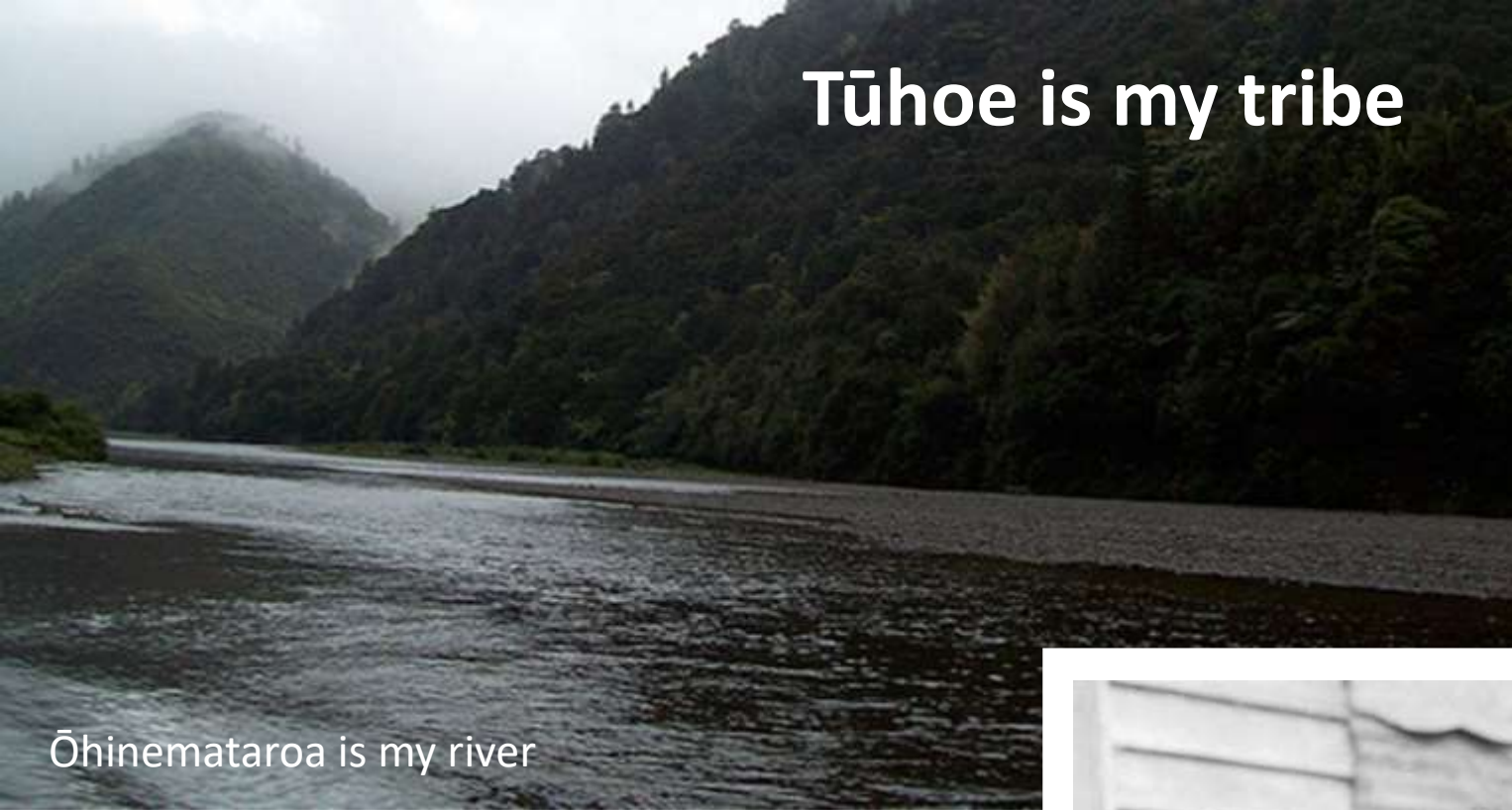




Māori enterprises: Why identity and relationships matter?

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Guest lecture at Principles of Indigenous
Economics AIS 426A/526A, American
Indian Studies taught by Professor Ron
Trosper, 3:00 pm – 5:30 pm, Monday, Sep
16, 2019, Communication Room 206



Tūhoe is my tribe

Ōhinemataroa is my river



Maungapōhatu is my mountain



Waikirkiri is my marae

20-Aug-20



Mika Te Tawhao is my ancestor

Wisdom of my elders

20-Aug-20

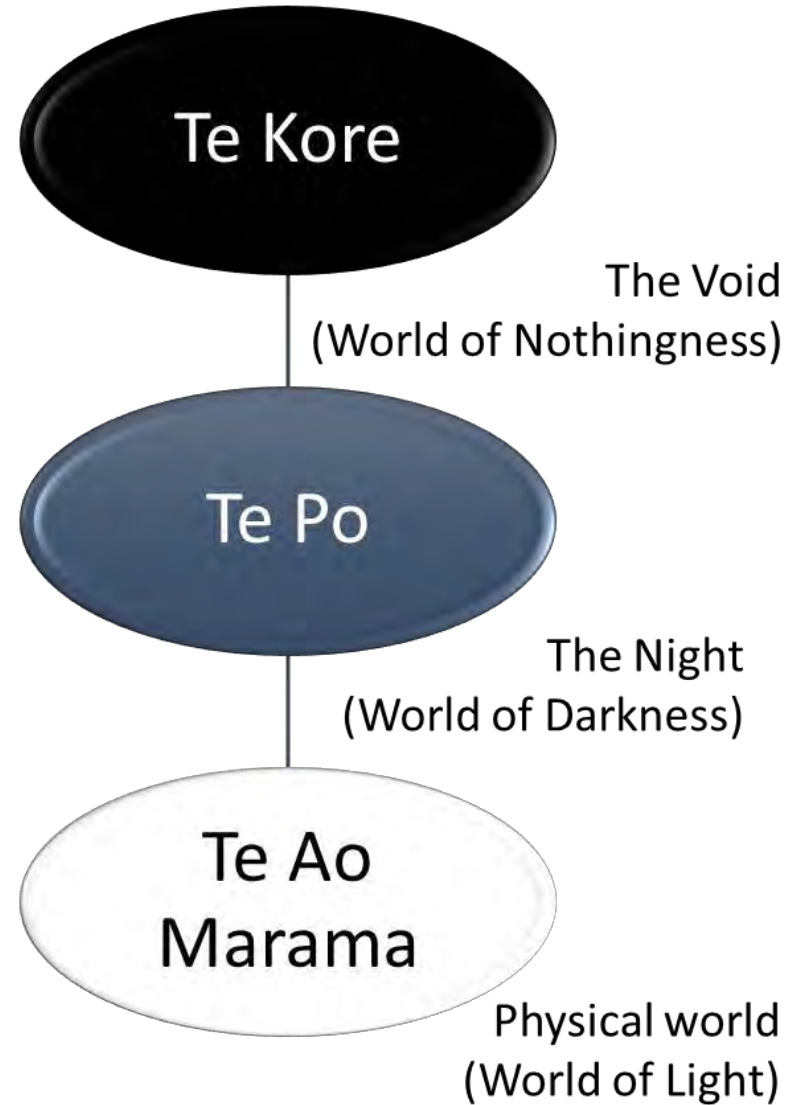


Overview

- Māori identity and relationships
- Māori social structure and organisation
- Māori economic development
- Māori identity and enterprise collaboration
- Māori identity and entrepreneurship

Māori world view

- Key Māori concepts
- Rangi and Papa and their offspring
- Whakapapa (genealogy) principle
- Interconnectedness of all things
- Wairua (spirituality), tapū (sacredness)
- Mauri (life force)

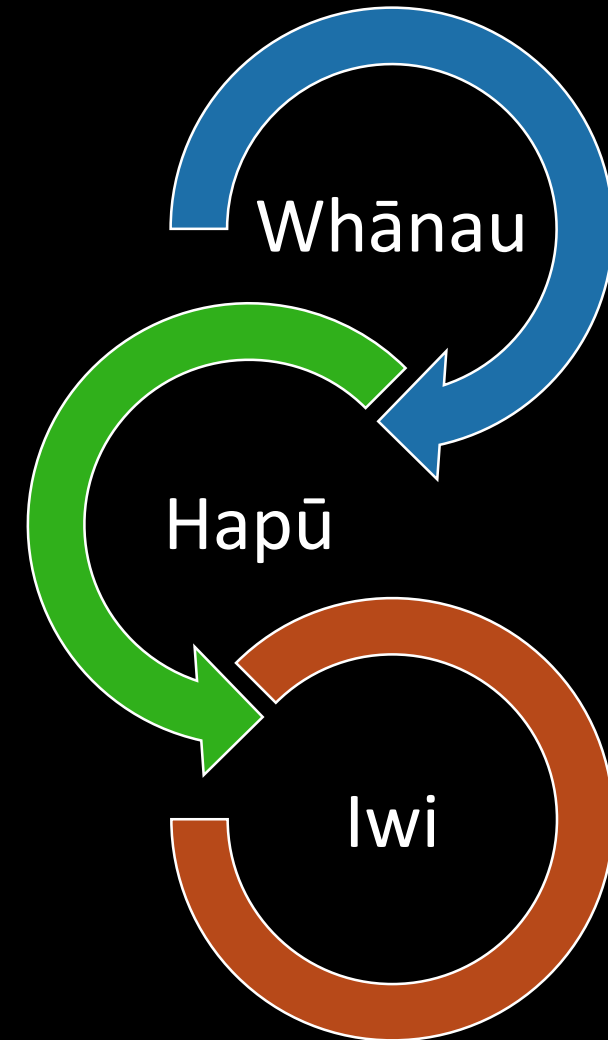


Māori social structure

Whānau generally means to “be born” (Mead, 2004, p. 212). Whānau “share common descent and kinship, as well as collective interests that generate reciprocal ties and aspirations” (Durie et al, 2010, p. 12).

Hapū means “to be pregnant” (Williams, 2004, in Mead, 2004, p. 213), but “consists generally of more than one whānau...bound by strong kinship ties” (the whakapapa principle).

Iwi means “bone” or “tribe (Mead, 2004, p. 219), a collection of subtribes who formed alliances for political, economic and defence purposes.



Māori economic development



Māori entrepreneur

Identity, indigenous entrepreneurial capabilities



Māori enterprise

Identity, definition and enterprise development



Māori economy

Identity, nature, measurement, development and growth



Māori development

Identity, self-determination, wellbeing, potential, freedom

Premises

1. Entrepreneurs – Identify as Māori with cultural connections to past/present/future
2. Enterprises – Diverse forms of enterprise and assets, developing *as* Māori enterprises
3. Economy – Māori economy is integrated, growing, but fragmented, undercapitalised and stretched
4. People – Collective identity, wellbeing, potential, freedom represent meaningful means and ends
5. Support – Assistance not designed by/with and for Māori, uptake is low and not attuned to Māori

Tribal council

(Elected or appointed leaders who represent the tribe, and appoint subsidiary entity directors and trustees)

Subsidiary company

(commercial imperative: generates funds for the rūnanga and distribution via charity)

Charitable trust

(social imperative: distributes funds to social and cultural goals within policies approved by rūnanga and charitable objects)

Māori tribal organisation

A Māori organisation is one “where the identity, values and ownership of an organisation are predominantly Māori, and whose activities produce benefits for the organisation’s members and others”

(Mika & O’Sullivan, 2014, p. 655)

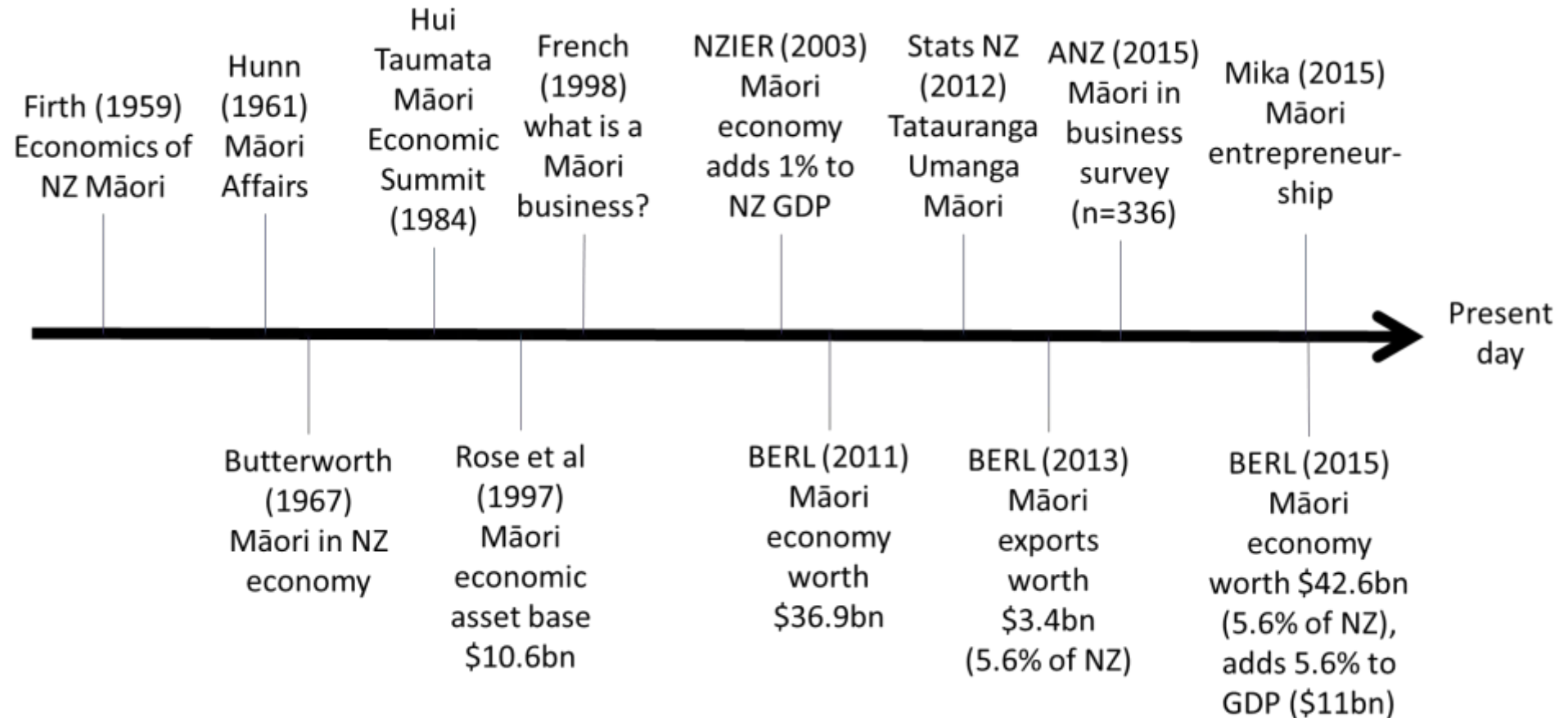


What is the Māori economy?

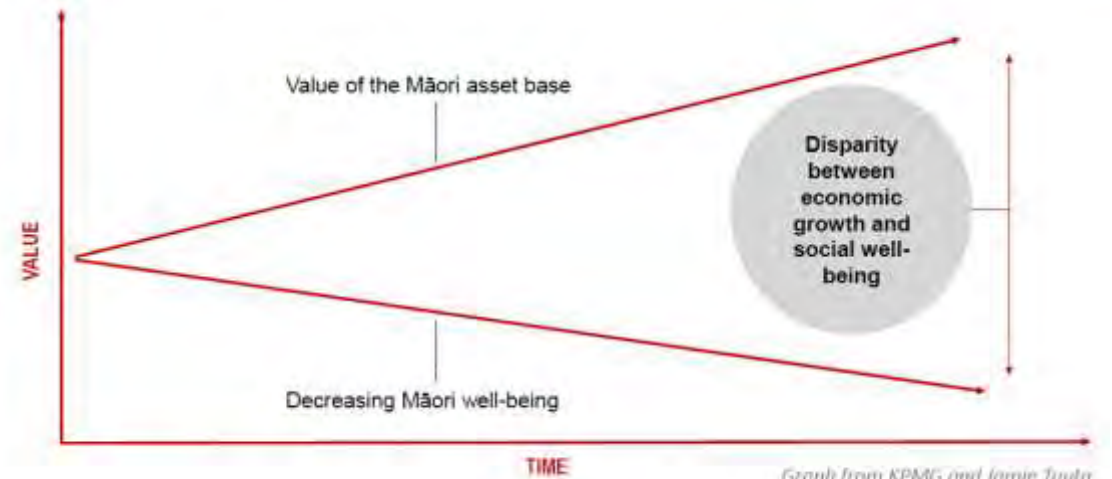
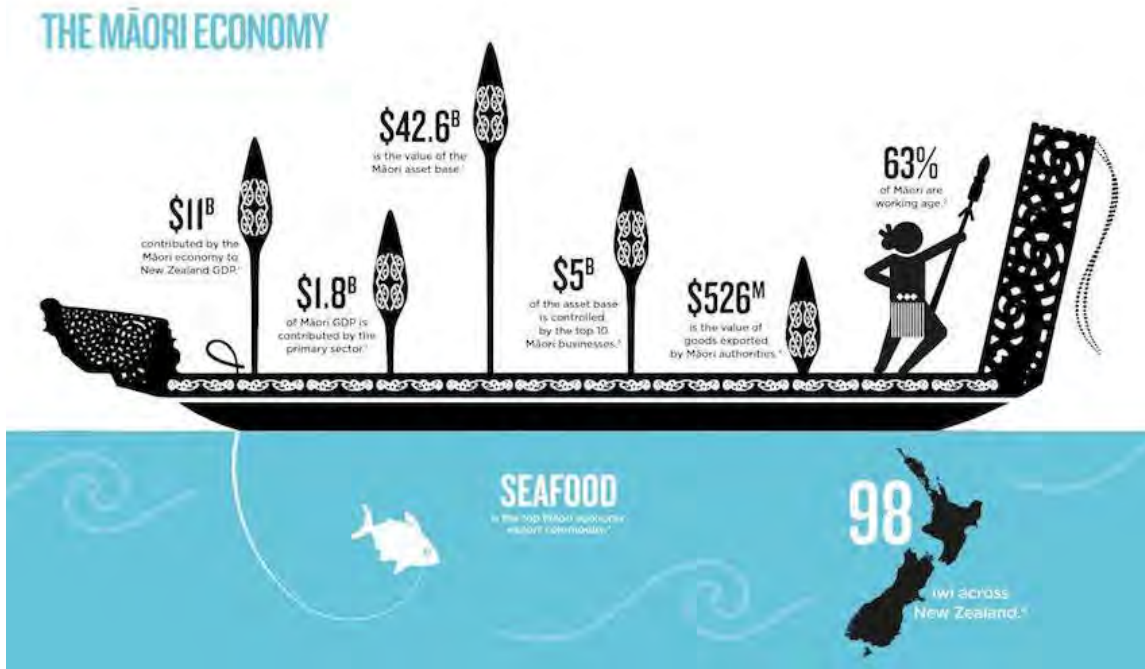
“the assets owned and income earned by Māori – including collectively-owned trusts and incorporations, Māori-owned businesses (e.g., tourism, broadcasting, and the self-employed), service providers (especially in health and education), and the housing owned by Māori [and the] wages and salaries earned by Māori workers.”

(NZIER, 2003, p. 7)

Māori economy: Selected literature



Is Māori economic growth sufficient?

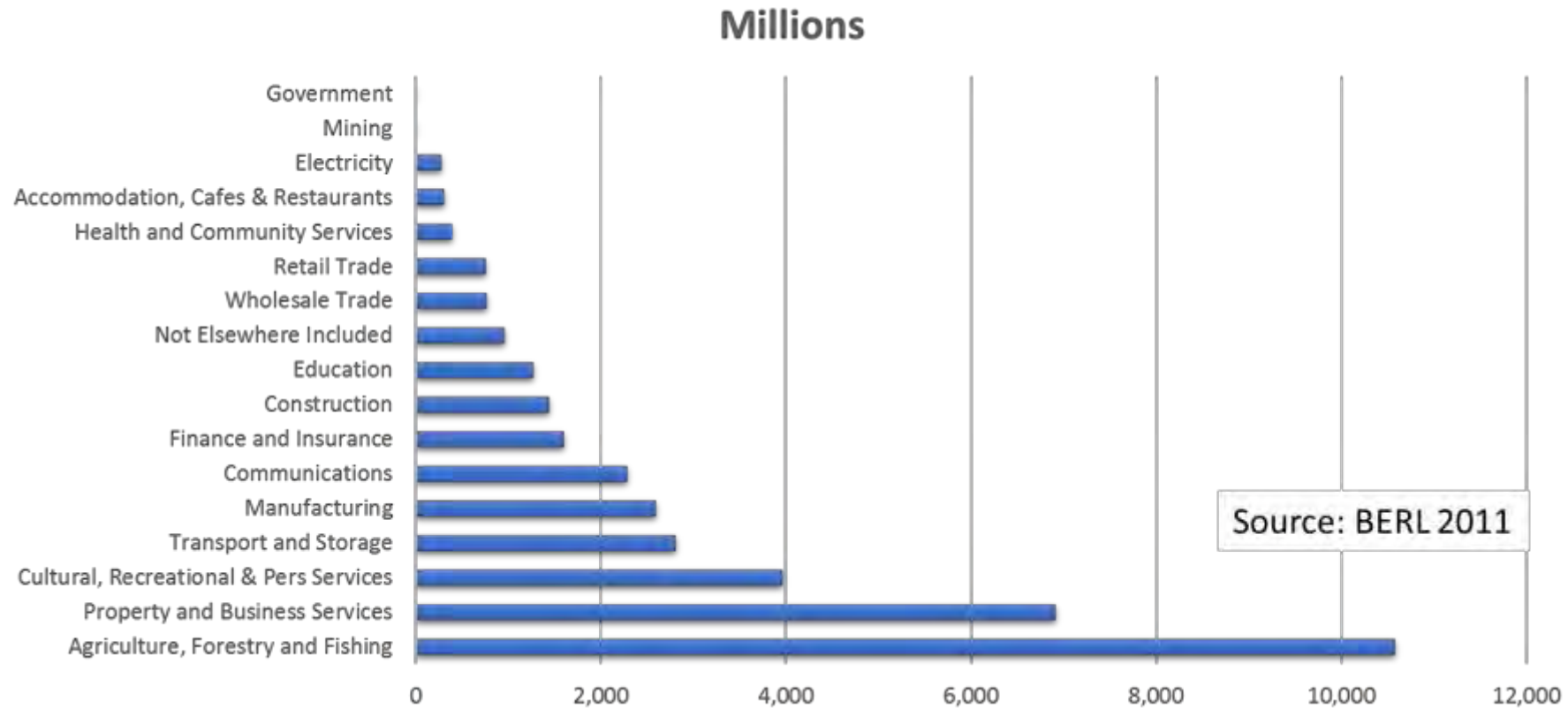


Graph from KPMG and Jamie Tuuta

Māori enterprises

Māori enterprises	Number of entities	Billions	%
Māori Self-Employed	12,920 Enterprises	5.4	15
Māori Employers	2,690 Enterprises	20.8	56
Māori Collectives	5,906 Entities	10.6	29
Total	Source: BERL 2011 www.berl.co.nz	36.8	100

Māori industries



Why define Māori enterprise?

Academic



Whai rawa: Māori economies



Māori business research

Public policy



Realising Māori economic potential with agency support



Growing nation & regions



Exploring opportunities for growth

Practitioners

Ngāi Tohu Farming



Growing tribal economies



Growing Māori entrepreneurs

What is a Māori enterprise?

What the literature says...

Ownership by Māori is necessary
(French, 1998)

Kaupapa Māori purposes
(Henry, 1997, Durie 1992)

Other considerations (assets,
products, employees, consumers)
(French, 1998, Love & Love, 2005)

What participants say...

Māori values
Ownership by Māori
Self-identification
Self-determination
Profit distribution
Māori *in* business
(Mika, 2015)

Māori enterprise

Māori enterprises	Entities	NZD billions	Percent
Māori self-employed	12,920	\$5.40	15%
Māori employers	2,690	\$20.80	57%
Māori collectives	5,906	\$10.60	29%
Total	21,516	\$36.80	100%

Nana et al. (2011a)

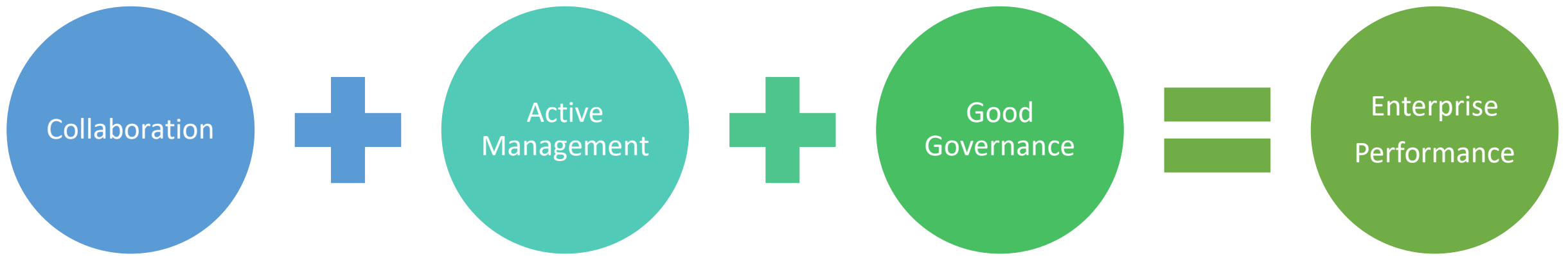
- A Māori enterprise is one which:
 - self-identifies as a Māori business,
 - has 50 per cent or more Māori ownership,
 - applies Māori values implicitly or explicitly and
 - contributes to collective Māori wellbeing.

Mika, Fahey and Bensemann (2018)



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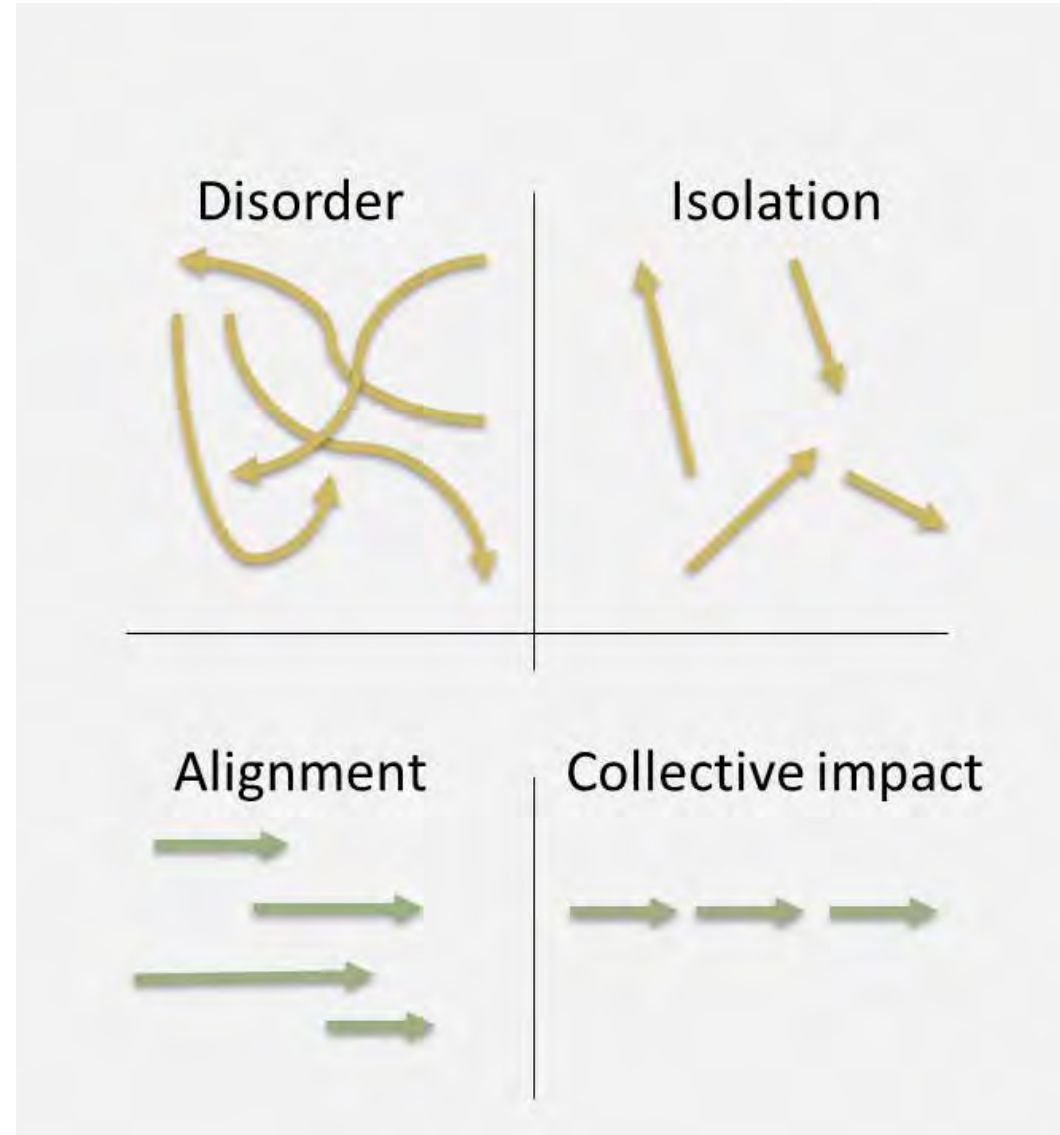
Māori identity and enterprise collaboration



Māori enterprise collaboration

Collaboration

- Common agenda
- Mutually reinforcing activities
- Continuous communication
- Backbone infrastructure
- Shared measures of success



Reasons to collaborate

Crisis?

Opportunity?

Improve
performance



Share resources



Access power/
resources



Improve efficiency



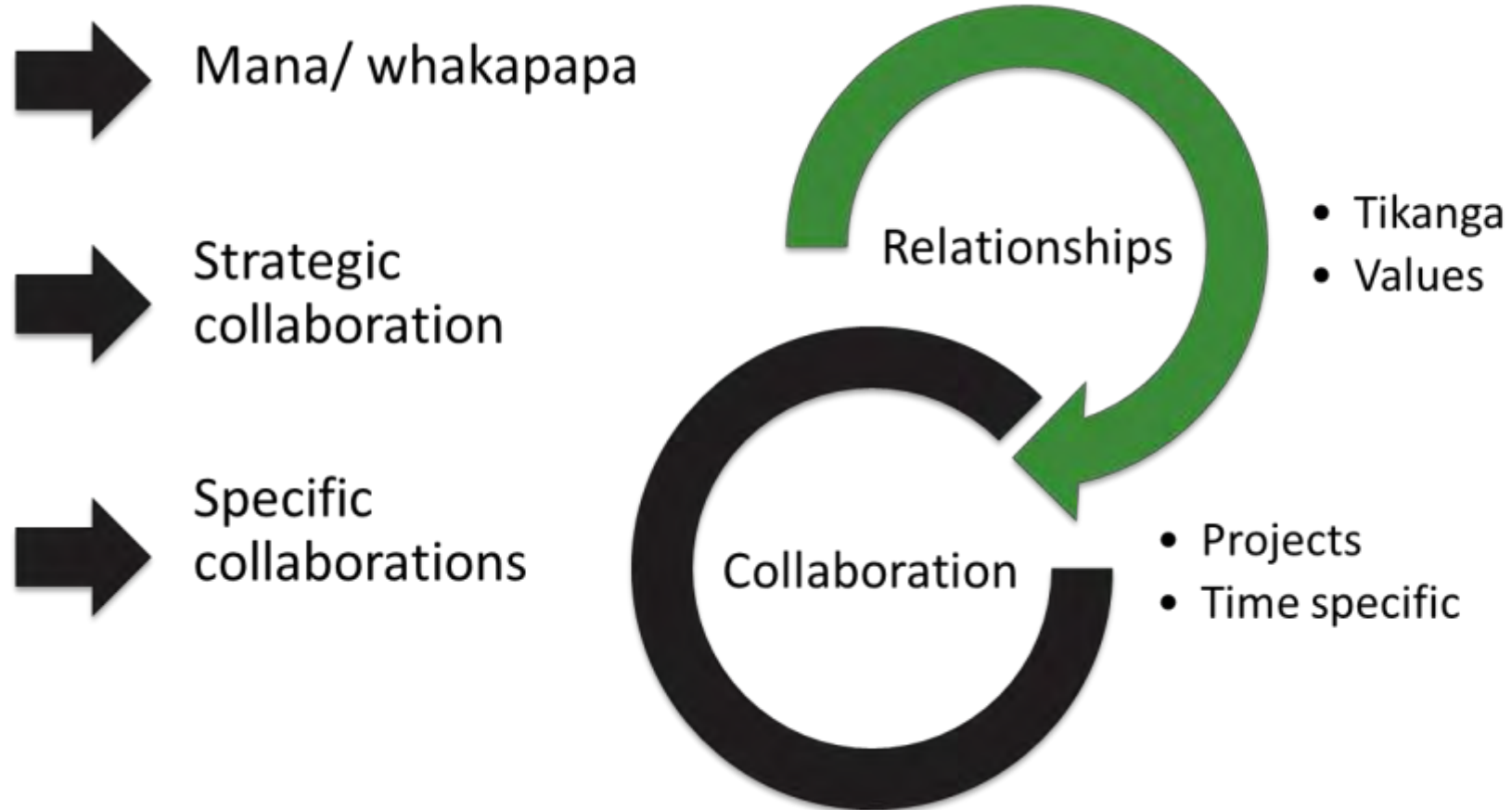
Create institutions



Reduce strategic
threats



Collaboration: A Māori view



Source: Rotoiti 15



Source: Iwi Collective Partners



Source: Miraka



20 Aug 20

Source: Te Rua o Te Moko





Māori entrepreneurship

- A Māori entrepreneur is a person who identifies as Māori and engages in entrepreneurial activity according to a Māori world view, but integrates within this, elements of a Western world view.



A Māori way of doing business

- Culture, identity and socialisation as Māori
- Self-determination, potentiality and freedom
- Māori enterprise ownership and values
- Duality, collectivism, permanence and intergenerationality
- Integrate Māori and Western world views

Discussion