

Enterprise

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 enterprises

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)

Economy

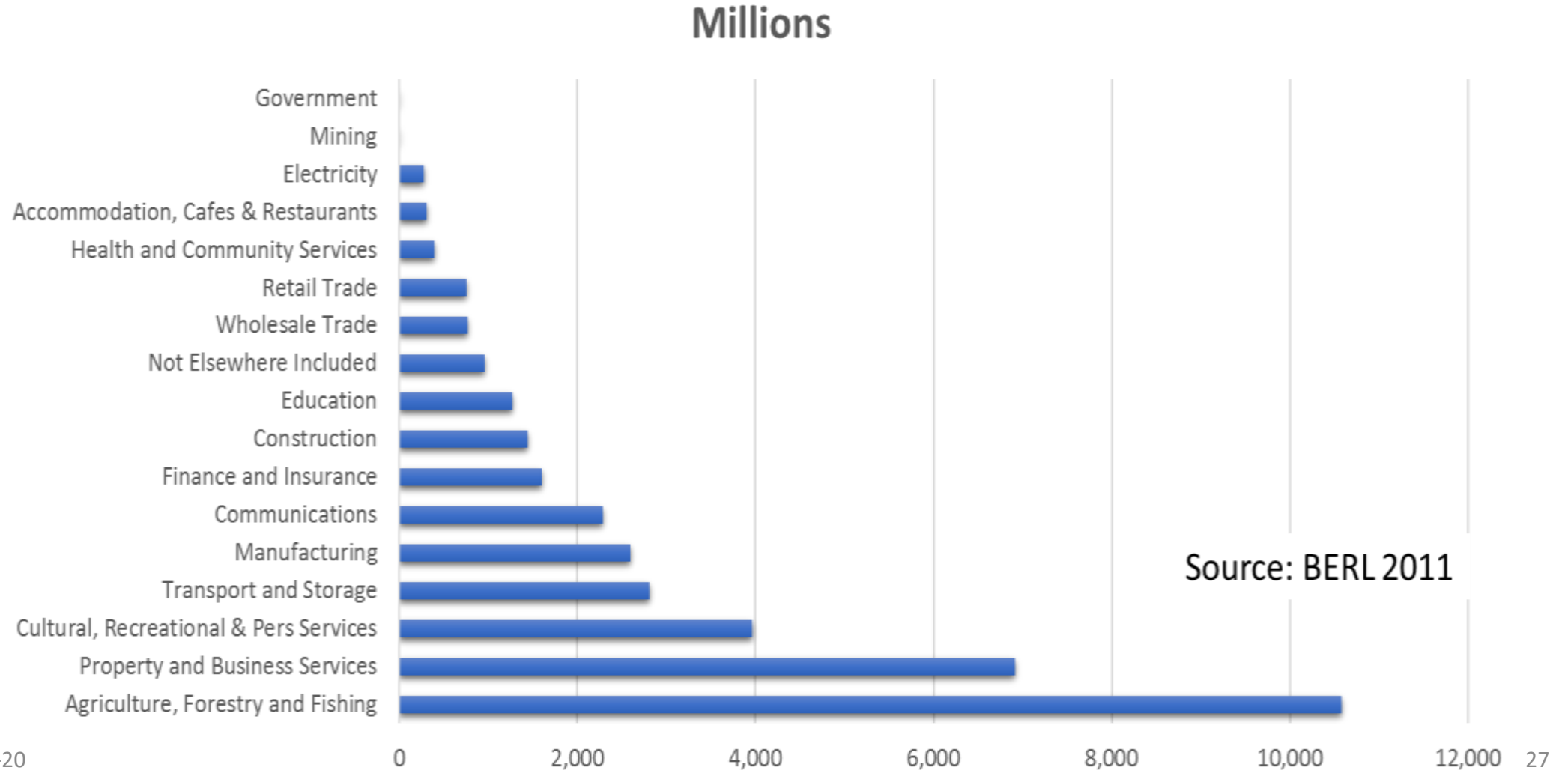


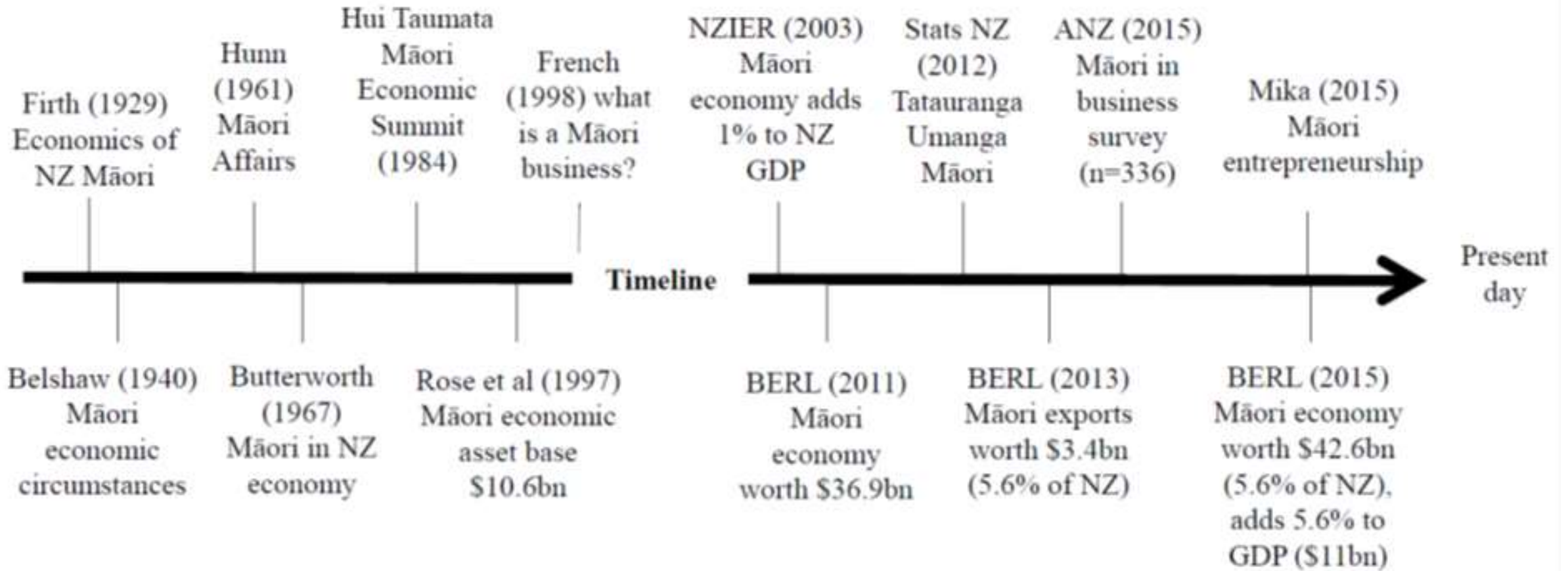
What is the Māori economy?

“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 industries

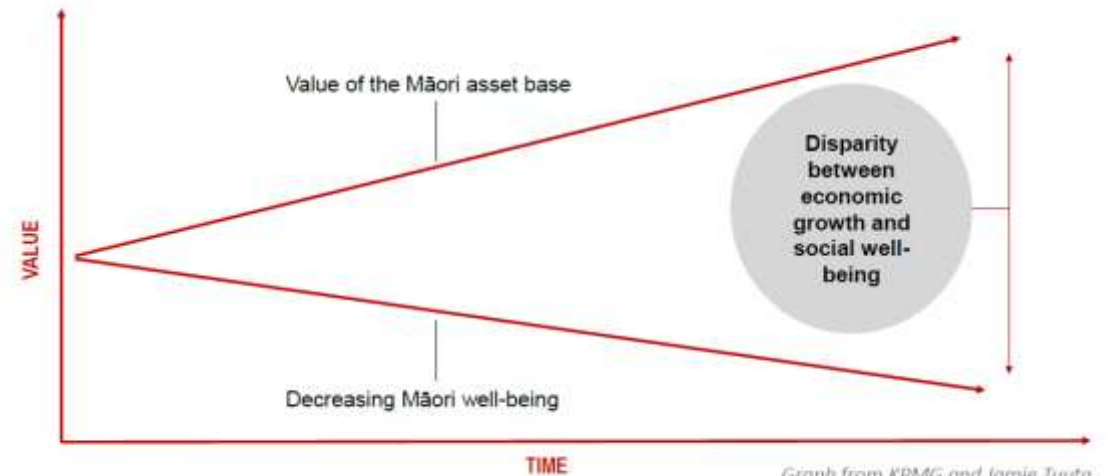
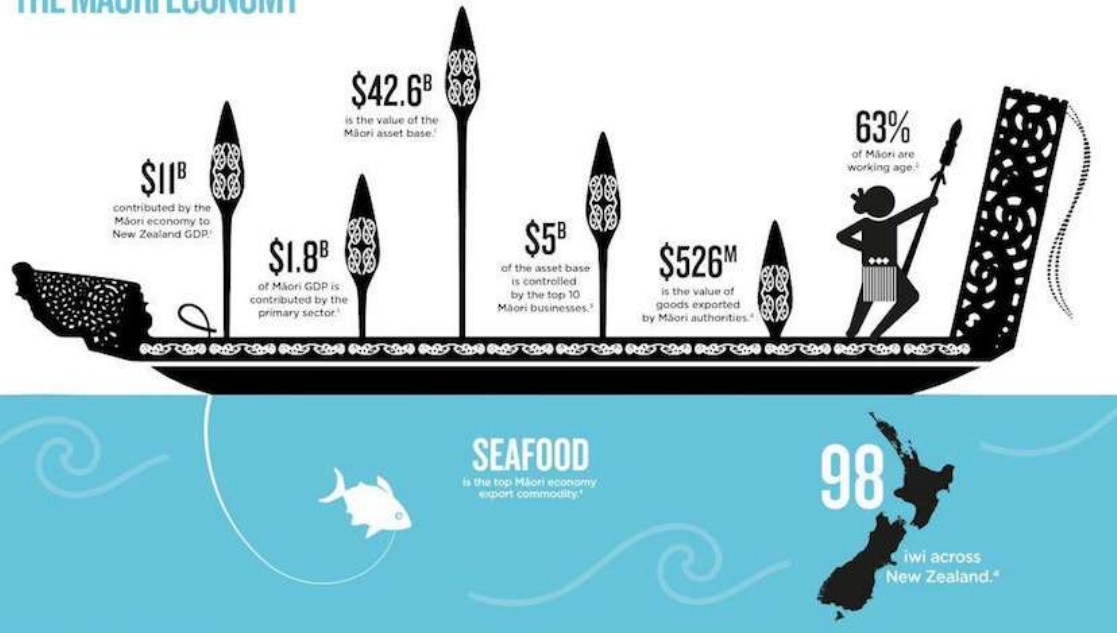




Māori economy: Selected literature

Is Māori economic growth sufficient?

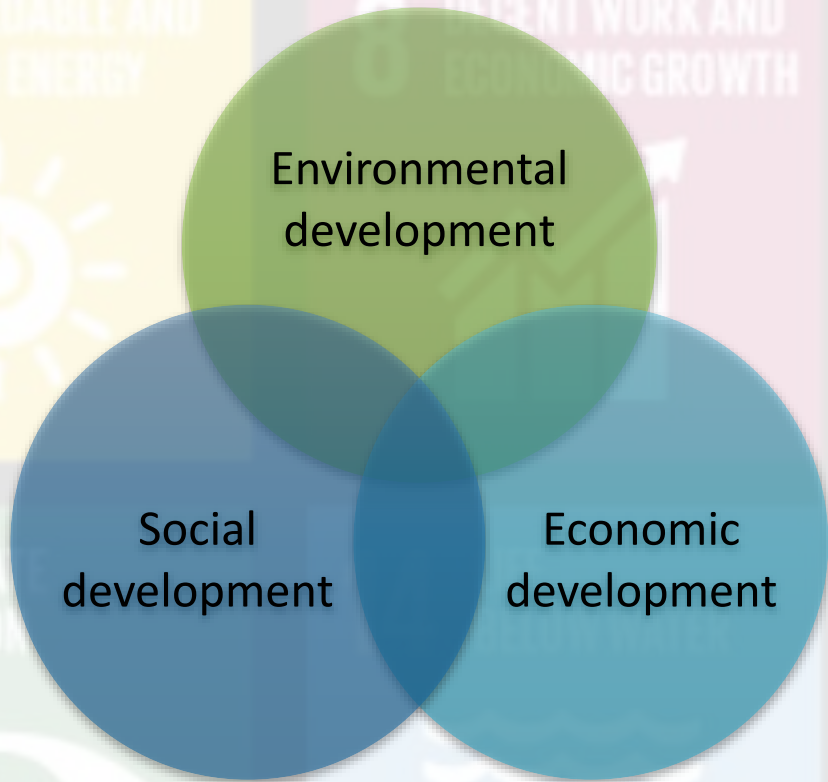
THE MĀORI ECONOMY



Graph from KPMG and Jamie Tuuta

Sustainable development

Sustainable development



Environmental
development

Social
development

Economic
development



7 AFFORDABLE AND
CLEAN ENERGY

8 DECENT WORK AND
ECONOMIC GROWTH

9 INDUSTRY, INNOVATION
AND INFRASTRUCTURE

10 REDUCED
INEQUALITIES

11 SUSTAINABLE
CITIES AND COMMUNITIES



13 CLIMATE
ACTION

15 LIFE
ON LAND

16 PEACE, JUSTICE
AND STRONG
INSTITUTIONS

17 PARTNERSHIPS
FOR DEVELOPMENT



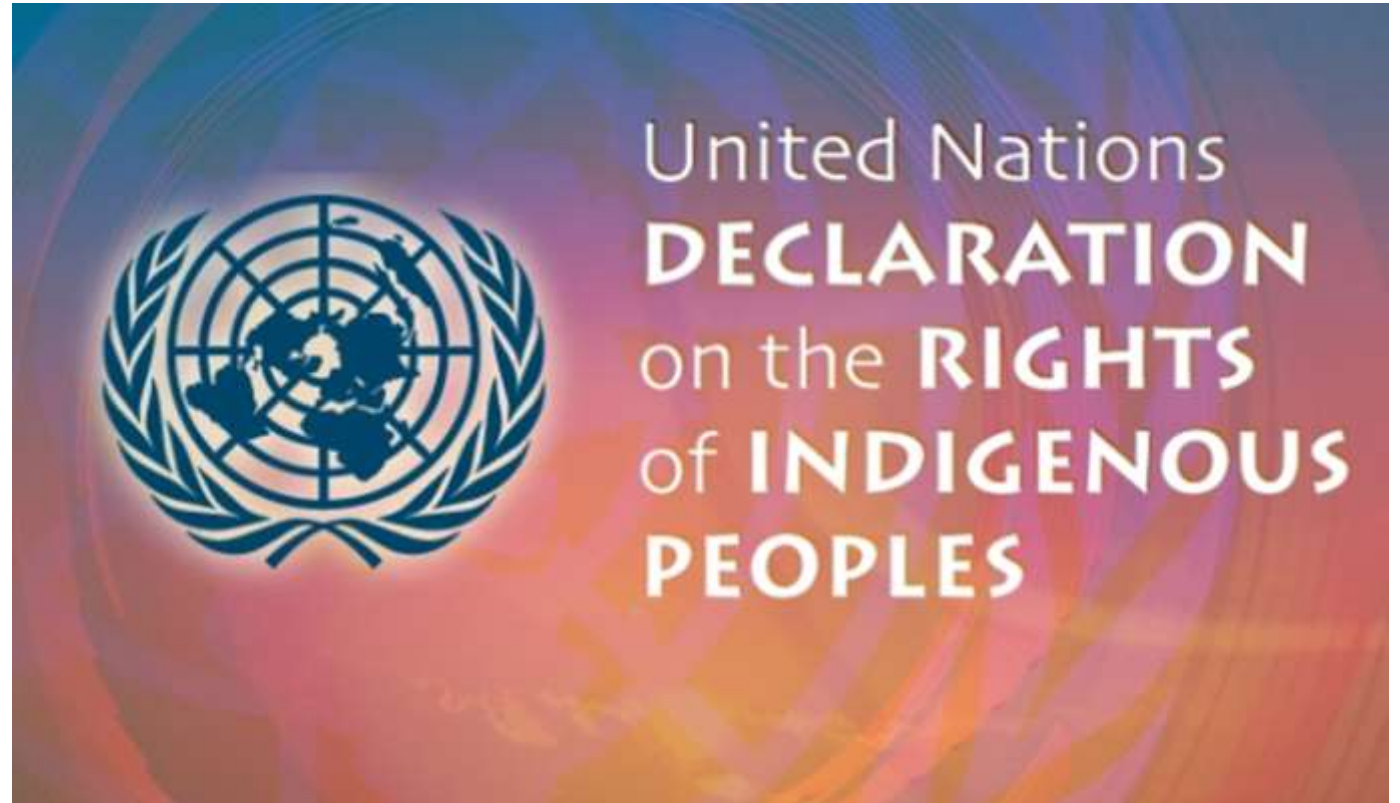
Treaty of Waitangi Feb 6, 1840

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



The rights of Indigenous peoples

20-Aug-20



Role of government in Indigenous entrepreneurship in Aotearoa New Zealand

- Rationale for the role of government
 - Rights-based (treaty, declaration)
 - Equity-based (socioeconomic disparities)
 - Efficiency-based (efficacy of assistance)
 - Growth-based (inclusive growth)

Case studies



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Ngāti Whatua

Click [here](#) to view talk by Margaret Kawharu about Ngāti Whatua

20-Aug-20

Māori marine economy





Māori agribusiness

Māori tourism



Fulbright research

Research question

What works in terms of enterprise assistance in the success of Indigenous firms in the United States?

Research process

Interviews with Indigenous entrepreneurs, business owners, providers, policy makers and academics (17 to date)

Key findings

- 1.1. Tribal governance
2. Infrastructure access
3. Entrepreneurial culture
4. Small enterprise support
5. Indigenous-led assistance

Fulbright research project

Conclusion

- Indigenous entrepreneurship is an expression of self-determined development
- This occurs within a development context and process
- Balancing cultural and commercial imperatives is a key challenge
- Sustainable development relies on managerialism and efficiency
- No satisfactory principle exists to balance tensions in sustainability
- Māori entrepreneurs are developing kaitiaki business models
- Government has a role in supporting indigenous entrepreneurs