

Hustle Network – Māia Centre

Summary of Final Report - November 2025

 Overview	• Māia Centre founded in 2020 to drive social change creatively. • Hustle Network supports young people (17–21) choosing work over tertiary study. • Focus on changing deficit narratives and celebrating resilience, industriousness, and self-sufficiency. • Network currently includes 35 active members (+11 interested).
 Timeline	• 2020: Māia Centre established. • 2021: Early engagement through Brave Learning. • 2024: Brave Summit and initial podcast/video content. • 2025: Increased social media presence, podcast season completed, ongoing member support.
 Implementation	• Provided online platform for storytelling and career motivation. • Co-designed merchandise to promote kaupapa. • Connected members to professional networks and mentoring. • Delivered pastoral care and monthly catchups. • Developed resources for schools/employers on safe, meaningful work. • Produced podcast series (15 interviews + tutorials).
 Successes	• Full podcast season completed; strong engagement (TikTok videos >10k views). • Growing brand awareness and network interest via social media. • Members achieved personal milestones (job promotions, business ventures). • Increased visibility of positive narratives around young workers.
 Challenges	• Limited capacity to onboard additional interested members. • Funding constraints; need for sustainable financial model. • Postponed initiatives (e.g., podcast launch delayed from

	previous year). • Geographic spread affecting group catch-ups.
 Learning	• Social media is critical for reaching target audience (13–24 age group). • Young workers value ongoing support and recognition. • Co-design and member-led initiatives strengthen engagement. • Need for structured pastoral care and scalable leadership (Kaihautū succession).

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