kaupapa Māori organisations was also higher than the proportion of all social workers who identify as Pacific peoples (16% compared with 11%).

Figure 4. Ethnicity distribution 2024
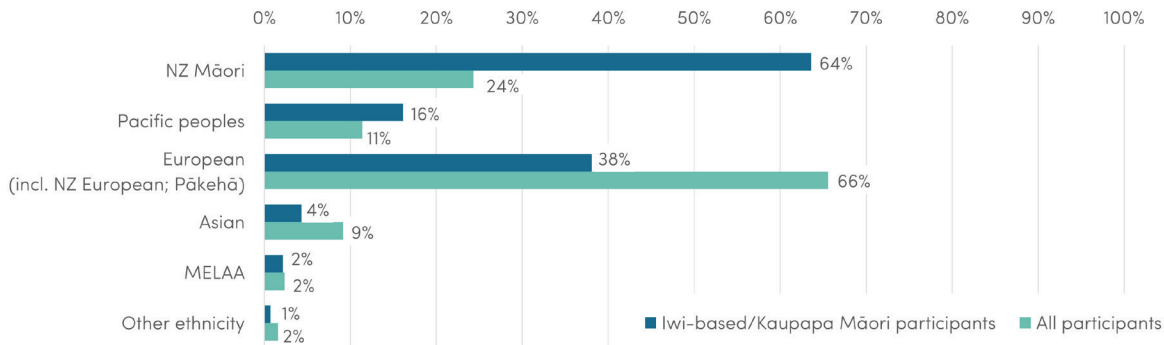
Participants could select more than one response, so totals exceed the number of survey participants.

Table 2 displays the ethnic distribution of Iwi-based/Kaupapa Māori organisation survey participants by number compared to the full survey and the 2023 Census of Aotearoa New Zealand.[1] This comparison shows that in 2024, among survey participants employed by Iwi-based/ Kaupapa Māori organisations and in the wider practising workforce a higher proportion of social workers identify as Māori, and as Pacific peoples, than the general population.

Table 2. Ethnicity distribution – survey participants 2024 compared with the 2023 Census

Ethnicity	Survey participants employed by Iwi-based/Kaupapa Māori organisations		Full survey		2023 Census
	Number	**%**	**Number**	**%**	**%**
Māori	264	64%	1218	24%	18%
Pacific peoples	67	16%	570	11%	9%
European (including NZ European/Pākehā)	158	38%	3280	66%	68%
Asian	18	4%	459	9%	17%
Middle Eastern/Latin American/African	9	2%	118	2%	2%
Other ethnicity	3	<1%	80	2%	1%

Both Census and the SWRB workforce survey use 'total response' ethnicity calculations, allowing participants to identify more than one ethnic group. Totals will add to more than 100%.

1   https://www.stats.govt.nz/information-releases/2023-census-population-counts-by-ethnic-group-age-and-maori-descent-and-dwelling-counts/

1.4 Disabilities

In 2023, the SWRB added a survey question about disability. This builds an understanding of how the workforce reflects the general population, and how social workers with a disability might be better supported to practise.

In 2024, 3% of survey participants employed by Iwi-based/Kaupapa Māori organisations indicated that they have a permanent disability or long-term condition that affects their ability to carry out everyday activities. The corresponding figure for all survey participants is 5%.

1.5 Region

In Table 3, the geographic distribution of survey participants employed by Iwi-based/Kaupapa Māori organisations is presented alongside that of all social workers on the SWRB Register. This distribution is based on social workers' residential addresses as recorded in the Register and may not fully reflect the area(s) where they work.

The proportion of survey participants employed by Iwi-based/Kaupapa Māori organisations resident in the South Island (11%) is smaller than the proportion of the full practising workforce (25%).

The distribution of the social workers survey participants employed by Iwi-based/Kaupapa Māori organisations resident in the North Island was concentrated in the northern regions compared with the full practising workforce (24% in Auckland, and 49% across Northland, Waikato, Bay of Plenty, Gisborne and Hawke's Bay for survey participants employed by Iwi-based/Kaupapa Māori organisations, compared with 30% and 28% for the full practising workforce).

Table 3. Geographic distribution 2024

Region	Survey participants employed by Iwi-based/Kaupapa Māori organisations		Full survey		Full practising workforce	
	Number	**%**	**Number**	**%**	**Number**	**%**
Northland	48	12%	252	5%	464	5%
Auckland	101	24%	1445	29%	2733	30%
Waikato	53	13%	433	9%	755	8%
Bay of Plenty	49	12%	380	8%	719	8%
Gisborne	21	5%	78	2%	160	2%
Hawke's Bay	27	7%	218	4%	387	4%
Taranaki	8	2%	140	3%	232	3%
Manawatū-Whanganui	28	7%	294	6%	471	5%
Wellington	36	9%	538	11%	1004	11%
Tasman	3	<1%	30	<1%	55	1%
Nelson	7	2%	91	2%	175	2%
Marlborough	2	<1%	42	<1%	68	1%
West Coast	1	<1%	32	<1%	60	1%
Canterbury	22	5%	704	14%	1287	14%
Otago	6	1%	225	4%	388	4%
Southland	3	<1%	97	2%	167	2%
Unspecified/ International	0	0%	3	<1%	10	<1%
Total	**415**		**5,002**		**9,135**	

Section 1B: Qualifications and role

This section describes the composition of survey participants employed by Iwi-based/ Kaupapa Māori organisations by registration pathway and time since registration. It also includes information about the current role and employment situation of survey participants, their primary client group and field of practice.

1.6   Pathway to registration and qualification level at registration

Most survey participants employed by Iwi-based/Kaupapa Māori organisations gained their registration through the New Zealand qualification pathway with an SWRB-prescribed New Zealand qualification (94%) (Table 4). The remainder either qualified overseas and registered through the overseas qualification pathway (3%) or registered through the s13 experience pathway (2%).[2] In the full survey, 11% registered with an overseas qualification.

Table 4. Pathway to registration

Pathway	Survey participants employed by Iwi-based/Kaupapa Māori organisations		Full survey	
	Number	**%**	**Number**	**%**
SWRB-prescribed NZ qualification	391	94%	4292	86%
Overseas qualification (including Australia)	14	3%	586	11%
S13 experience pathway	10	2%	124	2%
Total	**415**	**100%**	**5,002**	**100%**

Of those survey participants who registered through the SWRB-prescribed New Zealand qualification pathway, 81% did so with a Level 7–8 Bachelor's degree and 2% did so with a Master's degree.[3]

Table 5. Registration qualification

Tertiary qualification level	Survey participants employed by Iwi-based/Kaupapa Māori organisations		Full survey	
	Number	**%**	**Number**	**%**
1–6 Certificates/diplomas	60	15%	633	15%
7–8 Graduate certificates/diplomas/ Bachelor's/Honours	317	81%	3096	72%
9 Master's	8	2%	542	13%
Unspecified/none	6	2%	21	<1%
Total	**391**	**100%**	**4,292**	**100%**

1.7   Years since joining the SWRB register

Around 6 out of 10 survey participants employed by Iwi-based/Kaupapa Māori organisations (64%) have been registered with the SWRB for 5 years or less, a higher proportion than in the full survey (45% of whom have been registered for 5 years or less) (Figure 5). 14% have been registered for more than 11 years compared to 28% for the full survey.

It is acknowledged that many of those who registered with the SWRB within the last five years did so due to the introduction of mandatory registration, and that the date of registration may not align with the number of years in practice.

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2   https://swrb.govt.nz/registration/experience-pathway-s13/

3   The SWRB Register also includes a number of specific historic certificates and diplomas which were recognised in the time before registration became mandatory in February 2021.

Figure 5. Years since joining the SWRB register 2024
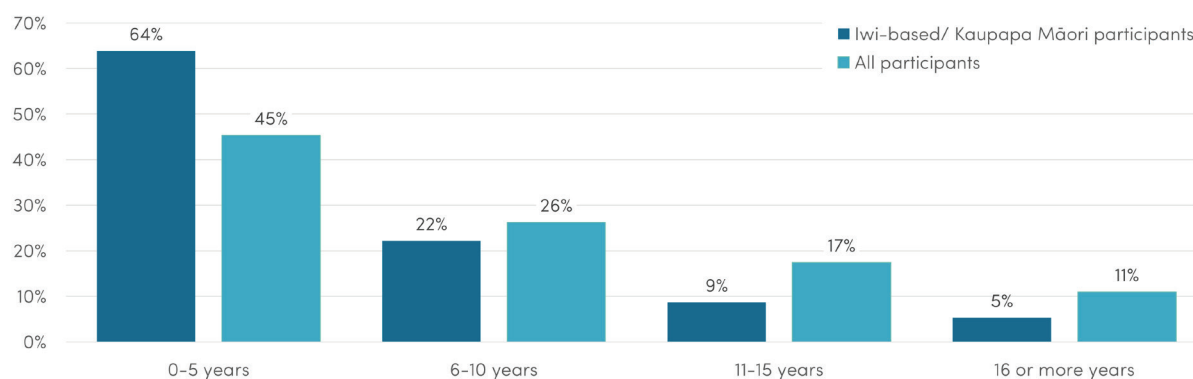
1.8   Level of experience and responsibility

Social workers were asked which category best described their level of experience/responsibility: 'beginning', 'developing', 'experienced' or 'advanced'. Three quarters (75%) of survey participants employed by Iwi-based/Kaupapa Māori organisations described themselves as 'experienced' or 'advanced' practitioners and 24% described themselves as 'beginning' or 'developing' practitioners. Fewer survey participants employed by Iwi-based/Kaupapa Māori organisations report being 'advanced' practitioners compared to the full survey (29% compared with 34%).

Figure 6. Level of experience 2024
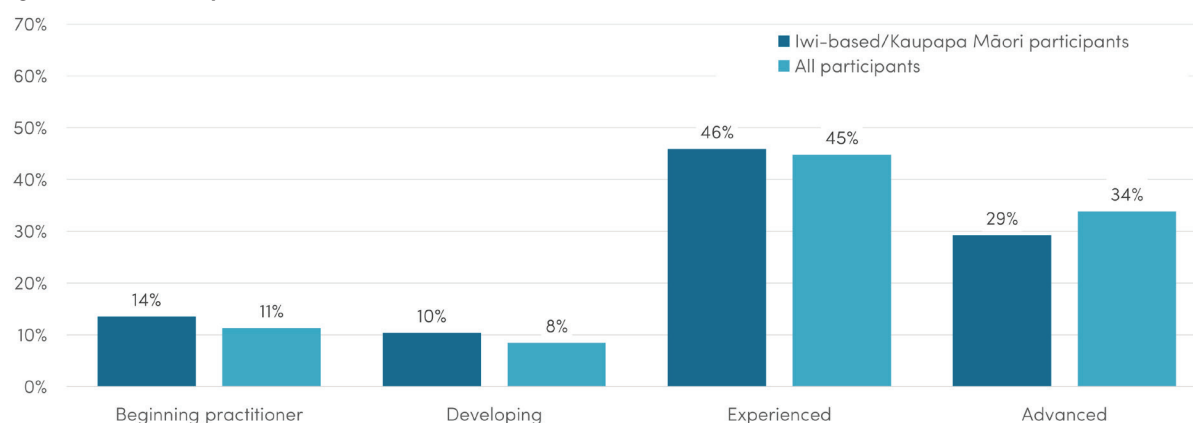
When asked about their level of responsibility at the time of the survey, a lower proportion of survey participants employed by Iwi-based/Kaupapa Māori organisations reported that they manage their own caseloads (57% compared with 63% for the full survey). A further 17% reported that they are team leader/line managers (13% in full survey) and 14% are clinical/practice leads (9% in full survey).

Table 6. Level of responsibility 2024

Level of responsibility	Survey participants employed by Iwi-based/Kaupapa Māori organisations		Full survey	
	Number	%	Number	%
Manage my own caseload	233	57%	3,054	63%
Team leader/line manager	69	17%	660	13%
Clinical lead/Practice lead	55	14%	465	9%
Other	16	4%	300	6%
General Manager/Director	15	4%	112	2%
Professional advisor	10	2%	206	4%
Chief Executive	7	2%	18	<1%
Academic lead/coordinator	1	<1%	76	2%
Governance (e.g. Board member)	0	0%	3	<1%

In 2024, a new question was added to the workforce survey regarding whether social workers' current roles were frontline/client-facing. The majority of survey participants employed by Iwi-based/Kaupapa Māori organisations said yes (82%); a similar proportion of respondents in the full survey (83%) said yes as well. Examples of other roles described by those not in frontline positions included managers, practice leads, team leaders or directors.

1.9   Current role – rural/urban

Most survey participants employed by Iwi-based/Kaupapa Māori organisations reported working in urban (44%) or suburban areas (34%) (Figure 7). Nearly one in five reported working in rural areas (18%), while only 4% reported working at a national level (covering the whole motu). In comparison, a lower proportion of participants in the full survey reported working in rural areas (10%) while more reported working at a national level (10%).

Figure 7. Population area of work – survey participants employed by Iwi-based/Kaupapa Māori organisations 2024

Urban, 42%
National, 10%
Suburban, 38%
Rural, 10%
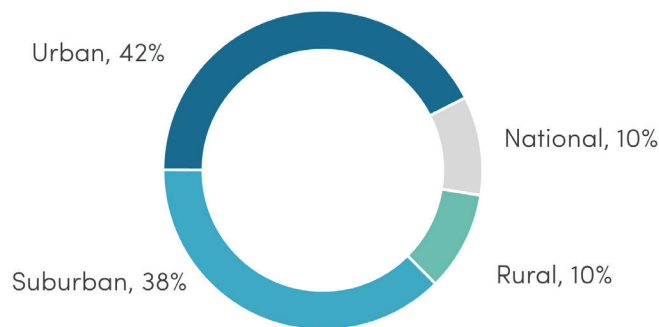
1.10   Work setting

In 2024, the survey also asked about the setting or work environment where social workers worked for most of their time. For survey participants employed by Iwi-based/Kaupapa Māori organisations there is close alignment with results by employer type in the overall survey, with 90% reporting that their work setting is primarily in an Iwi-based/Kaupapa Māori or community-based/NGO setting (Table 7).

In contrast to the narrower range of work settings for Iwi-based/Kaupapa Māori social workers, Table 7 shows that work settings amongst all participants are diverse. For example, 15% are in hospitals and 9% are working in residential sites.

Table 7. Main work setting for survey participants 2024

Main work setting	Survey participants employed by Iwi-based/Kaupapa Māori organisations		Full survey	
	Number	%	Number	%
Iwi-based/Kaupapa Māori health and/or social services	248	60%	339	7%
Community-based/NGO	125	30%	1396	28%
Residential site	8	2%	430	9%
Primary health organisation	8	2%	282	6%
ECE/Primary/secondary school	7	2%	154	3%
Pacific health and/or social services	2	<1%	61	1%
Work from home/remotely	2	<1%	201	4%
Regional office	1	<1%	414	9%
Head/national office	1	<1%	101	2%
Hospital-based	1	<1%	739	15%
Tertiary education academic/educator	1	<1%	93	2%
Tertiary education student well-being	1	<1%	45	<1%
Other/unspecified	10	3%	747	15%
Total	**415**	**100%**	**5,002**	**100%**

1.11 Current role full time equivalent (FTE)

In 2024, 85% of survey participants employed by Iwi-based/Kaupapa Māori organisations reported that they work full-time (defined as working 35 or more hours a week) and 12% reported that they work part-time (defined as working less than 35 hours a week). The proportion of survey participants employed by Iwi-based/Kaupapa Māori organisations working part-time was lower than for all survey participants (21%).

Figure 8. Current role (FTE) – survey participants employed by Iwi-based/Kaupapa Māori organisations 2024

Full-time (35+ hours), 85%
Part-time (<35 hours), 12%
Other (incl parental/carer/study leave), 3%
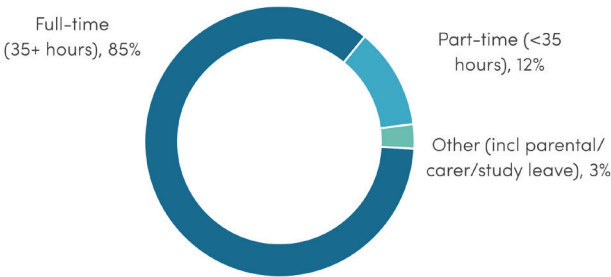
1.12 Field of practice

Survey participants were asked about their field of practice. Multiple responses were allowed. Nearly half of survey participants employed by Iwi-based/Kaupapa Māori organisations reported that their field of practice included child, youth and whānau family support (46%), and 4 out of 10 worked in the area of whānau/family violence (41%).

A higher proportion of social workers employed by Iwi-based/Kaupapa Māori organisations worked in these two fields compared to all survey participants. The proportion whose field of practice included mental health (37%) was similar to the full survey (36%). A relatively smaller proportion worked in statutory care and protection (16% compared with 28% for the full survey).

Figure 9. Field of practice 2024

Field of practice	Iwi-based/Kaupapa Māori participants	All participants
Child, youth and whānau family support work	46%	25%
Whānau/family violence	41%	19%
Mental health	37%	36%
Addictions	18%	10%
Statutory care and protection	16%	28%
Community housing and homelessness services	15%	6%
Physical health	14%	18%
Community development work	13%	5%
Professional supervision	11%	9%
Criminal justice (including youth justice)	9%	7%
Social work education and research	6%	4%
Aged care	5%	6%
Social work policy/advice	5%	4%
Emergency response	4%	3%
Migrant support	3%	2%
Disability	0%	12%
Other	9%	7%

1.13 Primary client group

The most commonly identified primary client groups were whānau/families (50%) closely followed by tamariki/children to age 13 (19%) and adults aged 18 or older (18%) (Figure 10).

Figure 10. Primary client group – survey participants employed by Iwi–based/Kaupapa Māori organisations 2024

Tamariki/children (birth to age 13), 22%

Rangatahi/young people (age 14–17), 11%

Other/not applicable, 4%

Older adults (65+), 6%

Whānau/families, 27%

Adults (18+), 30%
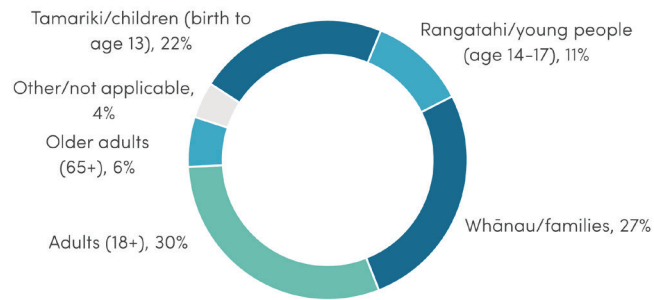
Section 2: Knowledge and skills development

This section includes survey results about social workers' knowledge and skill development. Gathering this information helps to better understand areas where social workers report that they need additional support and continuing professional development (CPD).

Although it is not the SWRB's role to deliver CPD for social workers, it is important to identify, support and understand the emerging needs identified by the workforce as part of the SWRB's guidance for professional standards and regulatory expectations, as well as for informing employers.

2.1 Continuing professional development (CPD) needs

Survey participants were asked which CPD areas would be helpful for furthering their knowledge and skill development. They were able to select as many options as applied to them. Survey participants employed by Iwi-based/Kaupapa Māori organisations said that two areas would be most helpful: CPD in social work practice with Māori (40%) and understanding legislation and policies affecting social work practice (40%).

More social workers employed by Iwi-based/Kaupapa Māori organisations identified CPD in relation to working with whānau living with addiction and substance misuse (34%) and working with whānau who have experienced family harm (30%), and professional supervision training (29%) than the full survey.

A higher proportion of survey participants employed by Iwi-based/Kaupapa Māori organisations identified report writing, activity reporting and use of data as areas for development.

A slightly lower proportion of survey participants employed by Iwi-based/Kaupapa Māori organisations identified CPD for social work practice with Māori, than the full survey.

Table 8. Areas of CPD identified as most helpful 2024

CPD area	Survey participants employed by Iwi-based/Kaupapa Māori organisations		Full survey	
	Number	%	Number	%
Social work practice with Māori	162	40%	2203	44%
Legislation and policies affecting social work practice	162	40%	1674	33%
Skills for managing complexity	157	39%	2048	41%
Social work practice with ethnic and cultural groups	149	37%	2246	45%
Ethical practice/dilemmas	142	35%	1841	37%
Working with whānau living with addiction and substance misuse	137	34%	1325	26%
Skills for conflict management	128	32%	1430	29%
Critical thinking	122	30%	1249	25%
Working with whānau who have experienced family harm	119	30%	1188	24%
Professional supervisor training	115	29%	1321	26%
Report writing	100	25%	769	15%
Decolonisation and te Tiriti o Waitangi	97	24%	1147	23%
Professional boundaries	96	24%	987	20%
Quality improvement and project work	94	23%	889	18%
Working in partnerships	78	19%	717	14%
Activity reporting and use of data	77	19%	585	12%
Case management	72	18%	677	14%
Supporting students on field placements	65	16%	688	14%
Use of technology	54	13%	542	11%
Other CPD	10	2%	99	2%

Participants could select more than one response, so totals exceed the number of survey participants.

Section 3: Workforce sustainability

This section explores factors related to the sustainability of the social worker workforce, including why people join – and remain in – the social work profession. The survey asks social workers about their plans for the next five years, and reasons for planning to leave the workforce. Salary levels and distribution are also included as possible determinants of workforce sustainability.

3.1 Attraction into the social work profession

The top three reasons attracting survey participants employed by Iwi-based/Kaupapa Māori organisations into the social work profession were 'serving/working with/for/supporting whānau and community' (82%); 'making a positive difference to people's lives' (81%); and 'an interest in social justice, advocacy and welfare' (63%). A higher proportion of survey participants employed by Iwi-based/Kaupapa Māori organisations selected supporting whānau and their local community, (82% compared with 70%) and using their personal/lived experience to help others (47% compared with 37%), but otherwise their reasons resembled those of the full survey.

Table 9. Reasons for joining social work profession 2024

Reason	Survey participants employed by Iwi-based/Kaupapa Māori organisations		Full survey	
	Number	**%**	**Number**	**%**
Serving/working with/supporting whānau and my community	342	82%	3496	70%
Making a positive difference to people's lives	336	81%	3929	79%
An interest in social justice, advocacy, and welfare	263	63%	3388	68%
Using my own personal/lived experience to help others	218	47%	1858	37%
Sense of purpose	172	41%	2153	43%
To become part of a recognised profession	69	17%	857	17%
Career opportunities	61	15%	569	11%
A known need for social workers	57	14%	486	10%
Work flexibilities	48	12%	455	9%
Salary	34	8%	338	7%
Other	8	2%	54	1%

Participants could select more than one response, so totals exceed the number of survey participants.

3.2 Retention within the social work profession

For survey participants employed by Iwi-based/Kaupapa Māori organisations, the most common reason for staying in the social work profession was the same reason most initially join the profession – making a difference to people's lives (82%). More social workers in this group gave the reasons 'culturally safe environment' and 'serving/working with/supporting whānau and my community' as reasons for staying in the profession than in the full survey. Otherwise, responses to this question were similar to the results from the full survey.

Table 10. Reasons for staying in social work profession 2024

Reason	Survey participants employed by Iwi-based/Kaupapa Māori organisations		Full survey	
	Number	%	Number	%
Making a difference to people's lives	340	82%	3968	79%
Serving/Working with/supporting whānau and my community	332	80%	3373	67%
Positive client relationships	267	64%	3052	61%
Varied nature of the role	219	53%	2853	57%
Continuous learning/professional development	206	50%	2036	41%
Positive working environment	157	38%	1531	31%
Culturally safe environment	137	33%	904	18%
Peer support	130	31%	1153	23%
Being part of a profession	129	31%	1664	33%
Career growth opportunities	120	29%	1041	21%
Salary	66	16%	937	19%
Other reason	5	1%	52	1%

Participants could select more than one response, so totals exceed the number of survey participants.

3.3 Barriers to entering the profession

Half of all survey participants employed by Iwi-based/Kaupapa Māori organisations identified the complex nature of social work, and balancing work and personal life as barriers to entering or re-entering the social work profession. Over a third felt that salary was a barrier (36%).

Table 11. Barriers to entering or re-entering social work profession 2024

Barriers to entering or re-entering profession	Survey participants employed by Iwi-based/Kaupapa Māori organisations		Full survey	
	Number	%	Number	%
Complex nature of social work practice	204	51%	2833	57%
Balancing work and personal life	200	50%	2590	52%
Salary	146	36%	1680	34%
Public perception of social work	95	24%	1560	31%
Hours of work	92	23%	1055	21%
Lack of career progression	67	17%	1021	20%
Concerns about meeting fit and proper requirements	38	9%	244	5%
Concerns about meeting other entry requirements	18	4%	265	5%
Other	20	5%	187	4%

Participants could select more than one response, so totals exceed the number of survey participants.

Compared to the full survey, a lower proportion of survey participants employed by Iwi-based/ Kaupapa Māori organisations identified the complex nature of social work practice and public perceptions of social work as barriers to entering or re-entering the profession. Identified barriers were otherwise broadly comparable to the full survey.

Figure 11 presents results for survey participants employed by Iwi-based/Kaupapa Māori organisations alongside survey participants employed by the other top three employer types (NGOs, health-based organisations and Oranga Tamariki).

Figure 11. Barriers to entering or re-entering social work profession – by top four employer types 2024
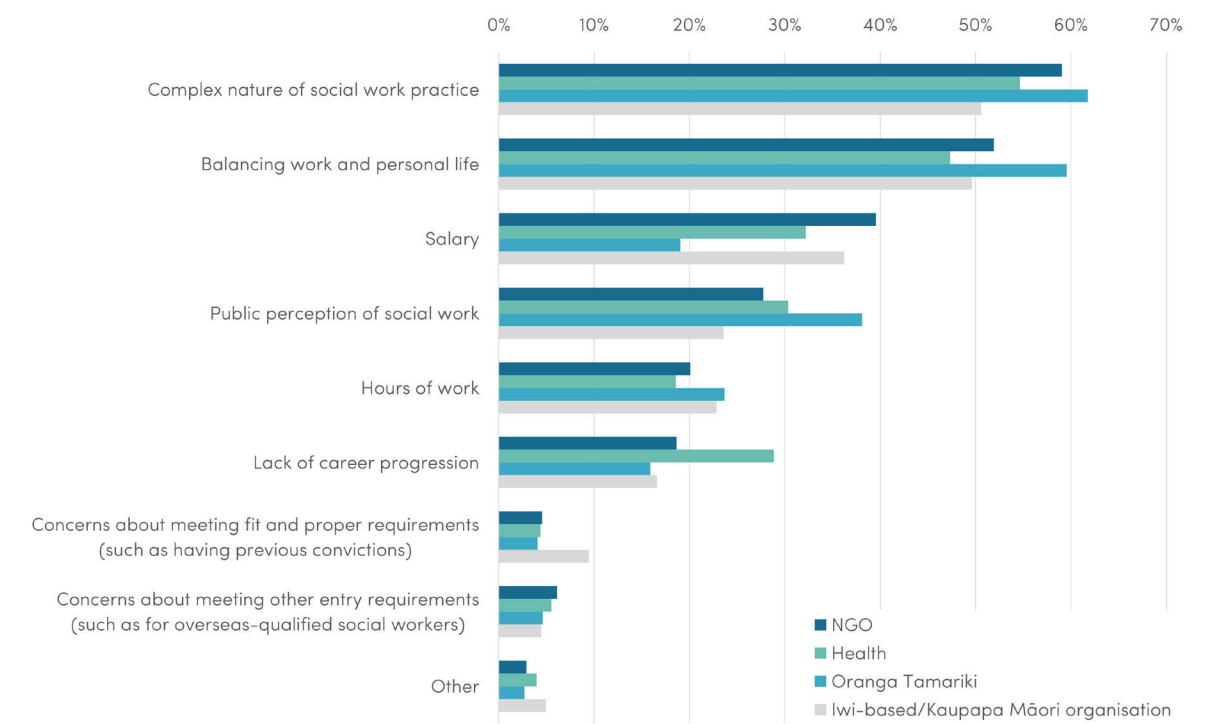
3.4 Five-year plan for staying in the workforce

Over two thirds of survey participants employed by Iwi-based/Kaupapa Māori organisations plan to remain in the social work profession over the next five years (70%). 10% planned to leave the profession in the next five years. If this proportion is extrapolated out to the full practising workforce of Iwi-based/Kaupapa Māori social workers, that would indicate a potential loss of over 80 social workers from Iwi-based/Kaupapa Māori organisations in Aotearoa New Zealand over the next five years.

The proportion who planned to leave the profession in the next five years was slightly less than that for the full survey (Table 12).

Table 12. Plans to leave social work profession in next five years 2024

Are you planning to leave the social work profession in the next five years?	Survey participants employed by Iwi-based/Kaupapa Māori organisations		Full survey	
	Number	%	Number	%
No	294	73%	3511	73%
Yes	40	10%	622	13%
Don't know/prefer not to say	67	17%	645	13%

Figure 12 shows the proportion of survey participants employed by Iwi-based/Kaupapa Māori organisations planning to leave the workforce in the next five years by age group. The increase among older age groups is consistent with retirement being the highest reported reason for leaving the profession, as noted in section 2.5.

Figure 12. Plans to leave social work profession in next five years – survey participants employed by Iwi-based/ Kaupapa Māori organisations 2024 by age group
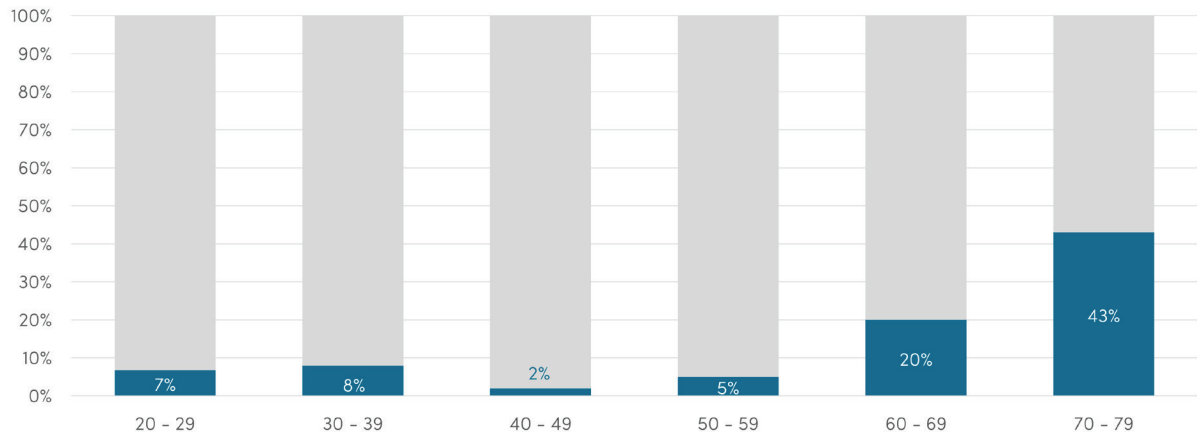

Figure 13 shows that social workers who identify as European (including New Zealand European/ Pākehā) were more likely to be considering leaving than other ethnic groups.

Figure 13. Plans to leave social work profession in next five years – survey participants employed by Iwi-based/ Kaupapa Māori organisations 2024 by ethnic group
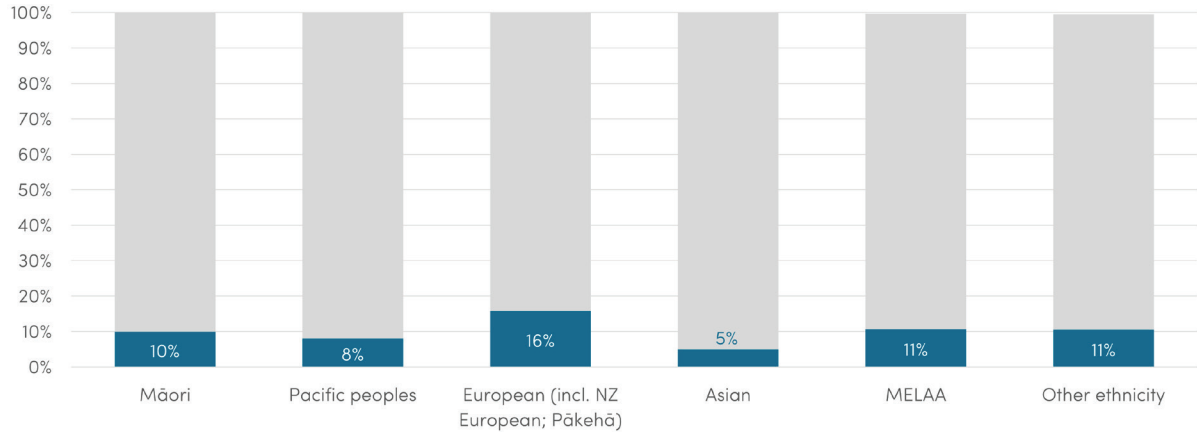
3.5   Reasons for leaving the profession

Of the 10% (40) of survey participants employed by Iwi-based/Kaupapa Māori organisations who said they planned to leave the social work profession in the next five years, most respondents gave retirement as their reason for leaving (55%).

Slightly more than a fifth of responses cited challenging work environments due to bullying, discrimination, or poor workplace morale as a reason (23%). 'High workload/burnout', 'poor pay' and 'cost of being a registered social worker' each appeared in 20% of responses respectively.

A higher proportion of survey participants employed by Iwi-based/Kaupapa Māori organisations cited a challenging work environment due to bullying, discrimination, poor pay, and the imbalance of administrative duties over contact time as reasons for leaving compared to other large employer types (Table 13, Figure 14). However, differences between categories need to be interpreted with caution due to the small number of responses to this question from survey participants employed by Iwi-based/Kaupapa Māori organisations.

Table 13. Reasons for leaving social work profession in next five years 2024

Reason	Survey participants employed by Iwi-based/Kaupapa Māori organisations		Full survey	
	Number	%	Number	%
Retirement	22	55%	367	59%
Challenging work environment due to bullying, discrimination, poor workplace morale	9	23%	73	12%
High workload/burnout	8	20%	173	28%
Costs of being a registered social worker	8	20%	111	18%
Poor pay	8	20%	57	9%
Lack of professional support	7	18%	78	13%
Imbalance of administrative duties and contact time with clients	7	18%	64	10%
Lack of career progression	6	15%	80	13%
Other reason	4	10%	83	13%
Whānau responsibilities	3	8%	43	7%
Challenging work environment due to abuse/treatment from clients	2	5%	38	6%

Table denominator is 40 participants who said 'yes' to previous question about leaving profession in next five years. Participants could select more than one response, so totals exceed the number of survey participants.

Figure 14. Reasons for leaving the profession in next five years – by top four employer types 2024
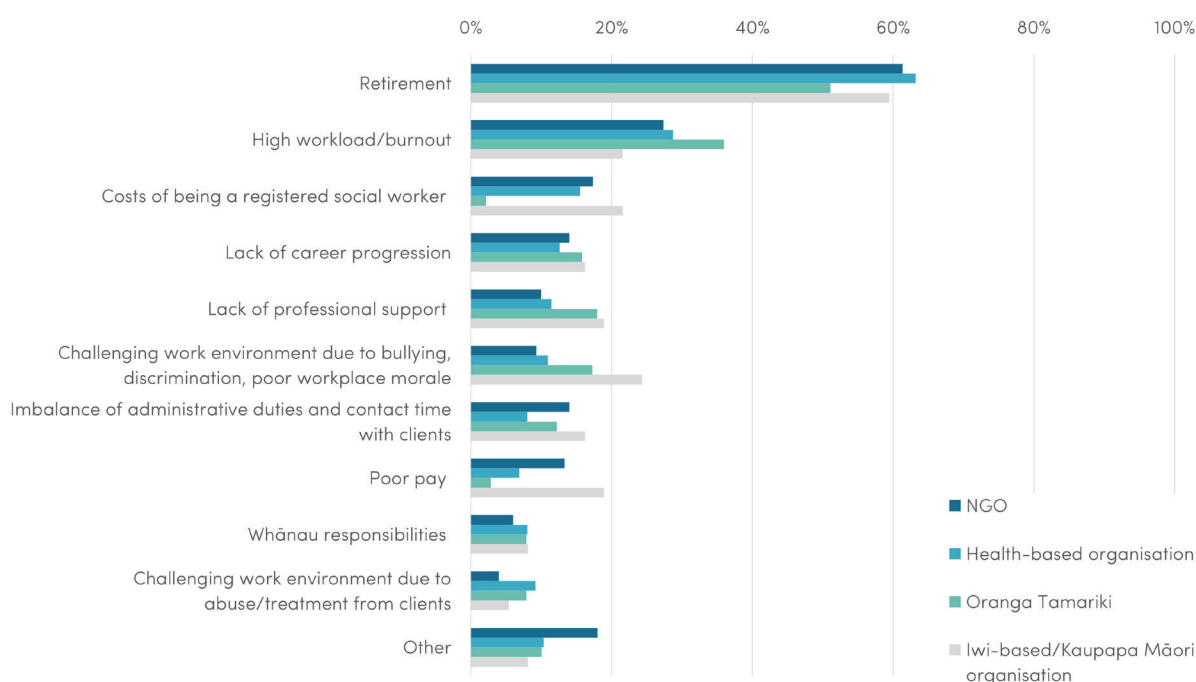
3.6 Salary distribution

Figure 15 shows the distribution of salaries for survey participants employed by Iwi-based/ Kaupapa Māori organisations compared to other employer types in the full survey. Salaries reported by survey participants employed by Iwi-based/Kaupapa Māori organisations were generally lower than those reported by social workers employed by health-based organisations and Oranga Tamariki. Salaries for social workers employed by Oranga Tamariki and health organisation peak at $100,001–$110,000.

In contrast, the salary distribution for survey participants employed by Iwi-based/Kaupapa Māori organisations more closely resembles that of tertiary education organisations, with salaries more commonly in the $70,001–$90,000 range. The most common salary range selected by survey participants employed by Iwi-based/Kaupapa Māori organisations was $80,001–$90,000 annually (22%). A combined total of 24% reported earning $100,001 or more annually.

Although the distribution is similar to that of NGO-based social workers, the peak for survey participants employed by Iwi-based/Kaupapa Māori organisations is in the $80,001–$90,000 salary range, whereas the peak for NGO-based social workers is in the $100,001–$110,000 range.

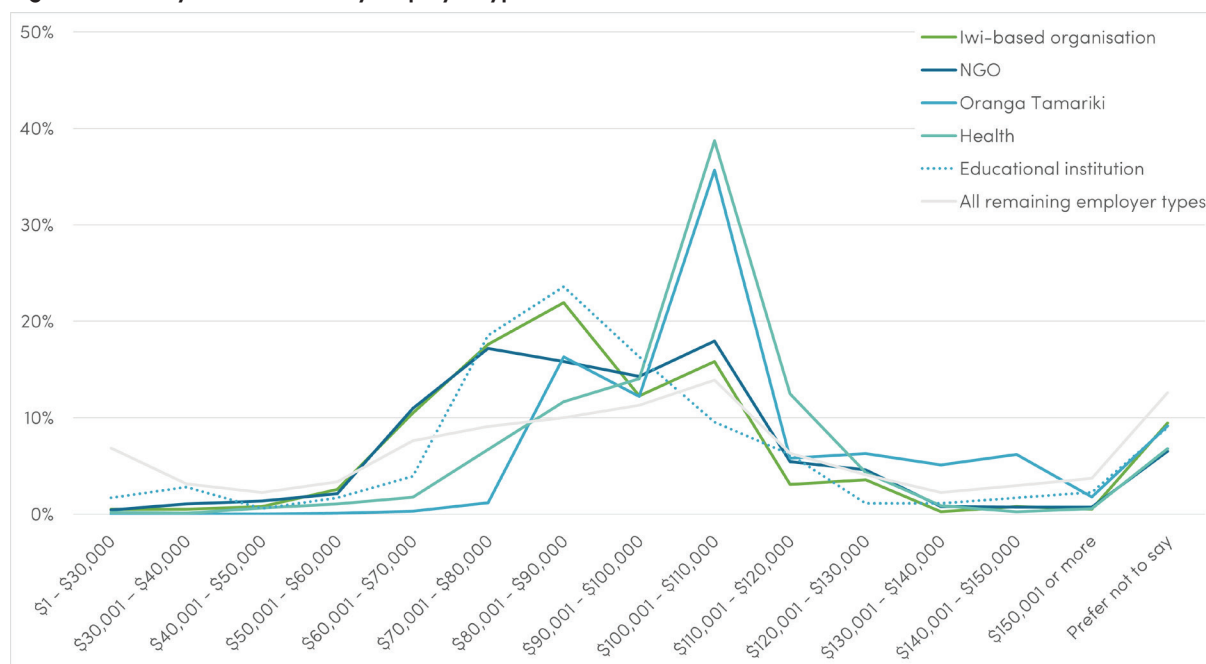**Figure 15. Salary distribution – by employer type 2024**

Table 14 provides a more detailed breakdown of the salary distribution for survey participants employed by Iwi-based/Kaupapa Māori organisations. Participants who work part-time were asked to provide their full-time equivalent salary when answering this survey question.

Table 14. Salary distribution 2024

Salary band	Survey participants employed by Iwi-based/ Kaupapa Māori organisations		Full survey	
	Number	%	Number	%
$1–$30,000	2	<1%	50	1%
$30,001–$40,000	2	<1%	40	<1%
$40,001–$50,000	4	<1%	43	<1%
$50,001–$60,000	12	3%	75	2%
$60,001–$70,000	42	10%	269	6%
$70,001–$80,000	72	18%	490	10%
$80,001–$90,000	85	21%	718	15%
$90,001–$100,000	51	13%	640	13%
$100,001–$110,000	62	15%	1256	26%
$110,001–$120,000	13	3%	349	7%
$120,001–$130,000	14	3%	221	5%
$130,001–$140,000	1	<1%	89	2%
$140,001–$150,000	3	<1%	98	2%
$150,001 or more	3	<1%	61	1%
Prefer not to say/unspecified	35	9%	391	8%

3.7   Biggest challenges for the profession

Social workers were asked what they thought the biggest challenges for the social work profession were now and in the immediate future. Over half of survey participants employed by Iwi-based/Kaupapa Māori organisations thought that the recruitment and retention of social workers would be the biggest challenge (57%), followed by deepening of social inequity (44%) and public perception (42%). All of these top challenges were selected by a slightly lower proportion of survey participants employed by Iwi-based/Kaupapa Māori organisations when compared to the full survey.

In contrast to the full survey, a higher proportion of survey participants employed by Iwi-based/Kaupapa Māori organisations indicated that pay parity was, and would continue to be, a challenge for the social work profession. There has been a decrease in the number of social workers considering pay parity a challenge since the 2023 survey (when over 60% of surveyed social workers employed by both NGOs and Iwi-based/Kaupapa Māori organisations considered this to be a challenge).

Table 15. Challenges for the social work profession now and in the future 2024

Challenges	Survey participants employed by Iwi-based/Kaupapa Māori organisations		Full survey	
	Number	%	Number	%
Recruitment and retention of social workers	228	57%	3166	63%
Deepening of social inequity	169	42%	2183	44%
Public perception of social workers	156	39%	2106	42%
Pay parity	148	37%	1528	31%
Increasing reliance on unregulated support workforce	136	33%	1482	30%
Other regulated professions replacing social work roles	136	33%	1187	24%
Not enough time spent with people using the services	128	31%	1967	39%
Lack of visibility of social work profession to funders	101	24%	1179	24%
Other challenge	13	3%	220	4%

Participants could select more than one response, so totals exceed the number of survey participants.

Figure 16 compares results for survey participants employed by Iwi-based/Kaupapa Māori organisations to those employed by the other three major employer types (NGOs, health-based organisations and Oranga Tamariki). A higher proportion of survey participants employed by Iwi-based/Kaupapa Māori organisations were concerned about pay parity than those employed by the other major employer types. A higher proportion were also concerned about overlaps with other occupations in their work, such as increased reliance on an unregulated support workforce and other regulated professionals replacing social work roles.

Figure 16. Challenges for the social work profession now and in the future – by four largest employer types 2024
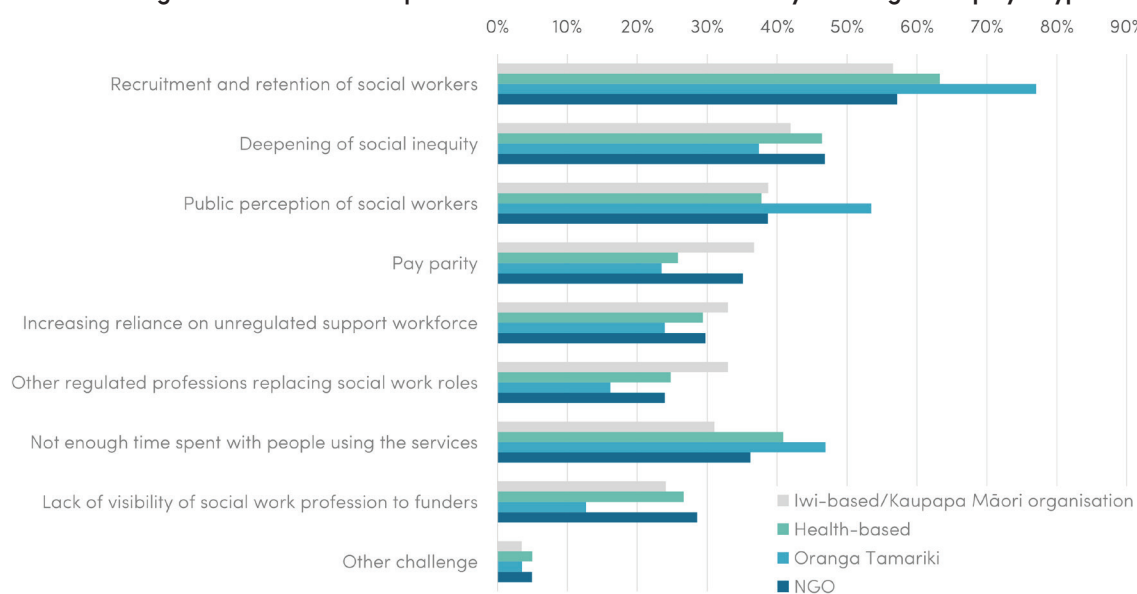
Participants could select more than one response, so totals exceed the number of survey participants.

Section 4: Employer support

This section describes results from survey questions about the support provided to social workers by their employers, including for their social work practice, and financial support for the payment of registration and annual Practising Certificate (PC) renewal fees.

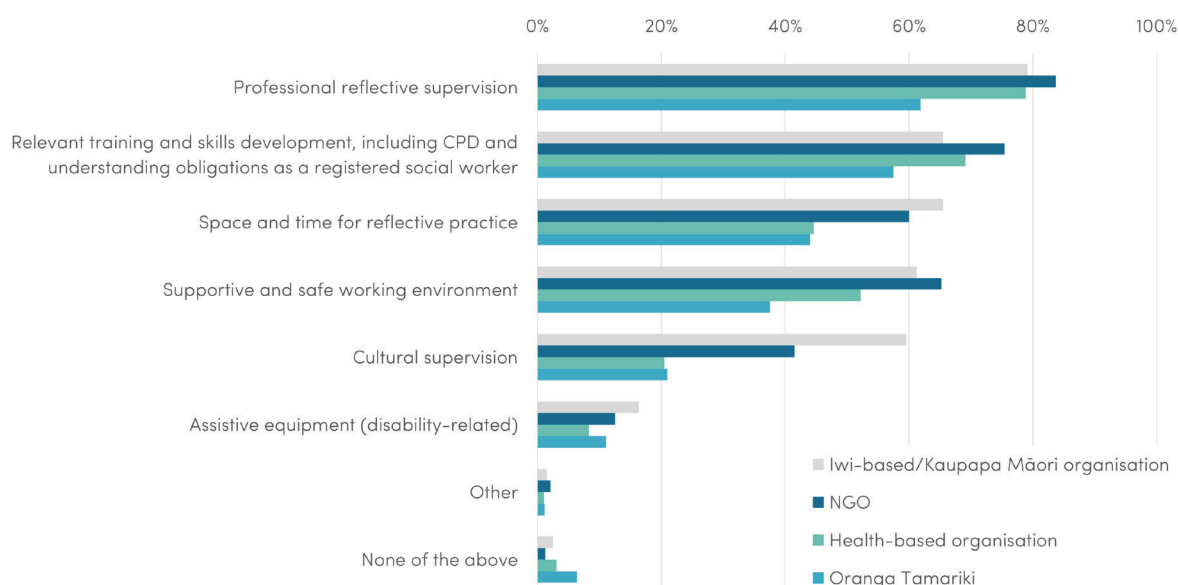### 4.1   Employer support for social work practice

The most common categories of employer support that survey participants employed by Iwi-based/Kaupapa Māori organisations said they received for their social work practice were professional reflective supervision (79%), followed by training and skills development, and space and time for reflective practice (both 66%). In all identified categories in the survey, survey participants employed by Iwi-based/Kaupapa Māori organisations reported higher levels of employer support than social workers employed by other employers overall (Table 16). This was also the case for most individual employer types (Figure 17). The level of support for cultural supervision was high compared to the full survey (60% compared with 30%).

Table 16. Employer support for social work practice 2024

Employer support	Survey participants employed by Iwi-based/Kaupapa Māori organisations		Full survey	
	Number	**%**	**Number**	**%**
Professional reflective supervision	319	79%	3659	73%
Relevant training and skills development, including CPD and understanding obligations as a registered social worker	264	66%	3240	65%
Space and time for reflective practice	264	66%	2501	50%
Supportive and safe working environment	247	61%	2584	52%
Cultural supervision	240	60%	1524	30%
Assistive equipment (disability related)	66	16%	542	11%
None of the above	10	2%	236	5%

Participants could select more than one response, so totals exceed the number of survey participants.

Figure 17. Employer support for social work practice – by four largest employer types 2024

4.2   Employer support for fees

Costs associated with being a registered social worker include the initial registration fee and the cost of a practising certificate, which is renewed annually. The survey asked social workers if their employer pays these fees in full, in part, or not at all.

Figure 18 shows that 86% of survey participants employed by Iwi-based/Kaupapa Māori organisations reported that their employers paid their registration fees in full or part. This is similar to the proportion employed by NGOs and health-based organisations but slightly lower than those employed by Oranga Tamariki.

Figure 18. Employer support for registration fees – by employer type 2024
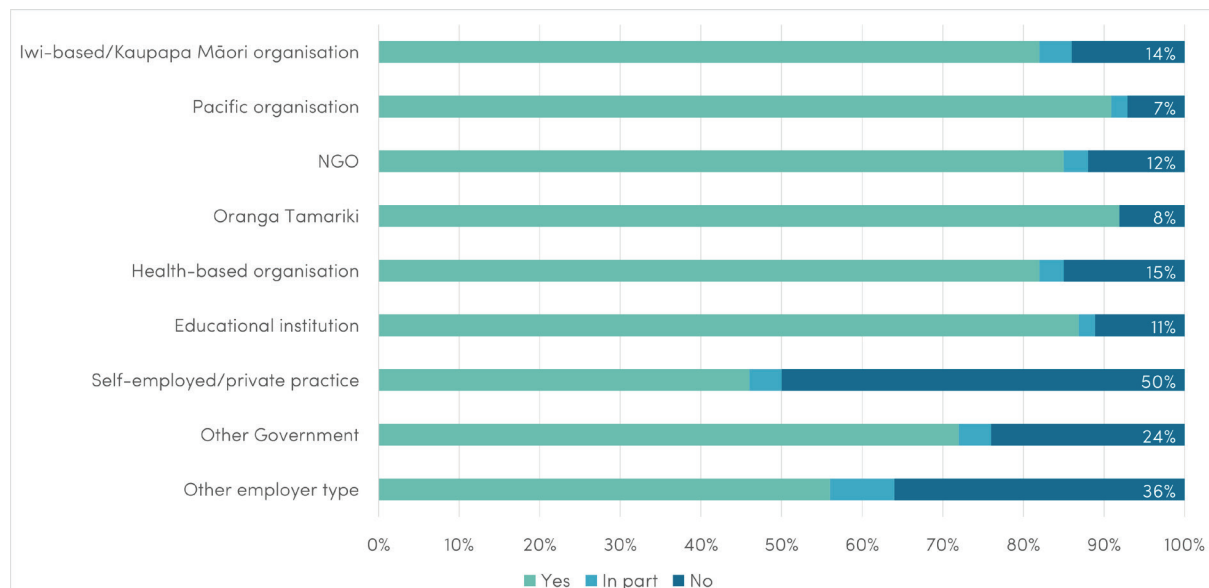
Almost all (96%) of survey participants employed by Iwi-based/Kaupapa Māori organisations reported that their Practising Certificate fees were paid in full or in part (Figure 19). This is also broadly comparable to those employed by NGOs and in health-based organisations and slightly lower than for those employed by Oranga Tamariki in 2024.

Figure 19. Employer support for Practising Certificate fees – by employer type 2024
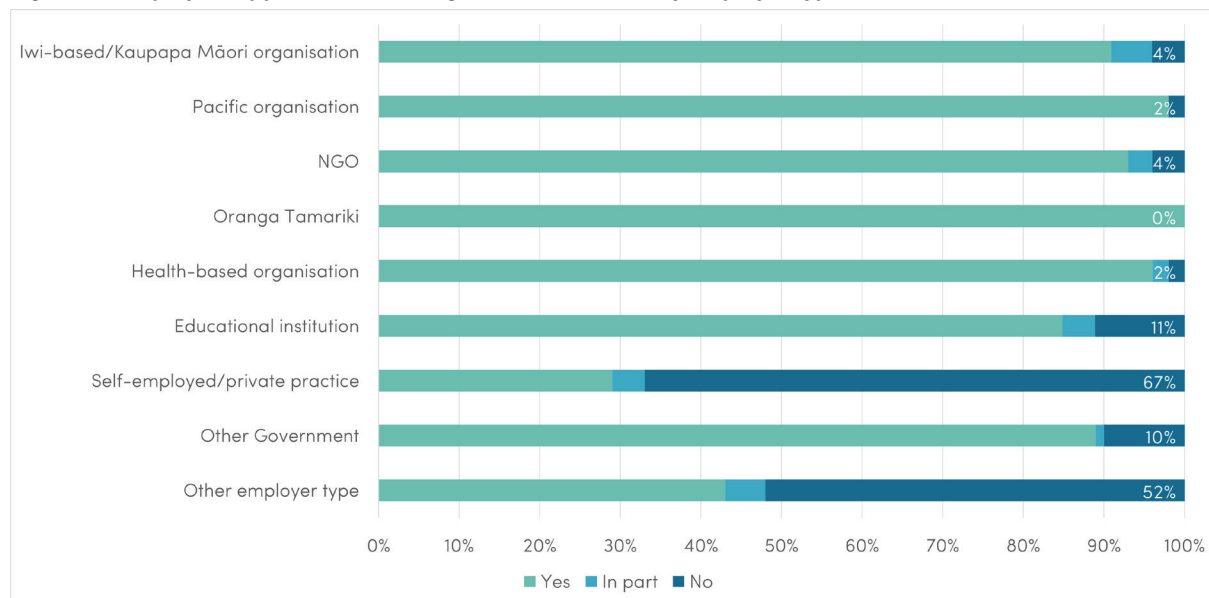
Section 5: Standing of the profession

This section explores social workers' views on how mandatory registration and media coverage have impacted the respect, trust and confidence in the social work profession.

5.1   Impact of registration on profession

Mandatory registration came into effect in February 2021. In the years since, the SWRB's workforce survey has asked social workers if they thought the profession was more respected since the introduction of mandatory registration. Nea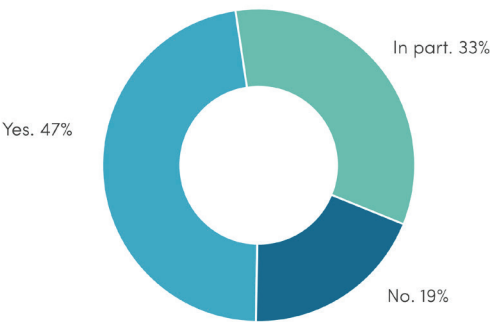rly half of survey participants employed by Iwi-based/Kaupapa Māori organisations thought the profession was more respected (47%), and a further 33% said it was 'in part' (Figure 20). These results closely resemble those of the full survey (Table 17).

Figure 20. Belief that profession is more respected since mandatory registration – survey participants employed by Iwi-based/Kaupapa Māori organisations 2024

In part. 33%

Yes. 47%

No. 19%

Table 17. Belief that profession is more respected since mandatory registration 2024

Profession is more respected since mandatory registration	Survey participants employed by Iwi-based/ Kaupapa Māori organisations		Full survey	
	Number	**%**	**Number**	**%**
Yes	162	47%	2037	49%
In part	115	37%	1371	33%
No	67	19%	713	17%

Amongst those who felt that mandatory registration made the profession more respected, many gave examples of how registration gave assurance to clients and the public that social workers were competent and accountable in their work.

> *Registration is important in the industry as there are a lot of whānau in our communities that have been hurt from other people and now request evidence of your profession.*
> Tane Māori employed in Kaupapa Māori/Iwi-based organisation.

> *Focusing on strong relationships and offering meaningful support to families fosters trust and respect for the social work professions within the community. Obtaining registration as social workers demonstrates to our community that we are competent in our work and accountable for our actions.*
> Female Pacific peoples social worker employed in Kaupapa Māori/Iwi-based organisation

Some participants noted that registration alone was not sufficient to maintain trust and confidence, particularly from the client's perspective.

Overall, while registration may offer some benefits in terms of regulatory confidence, it does not necessarily enhance the direct support provided to families, who prioritize the quality and effectiveness of the help they receive over formal qualifications.

Wahine Māori employed in Kaupapa Māori/Iwi-based organisation

5.2   Impact of media on trust and confidence in profession

Survey participants were asked about the impact that media coverage relating to social work has had on public trust and confidence in the social work profession. Most survey participants employed by Iwi-based/Kaupapa Māori organisations thought there had been a negative impact (14% extremely; 58% somewhat). The proportion of survey participants employed by Iwi-based/Kaupapa Māori organisations who consider that trust and confidence in the social work profession has been negatively impacted is lower than in the full survey (21% extremely; 60% somewhat) (Figure 21).

Figure 21. Beliefs about impact of media on trust and confidence in social work profession 2024
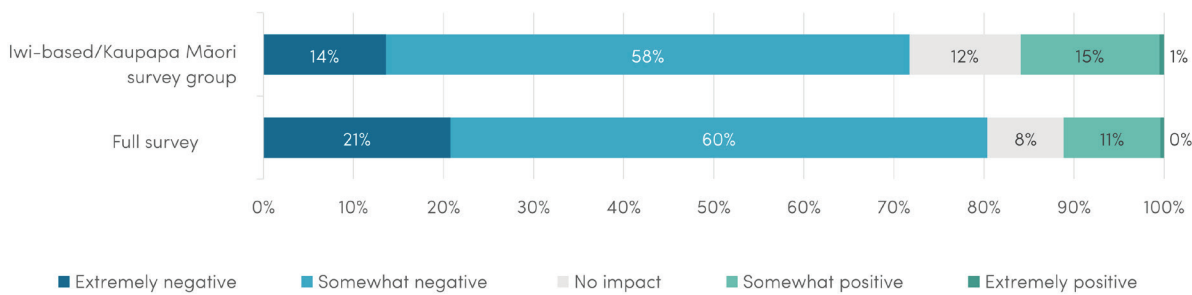
Section 6: Safety and conduct

A focus for the workforce survey in the past two years has been on safety and conduct for social workers. Specifically, social workers were asked about their confidence in their employer's policies and processes for dealing with serious i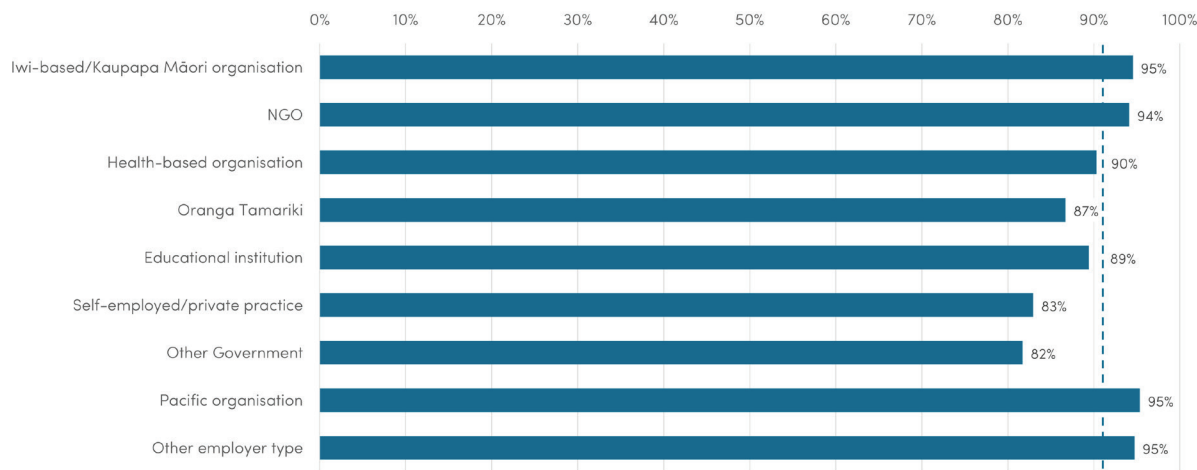ssues with a social worker's practice and/or conduct, and whether they would report practice and conduct issues to the SWRB.

6.1 Confidence in employer's policies and processes for practice/conduct issues

Almost all (95%) survey participants employed by Iwi-based/Kaupapa Māori organisations said they were confident their employer had adequate policies and procedures in place to deal with serious issues with a social worker's practice and/or conduct appropriately and safely, compared to 91% in the full survey (dashed line on the chart below).

Of those survey participants employed by Iwi-based/Kaupapa Māori organisations who did not feel confident in their employer's ability to deal with serious practice or conduct issues, the most common reason given was a perceived lack of understanding of social work (and the requirements of registration) by those in management positions.

Figure 22. Confidence in employer to deal with serious practice/conduct issues – by employer type 2024

6.2 Raising concerns with the SWRB

Almost all (95%) survey participants employed by Iwi-based/Kaupapa Māori organisations said they would raise concerns with the SWRB about another social worker's practice and/or conduct (where it wasn't possible to resolve with the employer). This is the same as the full survey response. Among those who said they would not raise concerns with the SWRB, some believed that it was up to the employer to deal with concerns of this kind, and some were not aware that this was an option.

Closing comments

This Spotlight Report seeks to shine a light on the social worker workforce employed by Iwi-based/Kaupapa Māori organisations, who comprise 9% of the practising social work workforce at 30 June 2024. This group is a critical component of the social work workforce supporting tangata whenua as well as other ethnic groups in Aotearoa New Zealand. The aim of this report is to show the depth and breadth of activity, workforce capability, opportunities and challenges facing this important cohort within the social work profession.

The SWRB appreciates and acknowledges the social workers who shared their time and feedback in 2024. It was the highest response rate since the survey began (60%) and a sample that closely matches the demographic profile of the overall workforce. This gives us high confidence that the results in this report reflect the reality and diversity of all practising social workers employed by Iwi-based/Kaupapa Māori organisations.

It enables us to build on our evidence base, to support workforce planning and decision-making in the social work sector based on the voices of social workers themselves.

We welcome feedback, comments and suggestions on ways to improve this survey or specific topics that might be useful to explore in the future.

Appendix 1
Survey sample and data representativeness – comparing social workers employed by Iwi-based/Kaupapa Māori organisations to the full practising workforce

This appendix compares the 415 survey participant demographics with the full practising Iwi-based/Kaupapa Māori workforce (821) and total practising social worker workforce (9,135) to better understand representativeness of the results. The aim is to show that broad results shown in the survey can be generalised to what is occurring across the Iwi-based/Kaupapa Māori and wider social worker workforce.

'Practising' workforce includes all social workers on the SWRB register with an active practising certificate (PC) as of 30 June 2024.

Table A1. Age distribution of survey participants compared to practising workforce 2024

Age group	Survey participants employed by Iwi-based/ Kaupapa Māori organisations		Full survey		Practising workforce employed by Iwi-based/ Kaupapa Māori organisations		Full practising workforce	
	Number	%	Number	%	Number	%	Number	%
20–29	27	7%	399	8%	56	7%	796	9%
30–39	75	18%	904	18%	162	20%	1947	21%
40–49	100	24%	1212	24%	185	23%	2184	24%
50–59	97	23%	1369	27%	202	25%	2310	25%
60–69	102	25%	980	20%	185	23%	1646	18%
70–79	14	3%	131	3%	30	4%	239	3%
80 or older	0	0%	1	<1%	1	<1%	5	<1%
Unspecified	0	0%	6	<1%	0	0%	8	<1%
Total	**415**		**5002**		**821**		**9135**	

Both Census and workforce survey use 'total response' ethnicity calculations, allowing participants to identify more than one ethnic group. Totals will add to more than 100%.

Table A2. Gender distribution of survey participants compared to practising workforce 2024

Gender	Survey participants employed by Iwi-based/ Kaupapa Māori organisations		Full survey		Practising workforce employed by Iwi-based/ Kaupapa Māori organisations		Full practising workforce	
	Number	%	Number	%	Number	%	Number	%
Female	365	88%	4251	85%	714	87%	7721	85%
Male	47	11%	728	15%	101	12%	1362	15%
Another gender	1	<1%	11	<1%	1	0%	23	<1%
Unspecified	2	<1%	12	<1%	5	1%	29	<1%
Total	**415**		**5002**		**821**		**9135**	

Table A3 shows the survey distribution by ethnicity compared to the 2023 Census of Aotearoa New Zealand. This shows that 2024 survey participants and the practising workforce of social workers has a higher representation of people who identify as Māori and/or Pacific peoples than the general population.

Table A3. Ethnicity distribution of survey participants compared to practising workforce 2024 and New Zealand population (Census 2023)

Ethnicity	Survey participants employed by Iwi-based/Kaupapa Māori organisations	Full survey	Practising workforce employed by Iwi-based/Kaupapa Māori organisations	Full practising workforce	2023 Census
Māori	64%	24%	65%	25%	18%
Pacific peoples	16%	11%	17%	12%	9%
European (incl. NZ European)	38%	66%	38%	63%	68%
Asian	4%	9%	4%	10%	17%
Middle Eastern/Latin American/African	2%	2%	2%	3%	
Other ethnicity	1%	2%	0%	1%	1%

Both Census and workforce survey use 'total response' ethnicity calculations, allowing participants to identify more than one ethnic group. Totals will add to more than 100%.

Table A5. Geographic distribution of survey participants employed by Iwi-based/Kaupapa Māori organisations compared to practising workforce 2024

Region	Survey participants employed by Iwi-based/Kaupapa Māori organisations		Full survey		Full practising workforce		2023 Census
	Number	%	Number	%	Number	%	%
Northland	48	12%	252	5%	464	5%	4%
Auckland	101	24%	1445	29%	2733	30%	33%
Waikato	53	13%	433	9%	755	8%	10%
Bay of Plenty	49	12%	380	8%	719	7%	7%
Gisborne	21	5%	78	2%	160	2%	1%
Hawke's Bay	27	7%	218	4%	387	4%	4%
Taranaki	8	2%	140	3%	232	3%	3%
Manawatū-Whanganui	28	7%	294	6%	471	5%	5%
Wellington	36	9%	538	11%	1004	11%	10%
Tasman	3	1%	30	1%	55	1%	1%
Nelson	7	2%	91	2%	175	2%	1%
Marlborough	2	0%	42	1%	68	1%	1%
West Coast	1	0%	32	1%	60	1%	1%
Canterbury	22	5%	704	14%	1287	14%	13%
Otago	6	1%	225	4%	388	4%	5%
Southland	3	1%	97	2%	167	2%	2%
Unspecified/International	0	0%	3	<1%	10	1%	–
Total	**415**	**100%**	**5002**	**100%**	**9135**	**100%**	**100%**

Table A4. Employer type – Full survey compared to practising workforce 2024

Employer type	Full survey		Full practising workforce	
	Number	%	Number	%
Non-government organisation (NGO)	1453	29%	2622	29%
Health (Te Whatu Ora/DHB/PHO)	1282	26%	1961	21%
Oranga Tamariki	1081	22%	2045	22%
Iwi-based/Kaupapa Māori organisation	415	8%	821	9%
Educational institution (school; university)	188	4%	356	4%
Self-employed/private practice	183	4%	306	2%
Other government	97	2%	192	3%
Pacific organisation	51	1%	97	1%
Other	66	1%	135	2%
Unspecified	186	4%	650	5%
Total	**5002**		**9135**	

Appendix 2
The SWRB's role as Lead Agency for workforce planning for all social workers

As Lead Agency for workforce planning for all social workers, the SWRB's vision is to support Aotearoa New Zealand to have enough social workers with the right skills, knowledge, and competencies in the right place, at the right time and at the right cost, to support New Zealanders to lead happier, healthier and more productive lives.

We work together with employers, as well as sector organisations, government agencies, funders, education and training providers, taking a cross-sectoral, strategic and collaborative relationship-based approach. We collect and analyse social worker and employer information and provide insights and evidence for others to use in their workforce planning and development activities.

The SWRB's role to date has focused on building knowledge on trends, developing robust evidence and developing relationships to better understand the workforce challenges we are facing. Over time we are using that data and building on our relationships to develop meaningful and actionable insights.

The SWRB was designated as the Lead Agency for workforce planning for all social workers in Aotearoa New Zealand by the Cabinet and Social Wellbeing Committee in 2020.