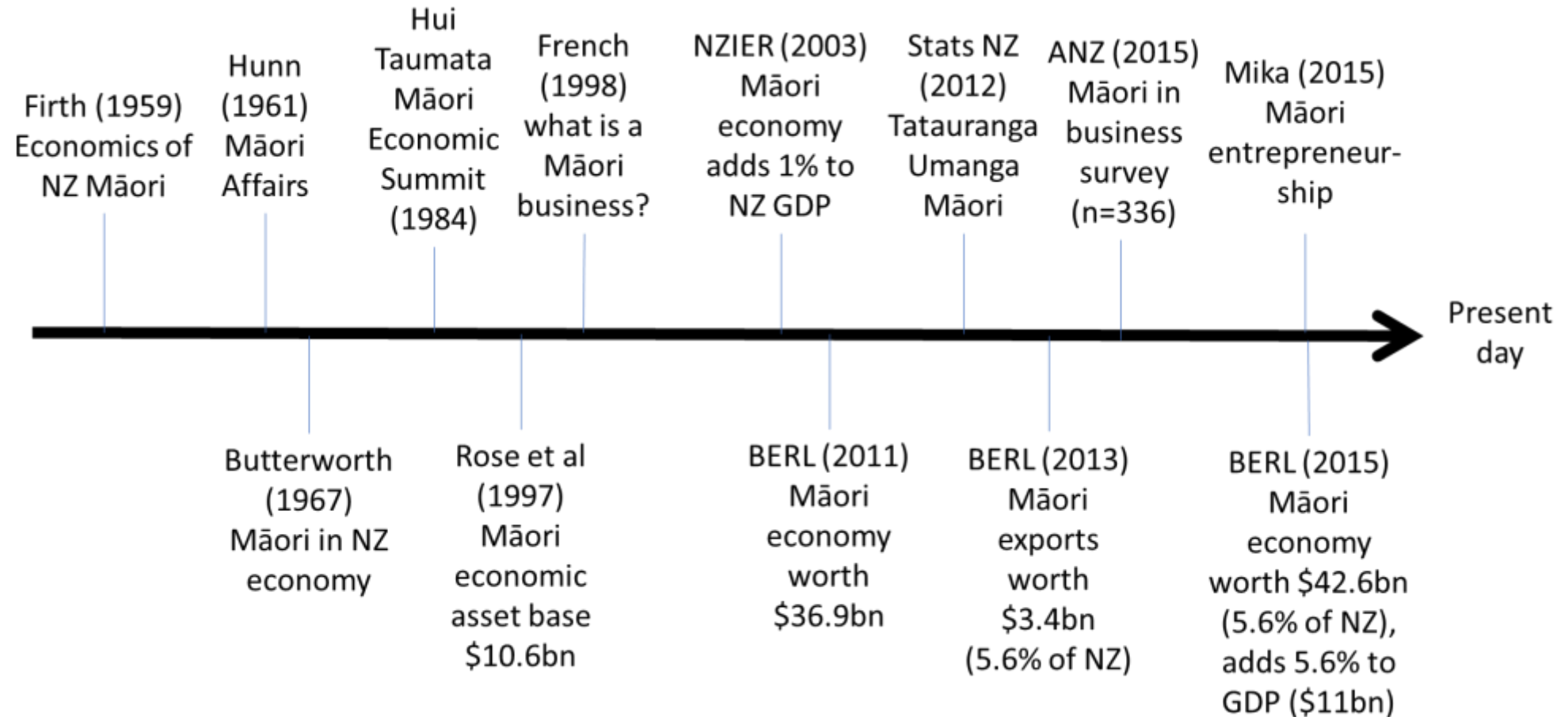
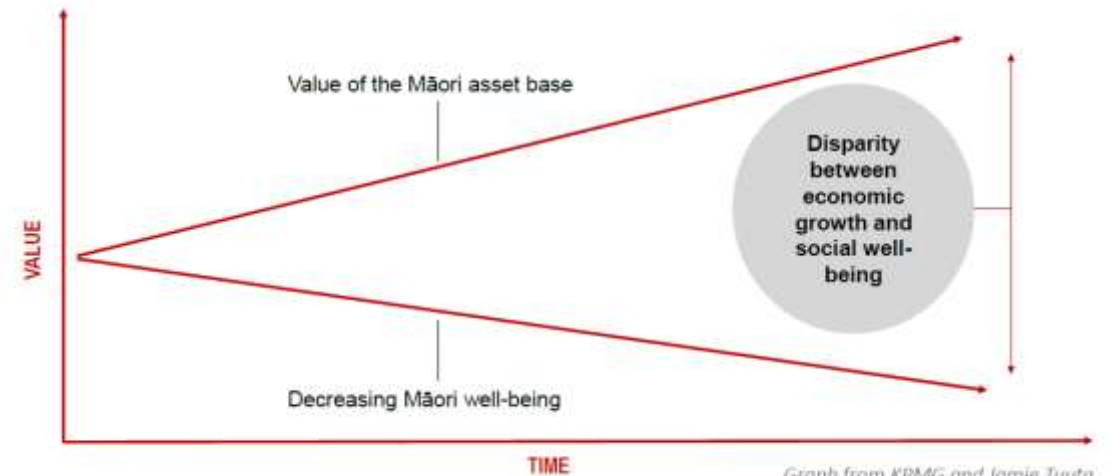
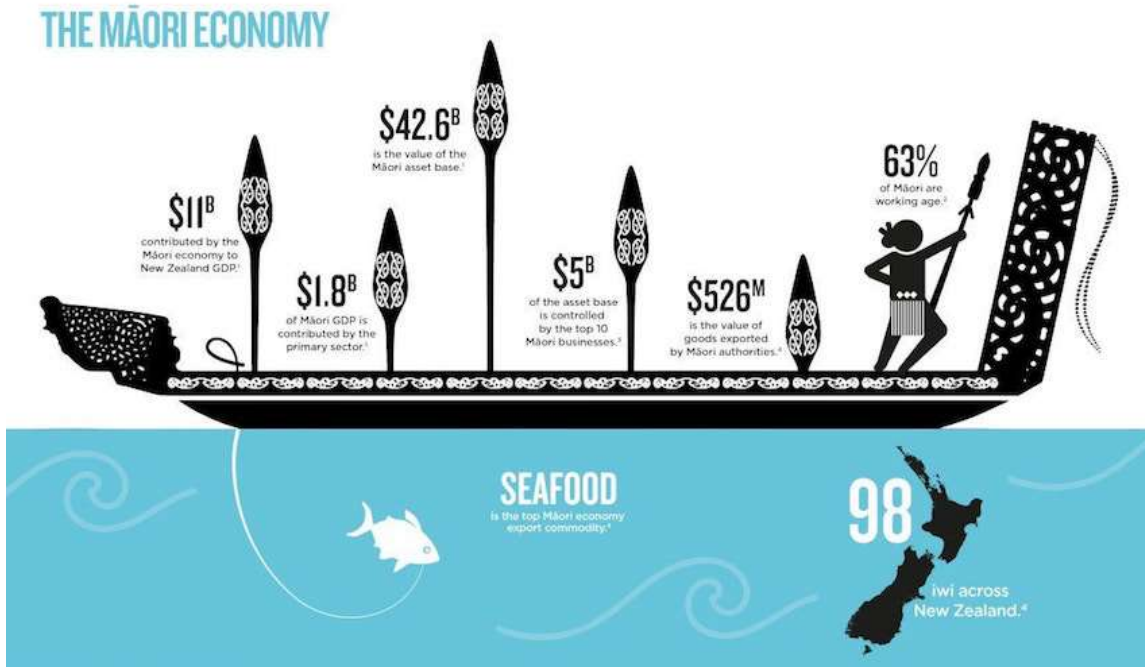


# Māori economy: Selected literature



# Is Māori economic growth sufficient?



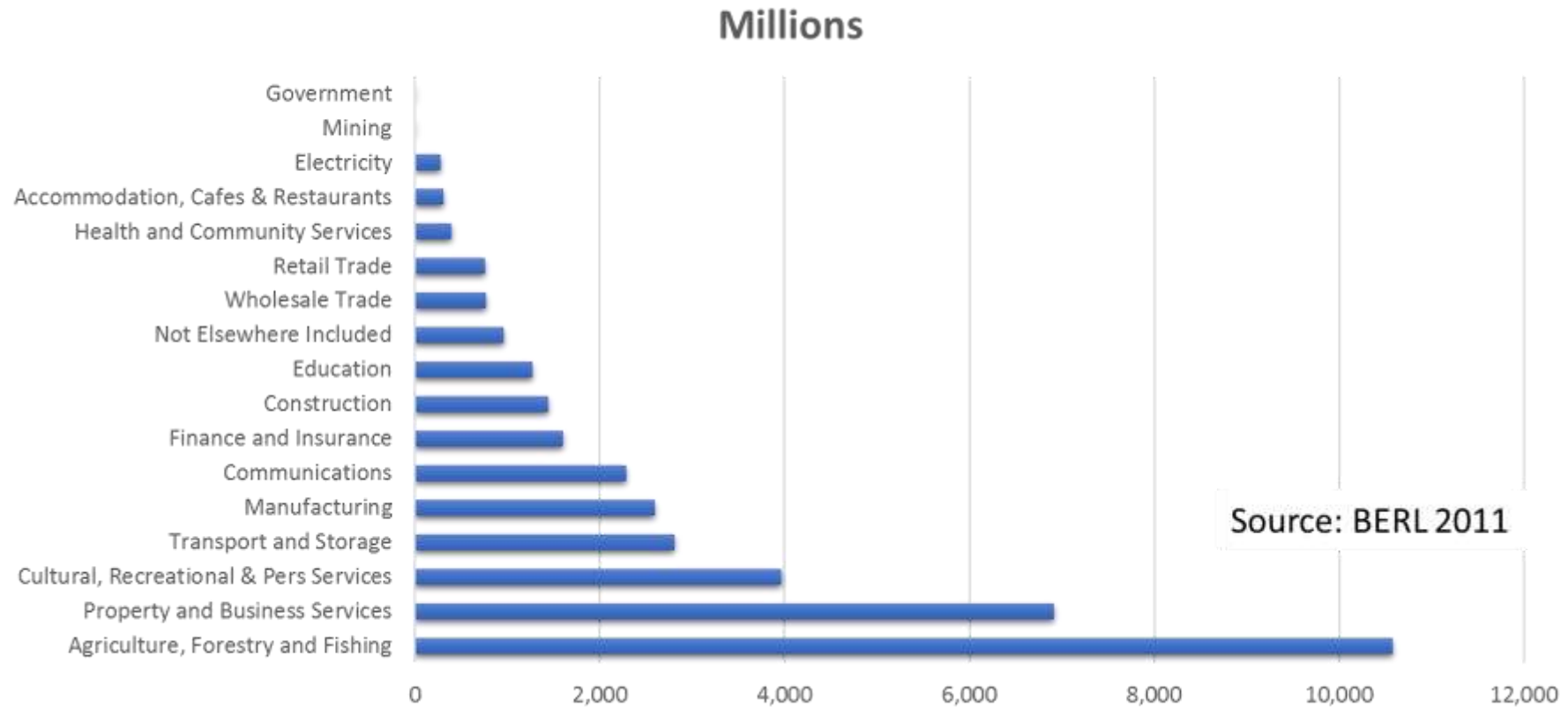
Graph from KPMG and Jamie Tuuta

# Māori enterprises

<b>Māori enterprises</b>	<b>Number of entities</b>	<b>Billions</b>	<b>%</b>
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		36.8	100

Source: BERL 2011 [www.berl.co.nz](http://www.berl.co.nz)

# 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



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

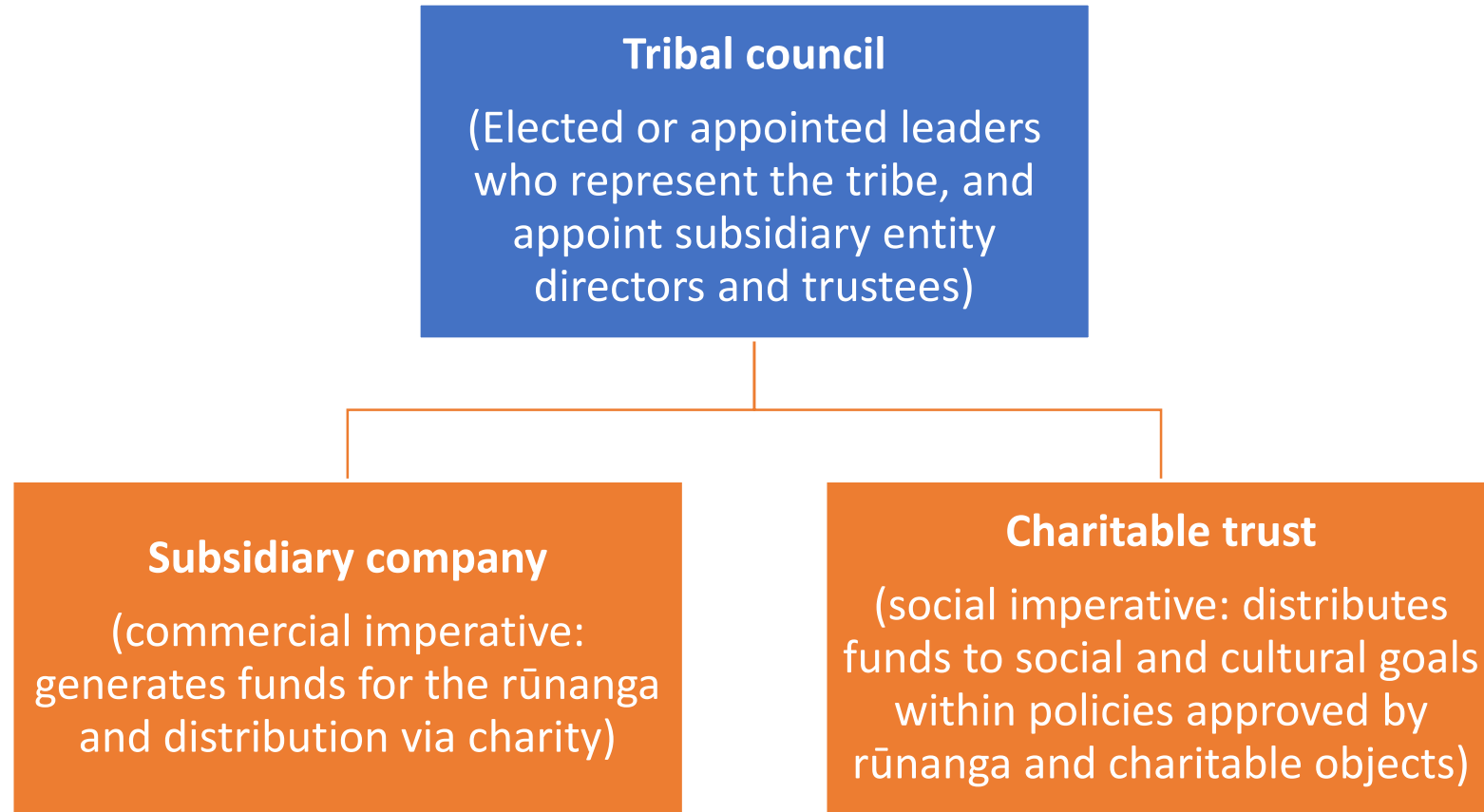
Māori enterprises	Entities	NZD billions	Percent
Māori self-employed	12,920	\$5.40	15%
Māori employers	2,690	\$20.80	57%
Māori collectives	5,906	\$10.60	29%
Total	21,516	\$36.80	100%

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)





# Post-settlement governance entities





## 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.

Click [here](#) to view talk by Robett Hollis



## 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



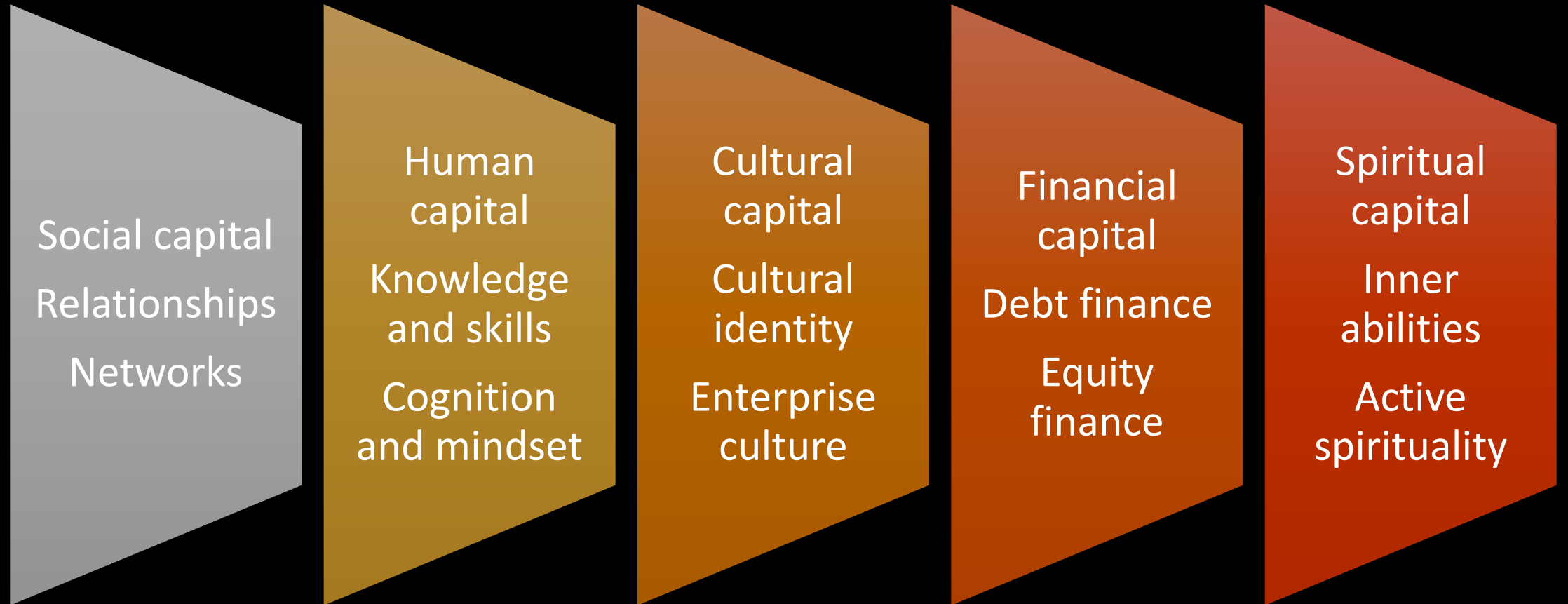
KKŌKKI



Three roles of enterprise assistance in Māori entrepreneurship:

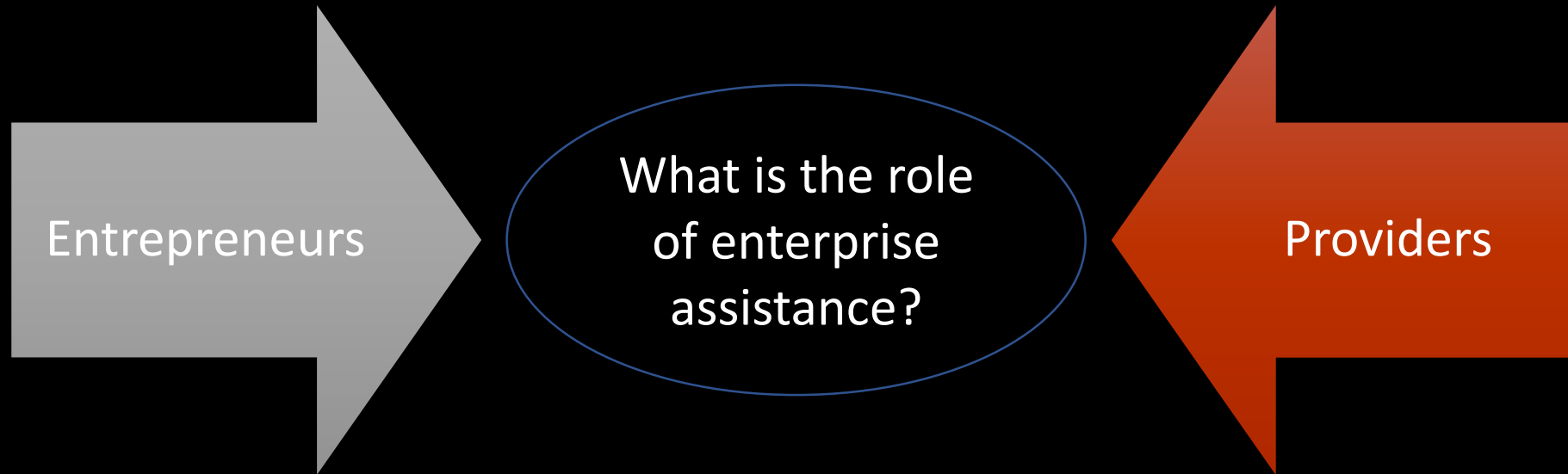
- Satisfy firm-level business needs
- Build Māori entrepreneurial capabilities
- Enable Māori enterprises to develop

Enterprise assistance



# Māori entrepreneurial capabilities

# Enterprise assistance



## Role of enterprise assistance:

- Satisfy firm-level needs
- Build Māori entrepreneurial capabilities
- Enable Māori enterprises to develop
- Multidimensional outcomes for Māori

## Ideal provider:

- Māori owned, controlled and directed
- Public funding, private provision
- Multiple forms of assistance, follow lifecycle
- Cultural, relational and technical competencies

# Role of government in enterprise assistance

- In theory
  - Non-neutral (hands-on) policy
  - Neutral (hands-off) policy
  - Private-public good elements
  - Evidence of market failure
  - Benefits outweigh costs
  - Evidence intervention will work
  - National or local support
  - Objective or subjective exchange
- In practice
  - There is a role for government
  - Provider-funder split remains
- Rationale for Māori assistance
  - Rights-based (treaty)
  - Equity-based (disparities)
  - Efficiency-based (efficacy)
  - Growth-based (outputs)

# Current and future research

- Māori governance for addressing inequities
- Regional indigenous entrepreneurship
- Māori theory of value and identity
- Kaumātua (senior) entrepreneurship
- Mapping the Māori marine economy
- Māori agribusiness and sustainability
- Māori enterprise collaboration
- Māori enterprise and trade policy
- Comparative Māori management
- Indigenous tourism and the SDGs
- Genomic research and Māori commercialisation





# Discussion