



Indigenous entrepreneurship in Aotearoa New Zealand

The role of enterprise assistance
and networking

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Ōhinemataroa is my river



Maungapōhatu is my mountain



Waikirkiri is my marae

20-Aug-20



Mika Te Tawhao is my ancestor

Inspiration for my research

- The wisdom of my elders
- Māori entrepreneurs
- Māori small businesses
- Indigenous entrepreneurs
- A passion for research, policy and practice





MASSEY
BUSINESS
SCHOOL



Strengthening Indigenous Governance



WOODS INSTITUTE
FOR THE ENVIRONMENT
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20-Aug-20

Acknowledgements



Massey University

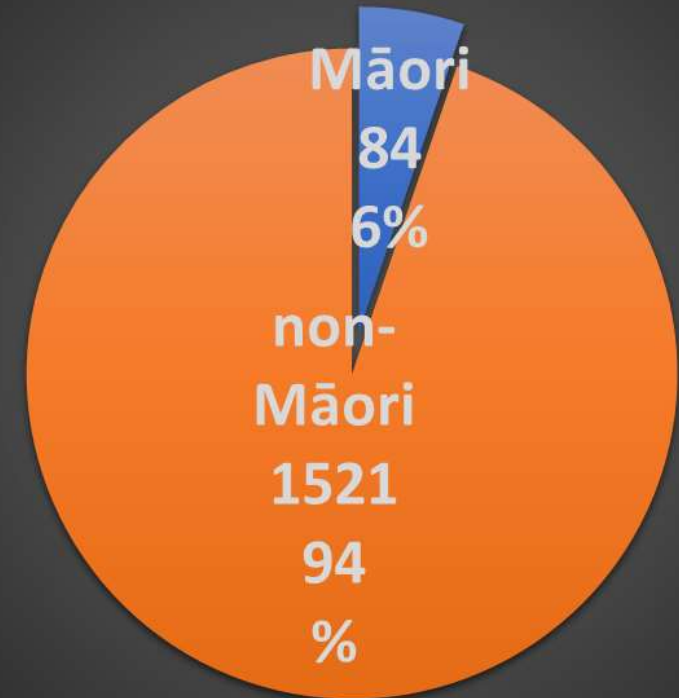
- Agricultural college 1927
- University status 1964
- Multi campus university
- Five colleges (business, creative arts, health, humanities and social sciences, science)
- 31,000 Students (5000+ international students)
- 1000+ PhD enrolments (400+ International Students)
- 3,080 staff (full-time equivalent)

Students by ethnicity (2018)



■ Māori ■ Non-Māori

Staff by ethnicity (2017)



■ Māori ■ non-Māori

Māori at Massey

... a Tiriti-led university

Massey is committed to being a Tiriti-led university, demonstrating authentic leadership in contemporary Aotearoa New Zealand as it upholds Te Tiriti o Waitangi, the founding document of the nation, and its principles through the university's practice.





**genomics
aotearoa**

National
SCIENCE
Challenges

**SUSTAINABLE
SEAS**

Ko ngā moana
whakauka



Research question

What works in terms of enterprise assistance (financial and non-financial assistance) in the success of Indigenous firms in the United States?

Research process

Interviews with Indigenous entrepreneurs, business owners, providers, policy makers and academics
Interviews (7 to date)

Progress to date

Tohono O'odham Nation
NACED 40 under 40 awards
AICCA Indigenous panel
American Indian Studies

Fulbright research project

Context for Māori entrepreneurship research



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

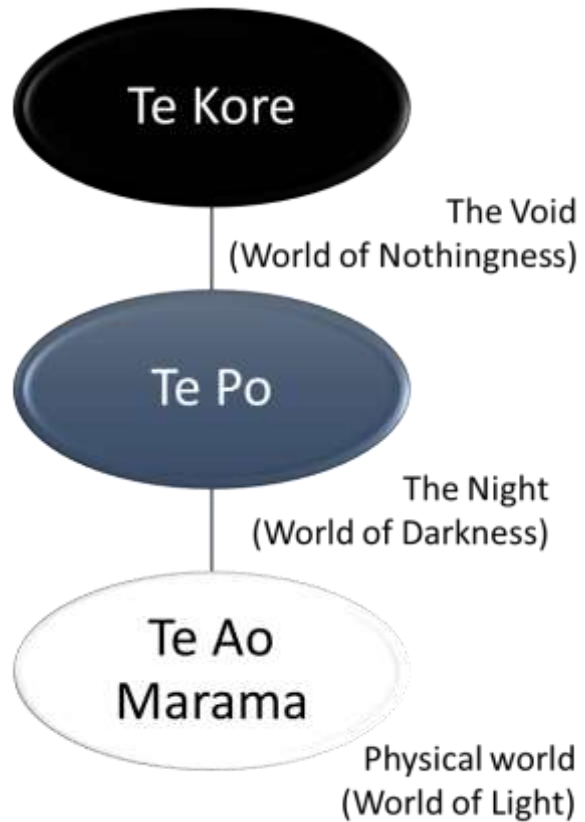
1. Entrepreneurs – Identity as Māori entrepreneurs with cultural connections to past/present/future
2. Enterprises – Diverse forms of enterprise and assets, developing *as* Māori enterprises
3. Economy – Māori economy is growing, but subject to massive demands, fragmentation, undercapitalised
4. People – 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



Who are the Māori people?

- Settled Aotearoa around 1350AD, from Eastern Polynesia
- Māori are the tangata whenua of Aotearoa New Zealand
- In 2014, 701,700 people identify as Māori in Aotearoa

Māori world view



Credit: [Arthur Thatcher](#)

Māori population

- In 2013 Census figures show
 - 598,605 people identified with the Māori ethnic group
 - 668,724 people were of Māori descent.
 - 86% of Māori lived in the North Island
 - Median age of 24 years
 - 223,926 Māori in work

Source: [Stats NZ](#)

- Socioeconomic indicators
 - School completion 45% Māori (64% for non-Māori)
 - Unemployed 10.4% Māori (4% non-Māori)
 - Personal income under \$10,000, 24% Māori (18% non-Māori)
 - Renting 50% Māori (28% non-Māori)
 - Living with internet 69% Māori (84% non-Māori)

Source: [Ministry of Health](#)

Treaty of Waitangi 6 February 1840

English text	Māori text
Article 1 Sovereignty ceded	Article 1 Kawanatanga (governance) ceded
Article 2 Māori property rights guaranteed	Article 2 Māori to retain 'tino rangatiratanga'
Article 3 Māori to enjoy full citizenship rights	Article 3 Equal rights with British subjects





Māori interests diminished

- Suppression of Rebellion Act 1863
- Oyster Fisheries Act 1866
- Maori Land Settlement Act 1905
- Native Land Act 1865
- Tohunga Suppression Act 1907
- Protest movements and court action lead to increasing provision of the Treaty in law, policy and practice



Treaty settlements

- Settling claims
 - Historical claims before 21 September 1992
 - Contemporary claims after 1992
- Forms of redress
 - Historical account
 - Cultural redress
 - Commercial redress
- 73 settlements enacted, valued at NZ\$2.2b (Fyers, 2018)



United Nations
DECLARATION
on the **RIGHTS**
of **INDIGENOUS**
PEOPLES

Role of UN Declaration on the
Rights of Indigenous Peoples

- Adopted 13 September 2007
- Affirms Indigenous human rights
- Enabling self-determined economic development
- Indigenous management of indigenous resources
- Indigenous ways of doing business
- Basis for more and better enterprise assistance
- Facilitates inter-indigenous business and trade networks



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)