



Pakihi Māori Manawatū- Whanganui

He whakarāpopoto i ngā
kōrero o te wā

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Haratua 2021

CEDA
CENTRAL ECONOMIC
DEVELOPMENT AGENCY

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 **Te Au**
Rangahau
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Whakatakinga

He tirohanga whānui tēnei whakarāpopoto o te wā, ki ngā pakihi Māori o roto i te rohe o Manawatū-Whanganui me ā rātou mahi. He mea tuhi e Te Au Rangahau, te pokapū rangahau pakihi Māori o Te Kura Pakihi o Te Kunenga ki Pūrehuroa, e Te Kaunihera o Papaioea (PNCC) me te Central Economic Development Agency (CEDA).

Kua tīkina atu ngā raraunga whaimana o Tatauranga Aotearoa, ā, kua whakaputaina he kōrero whakapūaho mō te ōhanga Māori o te takiwā. Ehara tēnei i te katoa o ngā kōrero mō ngā pakihi Māori, nō reira kia mau ki tērā ngoikoretanga i a koe e pānui ana i te pukapuka nei. Ka pai ake ngā whakahoutanga kōrero o muri ake, inā ka piki haere te kounga o ngā raraunga. Ka mihi ki a Andrew McLaren o Tatauranga Aotearoa, mōna i tuku mai ngā raraunga mō ngā pakihi Māori. Mā te aro ki ngā raraunga mō ngā pakihi Māori o Manawatū-Whanganui e kitea ai te āhua o te takiwā nei, e whitu ōna kaunihera ā-rohe. Nō mua i te urutomo mai o te mate Korona-19 ēnei raraunga, ā, kāore e kore ka pāpāngia e taua mate rā.



Te Whakawhanake i te Ōhanga Māori

Te Ōhanga Māori

Ko te ōhanga Māori, koia “ko ngā whakahaere me ngā hinonga katoa ko rātou tonu e kī ana kei roto rātou i te ōhanga Māori. Ka whai wāhi atu ko ngā huarawa a tētahi tōpūtanga, ko ngā huarawa ka hua ake i ngā whakataunga kerēme i raro i te Tiriti, ko ngā rakahinonga Māori nā rātou ake tā rātou pakihi, tae atu ki ngā kaimahi Māori e whiwhi utu ana” (Nana mā., 2011, wh.6). Nō reira ko ngā huarawa me te moniwhiwhi a ngā hinonga Māori tētahi wāhanga matua o te ōhanga o Aotearoa, waihoki he puna oranga mō te Māori me iwi kē. Ko te whakatau tata inātata nei, kei te takiwā o te \$68.7 piriona te wāriu o ngā huarawa ohaoha a te iwi Māori (Nana mā., 2021), engari ko te mea mātuatua ake i tērā, ko te wāhi ki ēnei huarawa hei oranga mō te Māori, mō te rohe, otirā, mō Aotearoa whānui.

68.7 piriona

– te whakatau tata mohoa noa nei

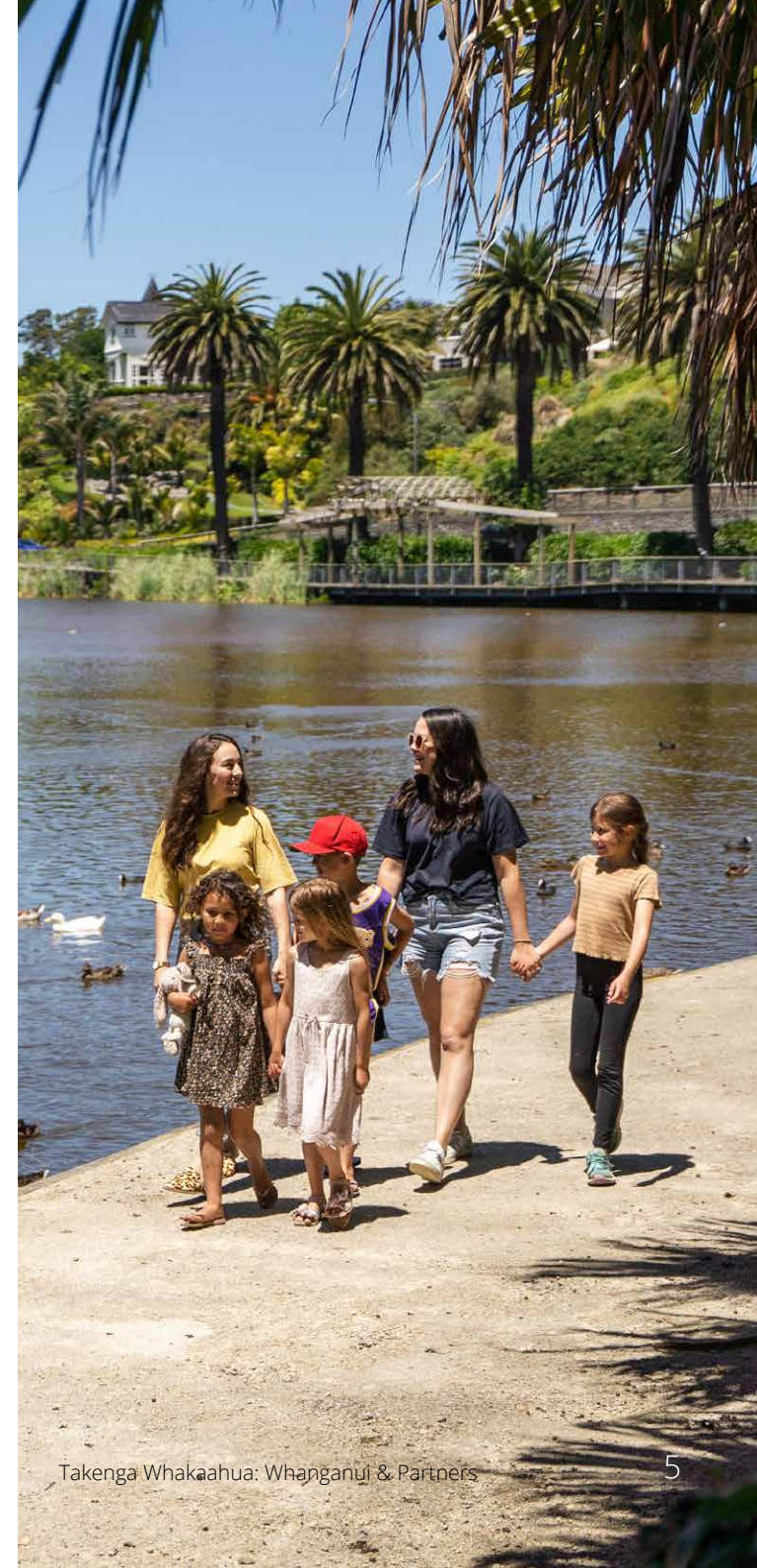
Ko ngā raraunga mō te ōhanga Māori e tohu ana i te whai wāhitanga o ngā hinonga Māori ki ngā rāngai maha, mātua rā, ko ngā rāngai mātāmua nei:

- te ahumahi ika;
- te ahuwhehua me te ahungahere;
- ngā hinonga iti-waenga (SME);
- te ahumahi tāpoi;

ko ēnei ratonga Māori hoki:

- te hauora;
- ngā ratonga pāpori;
- te mātauranga.

Nā te mate Korona-19, kua āhua pōturi te ōhanga ā-motu, nō reira e wātea ana te ara kia arotahi ngā hinonga Māori ki te whakahoutanga o te ōhanga, ki roto i ngā rohe, i ngā iwi, i ngā hapū me ngā whānau. (Roskruge, 2020).



He aha koia te pakihi Māori

Ahakoia he whakaaro tō tēnā, tō tēnā, ko tō matou, ko ngā mea e tautuhi whaiaro ana he pakihi Māori rātou, he Māori te 50% nui ake rānei o ōna rangatira, he whai i ngā uara Māori, he hāpai anō i te oranga o te iwi Māori [Mika mā., 2019]. I tēnei wā, kāore e kohia ana he raraunga mō ngā pakihi Māori i runga i ērā paearu. Ko tā Tatauranga Aotearoa he whakaputa kōrero ka hua ake i ā rātou ake pūnaha me ā rātou raraunga. E panoni ana tēnei āhuatanga, ā, e whai ana a Tatauranga Aotearoa kia whakapikia te kounga o ngā raraunga e pā ana ki ngā pakihi Māori. He ahakoia tonu, ka tā Tatauranga Aotearoa tautuhi i te pakihi Māori, ko ngā tōpūtanga mana Māori, ko ngā hinonga iti-waenga (SME) rānei. Nā runga i tērā, ka tohua ki te kara ngā pakihi Māori i te Rēhita Pakihi. Koia rā te rārangitanga o ngā pakihi katoa o Aotearoa, ā, mā reira e tatauria ai ngā pakihi Māori.

He aha koia te tōpūtanga mana Māori

Ko tā Tatauranga Aotearoa (2019) tautuhi i te 'tōpūtanga mana Māori':

- Ko ngā pakihi he tōpū te whakahaere i ā rātou huarawa, ā, e whai ana i ngā paearu a Te Tari Tāke mō te tōpūtanga mana Māori (ahakoia tā te pakihi kōwhiri kia tākengia hei tōpūtanga mana Māori, kāore rānei);
- Ko ngā pakihi arumoni e tautoko ana i ngā mahi pakihi me ngā mahi pāpori a te tōpūtanga mana Māori, me te whakapūmau, te whakapiki rānei i te toitūtanga o te tūāpapa huarawa a te tōpūtanga mana Māori;
- Ko ngā pakihi he Māori te 50 ōrau o ngā rangatira, nui ake rānei.

He aha koia te pakihi Māori iti-waenga (SME)

Ko tā Tatauranga Aotearoa (2019) tautuhi i te pakihi Māori iti-waenga, ko ērā pakihi, hinonga rānei e whai ana i ēnei āhuatanga:

- Ka tautuhia e te/ngā rangatira, he pakihi Māori tā rātou pakihi;
- Ehara i te tōpūtanga mana Māori;
- Kotahi, nui ake rānei ngā kaimahi (ko te rangatira tonu mēnā e utua ana ia hei kaimahi), engari he iti iho i te 100.

Te Hinonga Māori

Te Hinonga Māori: te āhua ā-motu

Koia nei ngā raraunga ā-motu a Tatauranga Aotearoa (2019) mō te hinonga Māori:

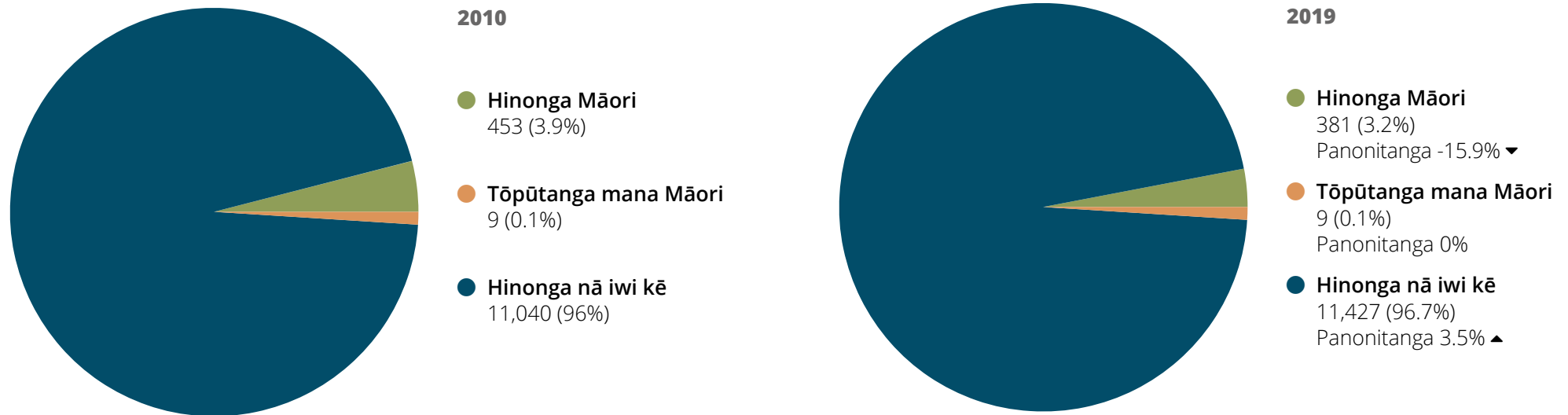
- E 492 te maha o ngā hinonga Māori iti-waenga (SME) i te tau 2019, e toro whānui ana i nga momo ahumahi maha, 13% i roto i te ahumahi whakanao.
- E \$202 miriona te wāriu o ngā hautaonga i hokona ki tāwāhi e ngā pakihi Māori iti-waenga, kotahi hauwhā ki Ahitereiria.
- Kotahi hauwhā o ngā tōpūtanga mana Māori 1,200, i roto i ngā momo ahumahi mātāmua, kotahi hatoru i roto i te māketē papanoho i tua atu i te whare noho.
- E \$741 miriona te wāriu o ngā hautaonga i hokona ki tāwāhi e ngā tōpūtanga mana Māori, kei te takiwā o te haurua o tērā, he kaimoana, ā, he haurua o ērā kaimonana i hokona ki Haina.



Te Hinonga Māori – Manawatū-Whanganui

I te tau 2019, kotahi rau mā rima te maha o ngā tōpūtanga mana Māori i te rohe o Manawatū-Whanganui, 1,116 ngā pakihi Māori iti-waenga. He iti iho te 10% o ngā pakihi i te rohe, he pakihi Māori.

Kauwhata 1 Te momo pakihi i te rohe o Manawatū-Whanganui, 2010 me 2019



Pūtake: Tatauranga Aotearoa

Te Hinonga Māori

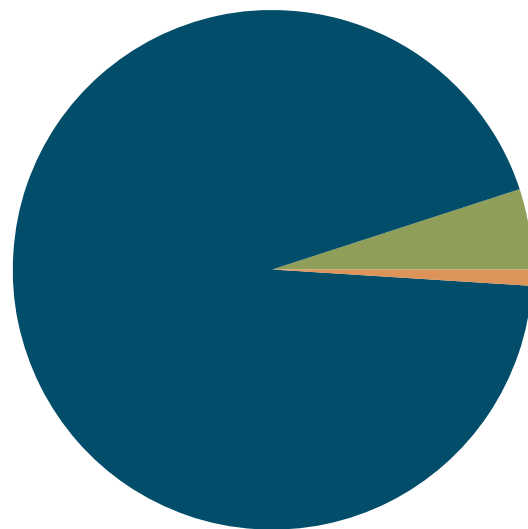
I piki te maha o ngā tōpūtanga mana Māori i te rohe mai i te 84 i te 2010 ki te 105 i te 2019. I piki anō hoki te maha o ngā kaimahi i ēnei tōpūtanga mana Māori (mai i te 342 ki te 349, tirohia Kauwhata 2), engari he iti te pikinga. He maha ake ngā kaimahi kei ngā pakihī Māori iti-waenga, arā, e 5,250 i te tau 2019, engari i heke iho mā te 5.6% i waenga i ngā tau 2010 me 2019.

Kua heke iho te maha o ngā kaipakihī Māori me ngā kaimahi Māori i waenga i ngā tau 2010 me 2019. Nā te nui pea o ngā Māori kei roto i ngā pakihī ahuhwhenua, ahungahere, ahumahi ika hoki i pēnei ai, inā i heke te maha o ēnei momo pakihī (mai i te 351 i te tau 2010 ki te 297 i te tau 2019).

Hinonga Māori i te rohe

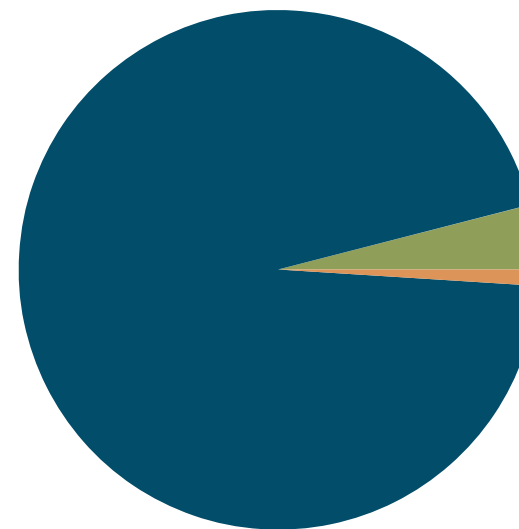


Kauwhata 2 Kaimahi i ngā momo pakihī i te rohe o Manawatū-Whanganui, 2010 me 2019



2010

- Hinonga Māori
2,620 (4.7%)
- Tōpūtanga mana Māori
98 (0.2%)
- Hinonga nā iwi kē
52,500 (95.1%)



2019

- Hinonga Māori
2,640 (4.4%)
Panositanga 0.8% ▲
- Tōpūtanga mana Māori
85 (0.1%)
Panositanga -13.3% ▼
- Hinonga nā iwi kē
57,700 (95.5%)
Panositanga 9.9% ▲

Pūtake: Tatauranga Aotearoa

Ngā ahumahi o te hinonga Māori

Tērā e kitea i te Tūtohi 3, e whā ngā rāngai matua o te hinonga Māori:

- Te ahuhenua, te ahungahere me te ahumahi ika (324)
- Te hangahanga (147)
- Te rīhi, te taritari me te ratonga papanoho (57)
- Te rāngai ngaio, te pūtaiao me te ratonga hangarau (42)

Tērā pea, i takea mai te kore kitea o te hinonga Māori i rāngai kē atu, i te āhua o te tataui i ngā pakihi Māori i roto i ngā raraunga.

Tūtohi 3 Te momo pakihi me ngā ahumahi (ANZSIC taumata 1), 2019

Momo Pakihi	Tōpūtanga mana Māori	Hinonga Māori	Hinonga nā iwi kē
Ahuwhenua, Ahungahere, Ahumahi Ika		45	1,689
Ahumahi Maina			9
Whakanao	3	0	510
Ratonga Hiko, Ratonga Kapuni, Ratonga Wai, Ratonga Para		0	30
Hangahanga		48	1,131
Tauhoko Waenga		0	411
Tauhoko Mātāmuri		0	768
Ratonga Wharenoho, Ratonga Kai		0	480
Kawekawe, Poutāpeta, Whare Pūkai Hautaonga		0	348
Pāpāho Mōhiohio, Whitimamao		0	66
Ratonga Ahumoni, Ratonga Inihua	3	0	651
Rīhi, Taritari, Ratonga Papanoho	3	0	2,490
Ratonga Ngaio, Ratonga Pūtaiao, Ratonga Hangarau		39	858
Ratonga Whakahaere, Ratonga Tautoko		0	288
Whakahaere Tūmatanui, Haumaru		0	90
Mātauranga, Whakangungu	0	0	270
Hauora, Tautāwhi Pāpori		24	534
Ratonga Toi, Ratonga Rēhia		0	198
Ratonga Kē Atu	0	0	612
Tapeke Momo Pakihi	9	381	11,427

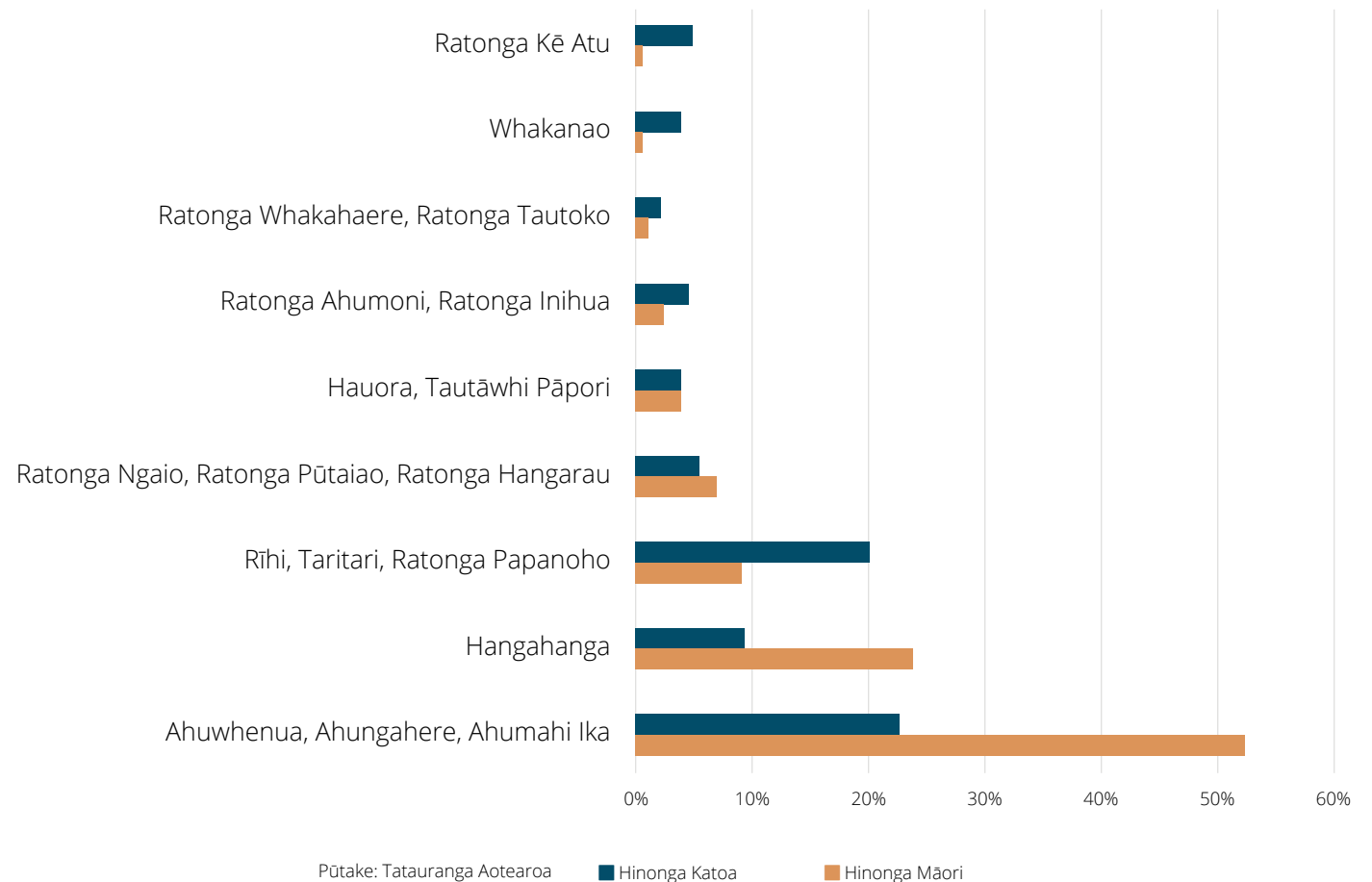
Pūtake: Tatauranga Aotearoa

Te Hinonga Māori

Ko ngā momo ahumahi e whai wāhitia ana e te hinonga Māori, koia anake e whakaaturia ana i konei. Arā, mēnā he 0 te tōpūtanga mana Māori, te hinonga Māori rānei i tētahi o ngā ahumahi, kāore ērā e whakaaturia ana. Ko tā tēnei kauwhata, he tino kaha kē atu te whai wāhitanga atu a te Māori ki te ahuhenua, te ahungahere me te ahumahi ika (e 52% o ngā hinonga Māori katoa, e 23% o ngā hinonga katoa). He pērā anō te ahumahi hangahanga, arā, e 24% o ngā hinonga Māori katoa, e 9% o ngā hinonga katoa. Koia pea e tohu ana i te tōia o te hinonga Māori ki ngā ahumahi mātāmua nā runga i te āhua o ngā huarawa whenua a te Māori, me te tōia anō ki te ahumahi hangahanga nā te nui o ngāi Māori e whiwhi mahi ana i tērā rāngai i te takanga o te wā.

Kauwhata 4 Te ahumahi me te momo pakihī – hinonga Māori me hinonga nā iwi kē

Te ōwehe o te ahumahi me te momo pakihī (2019)



Tā mātou hei āwhina atu

Te Pae Tawhiti – Ngā hurikiko ohaoha o te iwi Māori

Ko Te Pae Tawhiti te rautaki whakawhanake ohaoha Māori mō te rohe o Manawatū-Whanganui, mai i te tau 2016 ki te 2040 (Mika mā., 2016). Ko tāna he tohutohu, he tautoko i te iwi Māori ki te whai i te whanaketanga ohaoha, i runga anō i te pūmau ki te kaupapa Māori. E arotakengia tonutia ana te rautaki, engari e mātua tohua ana te awhero nui o te Māori ki te whanaketanga ohaoha. Ko te matawhānui o Te Pae Tawhiti e arotahi ana ki te whakapuāwai i te pitomata Māori, ki te whakapiki i te oranga Māori, me “te uaratia o te tūranga o te Māori hei tangata whenua o Aotearoa” (Mika mā., 2016, wh. 69). E arotahi ana Te Pae Tawhiti ki te oranga Māori i roto i ēnei āhuatanga e rima:

- oranga tangata – te pitomata tangata
- oranga whānau – te angitu o te whānau
- oranga whenua – te taurikura o te taiao
- oranga mauri – te toiora tōnui
- oranga mō āpōpō – te toiora o ngā reanga o muri mai

Ko te tino aronga, ko te tautāwhi i te Māori, tangata mai, iwi mai, kia tū rangatira i roto i ngā mahi ohaoha, kia mahitahi anō ki ngā whakahaere e rite ana ngā uara me ngā whāinga. Koia ko te tautāwhi e hāngai ana, e whaihua ana, e kauawhi ana i te hinonga ā-iwi, i te rakahinonga Māori, i te whatunga pakihī Māori, me ngā kaiwhakarato o te rohe.

Central Economic Development Agency

Nā runga i tana mahi ki te whakawhanake ohaoha i Papaioea me Manawatū, ka tautoko a CEDA i te ōhanga Māori, hei wāhanga pū o roto i te ōhanga o te rohe. E āhukahuka ana a CEDA ki te āhua ake o te ōhanga Māori hei pūnaha rakahinonga whakauruuru, e hāpai ana i te hinonga Māori, i te hinonga ā-iwi. Mō ētahi o ngā iwi kei te rohe torowhānui, arā, ko Ngāti Kahungunu me Ngāti Raukawa, e kainamu mai ana he whakataunga Tirīti, ā, he mea hirahira tonu hei whakaora anō i te taha ohaoha o ēnei iwi. Ko tā CEDA, he tautoko i ngā pakihī Māori kia whai wāhi atu ki ngā tautāwhi hinonga mā roto i āna hōtaka, i āna kaupapa, ko Te Hōtaka Pakihī Mahitahi ā-Rohe tētahi.



Te Au Rangahau

He mea whakatū a Te Au Rangahau i te 2003, hei pokapū rangahau i te pakihi Māori i roto i Te Kura Pakihi o Te Kunenga ki Pūrehuroa. Ko te kōkiri i ngā hurikiko ohaoha, whanaketanga hinonga hoki o te iwi Māori te whāinga, mā roto i te rangahau, te whakaako, me te mahitahi ki ngā iwi. E whā ngā aronga a Te Au Rangahau hei tautoko i te whanaketanga ohaoha Māori, arā:

- whai mana (te rakahinonga Māori)
- whai pakihi (te hinonga Māori)
- whai rawa (ngā ōhanga Māori)
- whai hua (te whanaketanga Māori)

E whaihua ana ēnei rangahau ki te mahi pakihi, ki te kaupapahere me te mātauranga, waihoki he tautoko i te whanaketanga o te hinonga Māori. Hei tauira, ko te rangahau i ngā pakihi Māori i Manawatū, ko te rangahau i te hinonga ahumoana, i te pakihi ahuwhehua Māori, i te tāpoi Māori, me ētahi atu.

Te hinonga Māori me te mahitahi

Ko te mahitahi tētahi tino rautaki a te hinonga Māori, e rahi ake ai, e whai uara ake ai, e kaha ake ai te tū i roto i ngā māketete tauhokohoko o tata, o tāwāhi hoki (Joseph mā., 2016). Arā kē te whaihua o te mahitahi mēnā he tino take mō te panonitanga, mēnā he rautaki mahitahi e whāia ngātahitia ana, mēnā he whakahaere taituarā hei hāpai i te mahitahi, mēnā hoki e huaki tonu ana ngā ara whakawhitiwhiti kōrero. He rangatōpū kua whakatūria e ngā iwi i ētahi atu rohe o Aotearoa, kua whāia hoki he waitohu motuhake, he tauākī uara hoki hei tūhono atu ki ngā kiritaki o tāwāhi. Kāore anō kia āta whāia ēnei ara i te rohe o Manawatū, engari kei konei te pitomata (Karaitiana, 2020). E wātea ana te ara kia tūhono atu a Papaioea me Manawatū ki ēnei momo mahitahi.

Te māpua o te hinonga Māori

Inātata nei i puta te pūrongo a Te Kōmihana Whai Hua o Aotearoa (2021a) mō tana whakatewhatewha i te māpua o ngā pakihi taiea o Aotearoa. Ko tētahi o ngā kitenga a te kōmihana, “he māpua ake te rāngai pakihi Māori i pakihi kē atu i Aotearoa i roto i ētahi āhuatanga, waihoki he āhuatanga motuhake tō rātou hei hāpai ake i te auahatanga” (Te Kōmihana Whai Hua o Aotearoa, 2021b, wh. 1). E tautohu ana tā rātou pūrongo i ētahi ara hei whakatipu mā te kawanatanga i te rāngai pakihi taiea Māori, pēnei i te whakapai ake i te kōtuituinga o te whai wāhitanga me te āwhina a te kawanatanga; te whakamahi i ngā hononga Māori-Karauna kia whaihua ake ai; te aro ki ngā hiahia o te Māori ki te whakawhanake i ō rātou whenua; te whakapai ake i te whai wāhitanga atu a te Māori ki te pūrawa whakawhanake; me te arotau anō ki te āhua o te rāngai pakihi Māori. Ka tautoko Te Au Rangahau i te tātaritanga o tēnei purongo, engari me tautoko e ngā whakahaere o te rohe, pēnei i te CEDA, arā, kia mahitahi me te Māori ki te tautohu, ki te whakatinana hoki i ngā momo tautoko e hāngai ana (Vunibola mā., 2021).

Te Whakakapinga

E tipu ana te wāhi ki te hinonga Māori i te ōhanga ā-rohe, i roto i ngā rāngai e whakaata ana i te nui o te ahuwhehua o te rohe mai anō, me te whai wāhi hoki ki te ahumahi hangahanga, te ratonga papanoho, te pūtaiao me ngā ratonga ngaio. E tika ana kia tautokona te hinonga Māori, kia whakapiki i tana whai wāhi ki ētahi atu rāngai ahumahi, mā roto i te auhatanga me te mahitahi, koia hei wāhanga o tā te rohe urupare ki te mate urutā Korona-19. Kāore e tino mōhiotia ana te haere pēhea o te pakihī Māori i tēnei wā, me ngā āhuatanga e angitu ai te pakihī Māori, engari kei te tipu te mōhiotanga (Vunibola mā., 2021). Me torowhānui te tautuhinga he aha koia te pakihī Māori, mā reira e pai ake ai te kohinga o ngā raraunga me ngā pūnaha tautāwhi pakihī e hāngai ana. Ko tā ngā raraunga e tohu ana, e wātea ana he ara e mahitahi ai te hinonga Māori me te hinonga nā iwi kē, i roto i ngā rāngai ahumahi e pātahi ana ngā hurikiko, ngā aronga me ngā huarawa, mā reira e whai painga ai te ōhanga Māori me te ōhanga ā-rohe. Ko tētahi wāhanga o te urupare rautaki ki te mate Korona-19, e mahi ana a CEDA i te taha o ngā pakihī Māori, arā, he tautoko, he tohutohu, he āwhina ki te whakatinana i ō rātou hiahia me ō rātou aronga matua. Ka tautoko mātou i ēnei mahi, ā, e tiro whakamua ana ki ngā hua ka puta ā tōna wā.



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Papakupu

Koia nei te whakapākehātanga o ētahi o ngā kupu Māori o roto i te pūrongo nei, e hāngai ana ki te mahi ohaoha me te pakihī. Ākene pea he kupu hou ēnei ki ētahi, he whakamahinga hou ranei o tētahi kupu. He mea rangahau ēnei kupu e He Kupenga Hao i te Reo me tō rātou rōpū tohutohu, ā, kua whakaputaina te nuinga ki runga i te papakupu ā-ipurangi nei: www.paekupu.co.nz.

ahumahi mātāmua	<i>primary industry</i>
ahumahi whakanao	<i>manufacturing industry</i>
arumoni	<i>commercial</i>
hinonga	<i>enterprise</i>
hinonga iti-waenga	<i>small to medium enterprise</i>
huarawa	<i>asset</i>
kiritaki	<i>customer, consumer, client</i>
māketē papanoho	<i>real estate market</i>
māpua	<i>productivity</i>
moniwhiwhi	<i>revenue, income</i>
pakihī taiea	<i>frontier firm, frontier business</i>
pūrawa whakawhanake	<i>development capital</i>
rakahinonga	<i>entrepreneur</i>
rāngai	<i>sector</i>
rangatōpū	<i>corporation</i>
raraunga	<i>data</i>
tauhoko mātāmuri	<i>retail trade</i>
taritari	<i>hire, recruit</i>
tauākī uara	<i>value statement</i>
tauhoko waenga	<i>wholesale trade</i>
tauhokohoko	<i>trade, commerce</i>
tōpūtanga	<i>collective</i>
tōpūtanga mana Māori	<i>Māori authority</i>
torowhānui	<i>holistic</i>
waitohu motuhake	<i>unique branding</i>
whitimamao	<i>telecommunications</i>

