

Title	Analyse strategies for cultural inclusion to support business objectives in the real estate context		
Level	6	Credits	5

Purpose	<p>This unit standard is for people preparing for entry into, or who are currently working in the real estate industry, or who intend to operate as a licensed agent.</p> <p>People credited with this unit standard are able to analyse strategies for cultural inclusion to support business objectives in the real estate context.</p>
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Classification	Real Estate > Real Estate Management
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Available grade	Achieved
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Guidance Information

- 1 Legislation and regulations relevant to this standard include:
 Fair Trading Act 1986;
 Health and Safety at Work Act 2015;
 Human Rights Act 1993;
 Privacy Act 2020;
 Real Estate Agents Act 2008;
 Real Estate Agents Act (Professional Conduct and Client Care) Rules 2012;
 Te Tiriti o Waitangi;
 The Treaty of Waitangi;
 and all subsequent amendments and replacements.
- 2 References
 The Real Estate Institute of New Zealand Codes of Practice, available at <https://reinz.co.nz/code-of-practice>.
 The Real Estate Authority, Code of Conduct, available at <https://www.rea.govt.nz/real-estate-professionals/education-and-obligations/the-code-of-conduct/>.
 The Real Estate Authority, Continuing Professional Development, Key Concepts, available at <https://www.rea.govt.nz/assets/Uploads/Resources/REA-CPD-Key-Concepts.pdf>.

3 Definitions

Agent refers to a real estate agent who holds, or is deemed to hold, a current licence as an agent under the Real Estate Act 2008.

Bicultural partnership, its origin and nature, as embedded in the Treaty of Waitangi/Te Tiriti o Waitangi refers to the distinction between Māori and non-Māori. An important part of biculturalism is the acknowledgement that Māori are tangata whenua (the people of the land) and have a special relationship with the land.

Cross-cultural relationship refers to ability for two parties from different backgrounds to come together and adjust to one another's individual cultural identities.

Industry requirements refer to all actions by licensees and employees which must comply with relevant professional standards, legislation, and rules made under the provision of membership organisations, regulation and applicable legislation.

Te Tiriti o Waitangi refers to the Māori language version of the Treaty.

Treaty of Waitangi refers to the English language version of the Treaty.

4 Assessment

Evidence provided for assessment against this unit standard must be derived from a real or a simulated workplace situation, in which the simulation reflects industry requirements and requires performance that replicates a real working environment.

Outcomes and performance criteria

Outcome 1

Analyse strategies for cultural inclusion to support business objectives in the real estate context.

Performance criteria

- 1.1 Analyse how the influence of The Treaty of Waitangi/Te Tiriti o Waitangi principles enhance cross-cultural relationships to support a real estate business in accordance with industry requirements.
- Range description must include at least two different cross-cultural relationships.
- 1.2 Analyse how a bicultural partnership can be strategically applied in business activities and relationships in accordance with industry requirements.
- 1.3 Examine the implications of cultural insensitivity in conducting business in real estate.
- Range evidence of seven implications is required.
- 1.4 Communicate analysis results to support the development of strategic objectives, in accordance with industry requirements.
- Range communication includes, written and oral, with an internal or external stakeholder to the real estate business.

Planned review date	31 December 2026
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Status information and last date for assessment for superseded versions

Process	Version	Date	Last Date for Assessment
Registration	1	29 July 2021	N/A

Consent and Moderation Requirements (CMR) reference	0002
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This CMR can be accessed at <http://www.nzqa.govt.nz/framework/search/index.do>.

Comments on this unit standard

Please contact The Skills Organisation reviewcomments@skills.org.nz if you wish to suggest changes to the content of this unit standard.