

Māori business definition

CONSULTATION FINDINGS

Te tautuhitanga umanga Māori

NGĀ HUA O TE WHAKAWHITIWHITI KŌRERO



Foreword | Kōrero whakataki

Associate Minister of Statistics, Hon Meka Whaitiri

E ngā mana, e ngā reo, e ngā karangatanga maha, tihei mauri ora! 'Nā tō rourou, nāku te rourou, ka ora ai te iwi' (With your contribution and my contribution the people will be sustained)

I am honoured to deliver the findings from the Māori business definition consultation to you. The Māori business definition signals a commitment by Stats NZ and all government agencies to provide better Māori business data. Māori businesses make a significant contribution to the Aotearoa New Zealand economy. Understanding who and where they operate and how successful they are is limited by our ability to understand and identify these businesses.

The Māori business definition Standard will establish a common approach to the identification of Māori businesses and the collection, management, and use of data related to these businesses. Ultimately, the Standard aims to produce a more accurate picture of the contribution Māori businesses make to their communities, iwi and hapū, and the Aotearoa New Zealand economy.

Māori businesses told us during the consultation that the development of a standardised definition is important regardless of the types of businesses that Māori own and run. Stats NZ heard this message and has resolved to make the definition as inclusive as possible.

I would like to thank each and every business owner and Māori business representative who has contributed both to the consultation, and the discussions in years leading up to the development of the Māori business definition. Your contribution to this mahi has ensured the Māori business definition Standard will benefit pakihi Māori. It has been extremely important for me to remain closely connected with the development of the definition and I was privileged to speak directly with Māori business owners during the consultation process.

The Māori business definition Standard will be instrumental in improving how we measure Indigenous business activity in Aotearoa New Zealand.

Ngā mihi nui,

Hon Meka Whaitiri



Foreword | Kōrero whakataki

Chief Executive and Government Statistician, Stats NZ Tātauranga Aotearoa, Mark Sowden

Stats NZ Tātauranga Aotearoa is committed to working closely with and for Māori, iwi and hapū. We have been in discussions about Māori business data and Māori business definitions since at least the 1990s. The Māori business definition signifies a major step in the work towards supporting equitable Māori data outcomes.

In order to provide good data on Māori businesses, such as how many there are, where they operate, and what they do, we first need to be clear about what a Māori business is. We are pleased to have developed a draft definition alongside colleagues from Māori organisations, Māori businesses, academia, and other government agencies. The collaborative approach we took to developing the Māori business definition and successful consultation process is testimony to our commitment to partnering with Māori.

The Māori business definition is for all government agencies to standardise our approach to the collection and dissemination of Māori business data. This is an opportunity for everyone to work together to improve the Māori data infrastructure to support data aspirations of Māori.

Stats NZ Tātauranga Aotearoa appreciates the voices of all Māori businesses and the wider business community who have contributed to this consultation. I would also like to thank our working group of representatives from across the Māori business community; your expertise in guiding this mahi has been extremely valuable. I appreciate that there is a diversity of views about how to define a Māori business and the definition we have arrived at will not be met with universal agreement. However, I am confident that we have run a good process, weighed up views in a well-considered manner, and arrived at a definition that will be met with a high level of acceptance. We will continue to listen, and through our regular review process, will provide the opportunity to consider any changes in future.

We will, of course, continue to work with Māori, iwi and hapū, and other agencies to build and strengthen data capability, improve access to data, and manage data as a strategic asset.

Ngā mihi nui,

Mark Sowden



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Executive summary

Whakarāpopototanga mahi

A cross-sector working group led by Stats NZ is developing a Māori business definition to ensure consistent data collection on this topic.

During October and November 2021 we held an online public consultation to seek feedback on the proposed definition for a Māori business for Aotearoa New Zealand. The diverse range of voices showed a strong interest in the definition of a Māori business and confirmed the need for a standardised definition.

The proposed definition of a Māori business that was consulted on stated:

A Māori business is a business that is owned by a person or people who have Māori whakapapa, and a representative of that business self-identifies the business as Māori.

Kua tīmata ngā mahi a tētahi rōpū mahi rāngai maha, he mea ārahi e Tatauranga Aotearoa, ki te tārei tautuhitanga mō tēnei mea te umanga Māori kia āta tōkeke ai te kōhi raraunga mō tēnei kaupapa.

I roto i ngā marama o Whiringa-ā-nuku me Whiringa-ārangi 2021 i whakatūria e mātou tētahi uiuinga tūmatanui tuihono, hei kimi whakaaro mō ētahi urupare mō te tautuhitanga e whakaarotia ana mō tētahi umanga Māori i Aotearoa. Nā ngā reo huhua i whakaatu tētahi hiahia nui ki tētahi tautuhitanga umanga Māori, i whakapūmau hoki i te hiahia mō tētahi tautuhitanga ōrite mō te katoa.

I puta ēnei kupu i te tautuhitanga i marohitia, i kaweā hoki ki te iwi whānui kia torongia ō rātou whakaaro:

Ko tēnei mea te umanga Māori he umanga e puritia ana e tētahi tangata, ētahi tāngata rānei he whakapapa Māori ō rātou, ā, e kī ana tētahi kanohi o taua umanga, nāna anake te kī, he Māori taua umanga.



Māori business definition cross-sector working group. Back row l-r: Jason Clarke, John Doorbar, Geraldine Duoba, Ngapera Riley, Pia Ascherl, Vonese Walker, Paul Clarke, Dr Jason Mika. Front row l-r: Taonui Campbell, Hannah Molloy, Samantha Wickens-Murray, Simon Pang, Darin Bishop. Absent: Ben Ritchie, Mary McCulloch, Gareth Edwards, Mark Dawson. | © Stats NZ

We received 59 submissions during the online public consultation. Stats NZ acknowledges that the timing of the online consultation was particularly challenging for many businesses affected by ongoing COVID-19 lockdown restrictions and impacts.

After analysing the results from the online consultation, Stats NZ decided to further engage directly with Māori businesses and representatives from Māori business networks to ensure their voices were adequately represented in this research. Three focus groups and additional one-to-one hui were held with 20 representatives from pakihī Māori.

This report presents results from the online consultation as well as findings from the follow-up focus group sessions with representatives of Māori businesses and Māori business networks.

E 59 ngā tāpaetanga i tae mai i roto i te uiuinga tuihono tūmatanui. E whakaae ana hoki a Tatauranga Aotearoa i tino uaua te whakanoho mai o te uiuinga tuihono i aua marama, mō te huhua o ngā umanga kua pāngia e ngā ture herenga o COVID-19 me ōna pānga.

I muri i tana tātaritanga o ngā uiuinga tuihono, i tatū ngā whakaaro o Tatauranga Aotearoa ki te tuitui tahi anō ki ngā umanga me ngā kanohi Māori mai i ngā whatunga umanga Māori, kia tino kitea ō rātou reo i roto i tēnei rangahau. E toru ngā rōpū, me ētahi atu hui takirua i tū, ki ētahi kanohi 20 mai i te hunga pakihī Māori.

Ko tā tēnei pūrongo he tāpae i ngā hua o ngā uiuinga tuihono, tae atu ki ngā kitenga mai i ngā wātū rōpū arotahi ki ngā kanohi o ngā umanga Māori me ngā whatunga pakihī Māori.



Seaweed growing for biostimulants and food | © Agrisea New Zealand

Summary of key findings

High level themes from the consultation included:

- support for the whakapapa and self-identification criteria of the proposed definition
- suggestions to add a minimum level of Māori ownership into the definition
- the importance of Māori businesses to demonstrate Māori values or a cultural connection
- that an oversimplified or ambiguous definition could lead to misinterpretation or misappropriation.

Focus-group hui were held and further explored the two themes of ownership threshold and demonstrating Māori values. High level themes from these hui included:

- a 50 percent Māori ownership threshold is consistent with criteria used by some organisations for eligibility as a Māori business, and is easily understood
- a minimum ownership threshold may exclude businesses that are still controlled by Māori
- while te ao Māori values are an important part of Māori business, including Māori values or cultural connection in the definition could become a barrier for some Māori businesses
- concern that businesses may exploit the use of Māori values in a definition to identify as Māori, despite the business having no whakapapa links.

Following the two rounds of consultation, whakapapa and self-identification remained the key criteria of the definition. However, it was also acknowledged that it was important to collect proportion of Māori ownership so we can identify businesses with differing levels of Māori ownership.

Whakarāpopototanga o ngā kitenga matua

Ko ētahi o ngā tāhuhu mai i te uiuinga, inā rā:

- he tautoko i ngā paearu mō te whakapapa me te kī a te tangata, he umanga Māori tēnei, mō te tautuhitanga e marohitia ana
- he whakaaro kia whakaurua he taumata pānga rangatiratanga Māori ki roto i te tautuhitanga
- te hira o te whakaata o ngā umanga Māori i ngā tikanga Māori, i ngā hononga rānei ki te ao Māori
- mehemea he ngāwari rawa, he rangirua rānei te tautuhitanga, he pōhēhē, he whānako rānei te hua.

I whakatūria he hui rōpū arotahi, ā, i tūhuratia ētahi tāhuhu e rua o te taumata pānga rangatiratanga, me te whakaata i ngā tikanga Māori. Ētahi o ngā kanoī matua mai i aua hui ko te kī:

- e hāngai ana tētahi taumata pānga rangatiratanga 50 ōrau ki ngā paearu e whakamahia ana e ētahi whakahaere mō te whakaae kia kīa he umanga Māori, ka mārama wawe te tangata ki taua taumata
- tērā pea me he taumata pānga rangatiratanga mōkito, ka katia atu ētahi umanga ko te Māori tonu te kaiwhakahaere
- ahakoa he mea hira ngā tikanga Māori mō tēnei mea te umanga Māori, ki te whakaurua atu he ritenga mō ngā tikanga Māori, mō te hononga rānei ki te ao Māori ki te tautuhitanga, ka noho pea hei maioro mō ētahi umanga Māori
- he āwangawanga tērā pea ka whakamahia ngā tikanga Māori i roto i tētahi tautuhitanga hei mea e kīa ai ia he Māori, ahakoa kāore he herenga ā-whakapapa o te umanga.

I mua i ngā hurihanga kōrerorero tahi, i noho ko te whakapapa me te kī a te tangata, he umanga Māori tēnei, hei paearu taketake mō te tautuhitanga. Ahakoa tērā, i whakaaetia he mea hira kia kohia te ōwehenga o te pānga rangatiratanga Māori kia pai ai tā mātou tautohu i ngā umanga mā ngā taumata pānga rangatiratanga Māori rerekē.

Next steps

Stats NZ has been working with the cross-sector working group, to confirm the final Māori business definition, which we expect to release in July 2022 as a data standard.

Further to this, more work will be done to identify Māori businesses using the agreed Māori business definition. Identification of businesses is an important step in being able to produce robust statistics on Māori businesses that will enable better decision making for Māori businesses and those who support them.

We are considering mandating the definition and related data standard later this year, for use across government in the collection and publication of data about Māori businesses.

Te ara kei mua

Kua mahi haere a Tatauranga Aotearoa me te rōpū mahi rāngai maha ki te whakaū i te tautuhitanga Māori whakamutunga, me tō mātou tūmanako ka whakaputaina e mātou hei ngā marama o Hūrae 2022 hei paerewa raraunga.

I tua atu i tēnei, ka haere ētahi atu mahi hei tautohu i ngā umanga Māori me te whakamahi i te tautuhitanga mō tēnei mea te umanga Māori ka whakaaetia. He mea nui te tautuhitanga i ngā umanga kia taea ai te whakaputa tatauranga pakari mō ngā umanga Māori e pai ake ai tā rātou whiriwhiri whakatau mō aua umanga Māori me te hunga tautoko i te taha.

Ka whakahautia pea e mātou te tautuhitanga me te paerewa raraunga e pā ana ki a ia hei ngā marama whakamutunga o tēnei tau, hei whakamahinga puta noa i te kāwanatanga mō te kohinga me te whakaputanga raraunga mō ngā umanga Māori.

Mā tini, mā mano, ka rapa te whai.

A large number of cooperating workers can succeed where small groups working separately cannot.

Source: Ngā Pepeha o Ngā Tūpuna VUW Press 2001

Background | He whakamārama

The absence of a standard or agreed definition of Māori business means that government and other entities use different estimates to determine the economic contribution of Māori businesses to the New Zealand economy. Stats NZ has been involved in discussions on Māori business statistics and a Māori business definition since the early 1990s. Consultation undertaken in 2012 confirmed Māori authorities (Māori businesses that receive, manage, and/or administer assets held in common ownership by iwi and Māori) as the initial definition of a Māori business. Data produced by Stats NZ at that time focused on Māori authorities and their contribution to the economy. Consultation also identified that reporting only on Māori authorities did not meet

the information needs of Māori small and medium enterprises (SMEs) and therefore the definition for Māori businesses needed clarifying. Stats NZ has been reporting Māori SME statistics since 2016.

Having a consistent Māori business definition across government will increase the comparability of data. This will help to build a more accurate picture of the contribution Māori businesses make to the Aotearoa New Zealand economy. Accurate information on Māori businesses can be used to promote inclusive models of economic development and ensure Māori organisations and government agencies are better informed when engaging and supporting Māori businesses.



Novotel Tainui Hamilton Hotel | © Tainui Group Holdings

The Māori business definition is not intended to set out requirements for Māori business eligibility for all purposes. It is specifically developed to support the production of useful statistical and research data for and about Māori businesses. However, when developing a statistical definition, other definitions currently in use are studied to understand their relevance. For the Māori business definition, we considered the eligibility for various purposes such as government grants and progressive procurement. While it is not practical for a statistical definition to match the criteria for those purposes, we weighed up these definitions alongside feedback from the consultation process to decide what information should be collected about Māori businesses.

agreement with the proposed definition and to see if the definition needed further work.

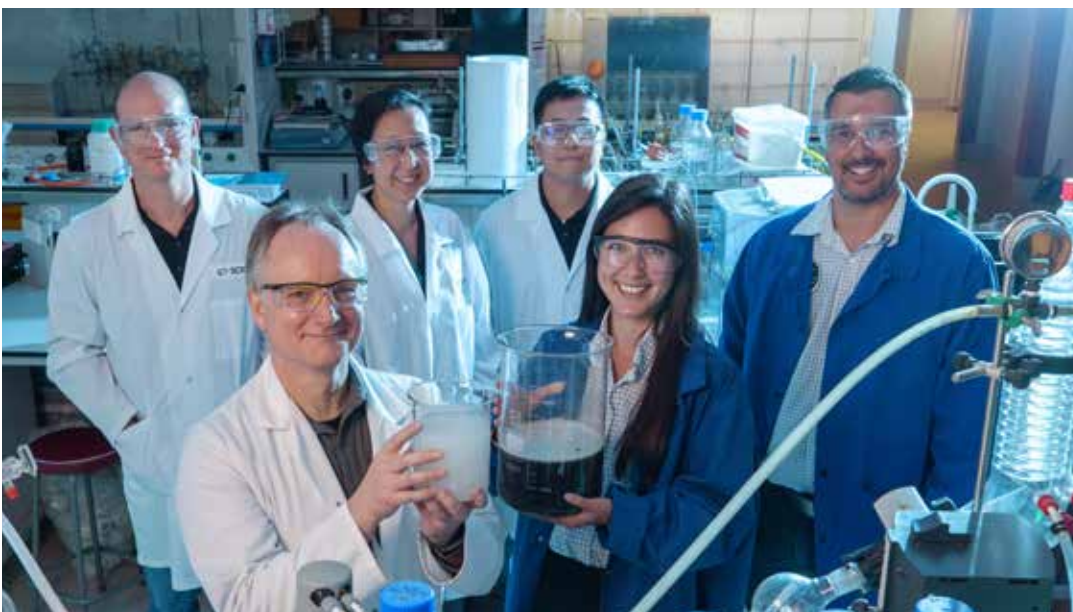
The proposed definition states:

A Māori business is a business that is owned by a person or people who have Māori whakapapa, and a representative of that business self-identifies the business as Māori.

Note: The passing of the Moriari Claims Settlement Bill in Parliament in November 2021 officially positioned Moriari as a unique ethnicity. The Māori business definition does not attempt to define Moriari business. However, defining Moriari business may be considered at a later date.

Purpose of the public consultation | Te take o te uinga i ngā tāngata o Aotearoa

The consultation aimed to gather a broad range of perspectives and opinions on Stats NZ's proposed Māori business definition. It sought insights into the level of



Hydrogel production for increased tree survivability | © Agrisea New Zealand

Methodology | Ngā tikanga mahi

This section outlines the process used to collect public submissions, and the methodology used to analyse them. It also covers the process for running the three focus groups.

Consultation process | Te hatepe uiuinga

Stats NZ asked the public for feedback on the proposed Māori business definition outlined in the [consultation paper](#). The public consultation was open between 6 October and 22 November 2021.

The consultation was available on the Stats NZ website and promoted through social media channels. Ads and interviews were played on Māori radio and Stats NZ collaborated with Te Puni Kōkiri to reach regional contacts. Invitations to participate were also emailed to government agencies, iwi groups, Māori business networks, and other key stakeholders. Submitters were able to complete an online survey form, email a written version, or supply a verbal submission.

Analysis of submissions | Te tātari i ngā tāpaetanga

A total of 59 submissions were made in response to the proposed Māori business definition. Forty-five submissions were made using the online form, 13 were submitted via email, and one was submitted verbally. Twenty-five of these submissions were from individuals, seven from government agencies, seven from Māori businesses, two from iwi groups, and the remaining 18 from other organisations and businesses.

We used thematic analysis to determine key themes from the online, written, and verbal submissions. We used the following process to analyse, code, and report on responses:

- anonymised the identity of submitter and provided each submission with a unique ID

- read through all submissions and became familiar with the data
- coded the data – created ‘codes’ to describe sections of data
- compared and cross-validated codes
- identified emerging themes
- grouped and refined themes
- extracted key quotes to provide context to the themes identified
- wrote up the findings.

Focus groups | Ngā rōpū arotahi

To ensure the voice of Māori businesses was adequately represented in the definition, following the public consultation Stats NZ organised three focus groups with 14 Māori business owners and six representatives from Māori business networks from across the motu. The 14 businesses included a range of industries, regions, and sizes. We held separate meetings with business owners who were unable to attend the focus groups. Those attending the focus groups on behalf of the six Māori business networks collectively represent around 3,500 Māori businesses.

All participants answered two questions, which addressed key themes from the public consultation:

- Should the Māori business definition include a minimum ownership threshold?
- How important is inclusion of Māori values or cultural connection in the Māori business definition?

Focus groups were held online over Zoom or Teams. Associate Minister of Statistics Meka Whaitiri facilitated one of the focus groups and Kaihautū for Stats NZ Rhonda Paku facilitated the other two groups. Analysts from Stats NZ attended the focus group meetings to transcribe what was said. We also analysed recorded information from the focus groups, identifying patterns in meaning across the data and organising the data into themes.

Consultation findings | Ngā kitenga uiuinga

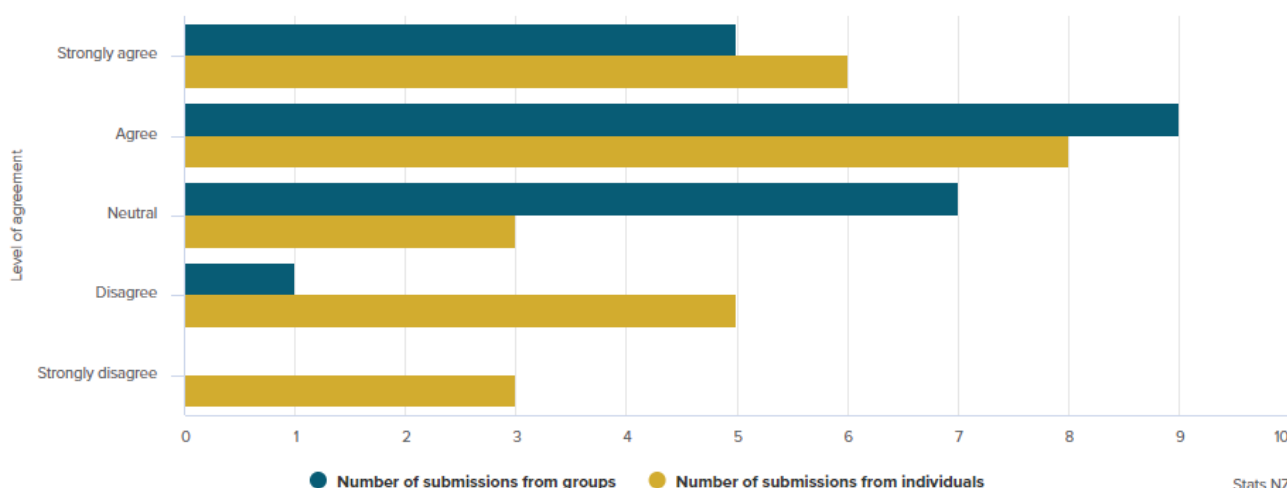
In this section, we discuss the results from the online, written, and verbal submissions of the public consultation. Key themes from the responses are highlighted and quotes are included to better provide context to the themes and sub-themes. Quotes do not represent the views of Stats NZ.

Note that some email submissions did not include ratings to the questions and therefore the agreement/disagreement ratings do not reflect all submissions.

Proposed Māori business definition | Te tautuhitanga mō te umanga Māori e marohitia ana

Stats NZ asked submitters to what extent they agreed with the proposed Māori business definition.

Agreement with proposed Māori business definition, by individuals and groups



Key themes | Ngā kaupapa matua

The majority of submissions expressed agreement with the proposed definition. The reasons given for agreeing with the proposed definition included that the definition is easily understood, inclusive of multiple factors, and that the definition is fit for purpose.

“Provides a succinct definition that is easily understood and allows other agencies to add criteria for their respective purposes.”

“I support any attempt at getting a better definition of ‘Māori business’ and the definitions proposed seem perfectly adequate to me. It is also good that Māori businesses can further refine that definition to suit their particular needs.”

A common theme in submissions was to include a level or threshold of Māori ownership into the definition. Reasons for specifying a minimum level of Māori ownership included to reflect decision-making authority of the business, to ensure production of accurate data, and to address concerns around possible misuse of the definition by non-Māori.



“A Māori business should be defined as being owned by a person or people who have Māori whakapapa. By owned this should mean they hold at least 50 percent of the shares of the business.”

“As far as ownership is concerned, ownership should be more than a mere title. Ownership should also translate into stewardship of the enterprise and more than in the sense of being collective decision-making process but as a leader of the organisation.”

“The current definition seems to mean that a business that has, for example, 10 percent shareholding by Māori could be classified as a Māori business – this seems to lack authenticity and is perhaps a bit disingenuous. It could ‘skew’ the data to a point where it doesn’t really accurately reflect Māori business in Aotearoa!”

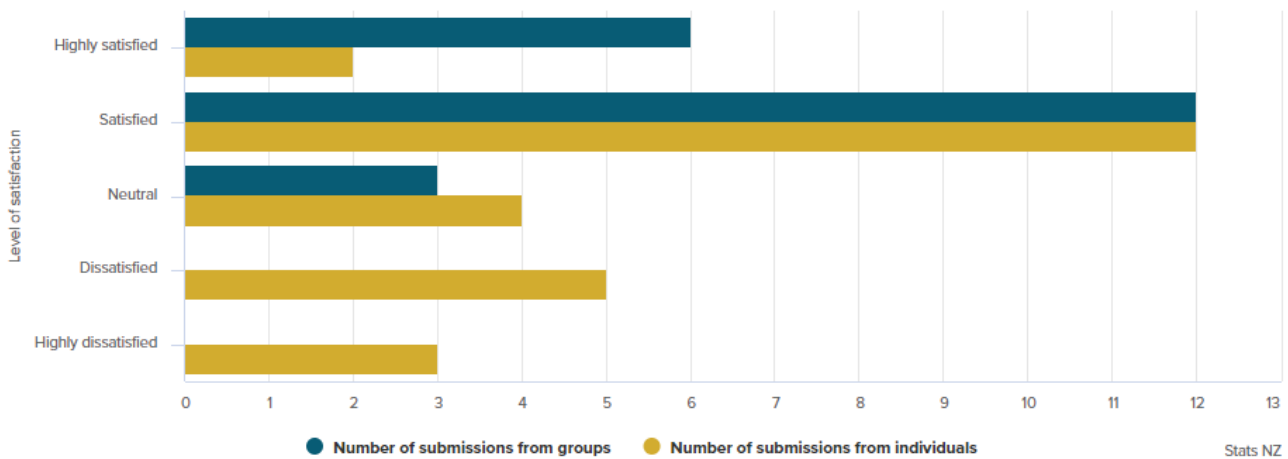
Themes that emerged in the consultation from those who disagreed with the proposed definition included:

- the definition was too ambiguous and could be misinterpreted
- risk of appropriation by non-Māori businesses
- opposition to separating Māori businesses from other non-Māori businesses.

Ownership and whakapapa criteria | Ngā paearu puritanga, whakapapa hoki

Stats NZ asked submitters how satisfied they were with the ownership and whakapapa criteria.

Satisfaction with the ownership and whakapapa criteria for proposed Māori business definition, by individuals and groups



Key themes | Ngā kaupapa matua

The inclusion of whakapapa in the proposed definition was identified in submissions as important.

“Being Māori obviously must be key. Those who use your service should know whether you are Māori or not.”

While ownership and whakapapa were considered an important criteria, many submissions also raised the idea of setting a threshold for ownership. There was a variety of viewpoints on what the minimal level of ownership needed to be for a business to be defined as a Māori business.

“I agree in principle and would like to add that the Māori ownership shareholding is more than 50 percent.”

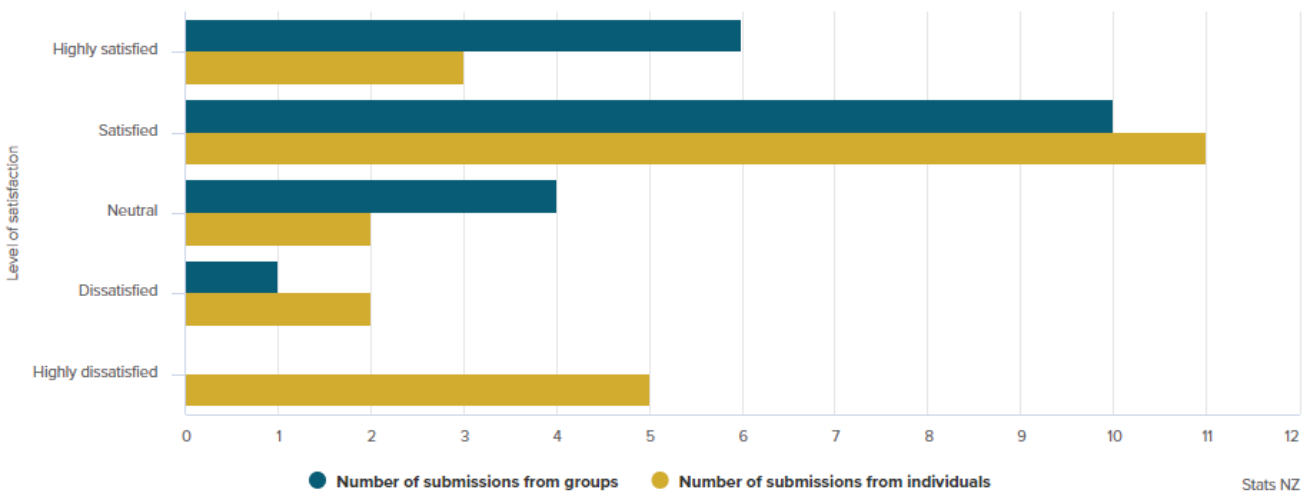
“Partial ownership must be at least 75 percent Māori owned/whakapapa.”

“We strongly recommend that if Stats NZ decide[s] to adopt the proposed definition that “percent owned” data is also derived/collected with the minimum levels being: <50%, 50%, >51-99%, and 100%”

Self-identification criteria | Ngā paearu mō te kī a te tangata, he umanga Māori tēnei

Stats NZ asked submitters how satisfied they were with the self-identification criteria.

Satisfaction with the self-identification criteria for proposed Māori business definition, by individuals and groups



Key themes | Ngā kaupapa matua

There was general support for the inclusion of self-identification as part of the proposed definition. Some submissions specified that they were in support of the self-identification criteria, as long as it sat alongside the whakapapa criteria.

“It must be a combination of both ie a person who does not fulfil criterion one, ‘whakapapa’, cannot then self-identify their business as Māori.”

“Inclusive identification through the primary filter of whakapapa/Māori descent is a strong, reasonable platform – which enables both self-identification and acknowledgment of Māori ownership...”

There was some concern with the self-identification criteria being misused, including that non-Māori businesses could falsely self-identify as Māori businesses as a means of gaining access to benefits intended for Māori businesses.

“Not sure that self-identification is adequate without reference to some characteristics that say it is Māori.”

“There are many organisations in Aotearoa, who are non-Māori, yet seem to think having a tokenism Māori or Māori words to their business name warrants their eligibility for funding tagged for Pakihi Māori.”

“How will you make sure the definition is not open to abuse. Self-identification could be misused.”

A number of people suggested that a process of verifying the whakapapa of business owners would ensure non-Māori businesses did not identify themselves as Māori.

“Confirmation from their marae, hapū, whānau, iwi to verify their whakapapa and connection to their marae or not!”

“All shareholders/owners are verified to whakapapa to the whenua.”

Proposed related attributes | Ngā āhuatanga whai pānga e marohitia ana

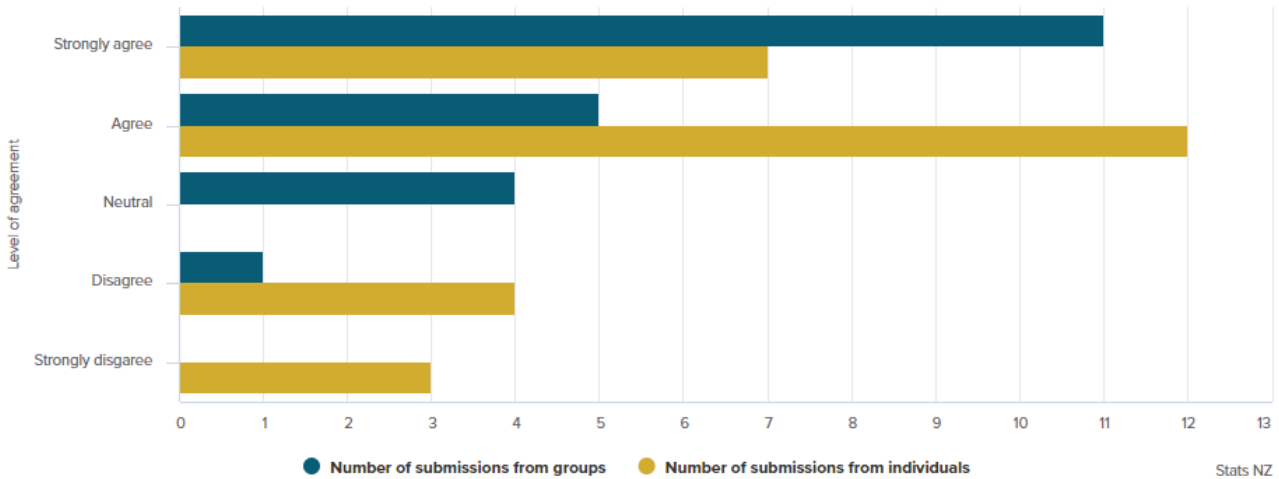
Submitters were asked to what extent they agreed with the proposed related attributes. While the proposed definition focused on ownership and self-identification, we acknowledge that there are other important attributes of a Māori business. These attributes were not included in the proposed definition of a Māori business but were included as part of the consultation for consideration in the future, if the need arises.

The proposed related attributes outlined in the consultation document were:

- connectedness through whakapapa to iwi, hapū, and whānau
- verification of owners of the business and their whakapapa
- operating using Māori values and practices
- employing Māori staff
- Māori-operated (run or managed by Māori) or governed (for example, overseen by a Māori governance board)
- delivers outcomes or benefits for Māori.



Agreement with the proposed related attributes for proposed Māori business definition, by individuals and groups



Key themes | Ngā kaupapa matua

Support for the proposed related attributes came through with respondents saying “there is a good balance in the attributes” and the attributes “align with our own internal approaches”. However, much discussion was raised around including attributes as part of the definition and suggestions of additional attributes that should be included in the definition. Suggested additions included:

- emphasis around environmental sustainability
- upholding Māori cultural values and connection to te ao Māori
- connection to iwi
- kaupapa-Māori driven business.

“I agree with the additional criteria but I believe that some of these need to be incorporated into the definition because they are a key part of how a Māori business is different to a mainstream business.”

“The emphasis for Māori business should be on delivering cultural, environmental, economic and social outcomes and benefits to Māori.”

“I think it is too simplistic to define a Māori business by the two criteria alone. Some businesses may meet both criteria but have no connection to te ao Māori.”

Conversely, there was also some concern that the additional attributes add complexity to the definition and impose burden on respondents. The related attributes also appeared to cause confusion as to whether they formed part of the core definition or not.



“Being Māori obviously must be key. Those who use your service should know whether you are Māori or not.”



Focus group findings | Ngā kitenga o ngā rōpū arotahi

The following section summarises key findings from the focus group sessions, held to further explore whether a minimum ownership threshold or te ao Māori values should be included in the Māori business definition.

Minimum ownership threshold | Te taumata puritanga mōkito

Including a minimum ownership threshold in the definition is one aspect that has been widely debated. The focus group sessions reinforced the variety of perspectives on this theme and there was no clear consensus on whether levels of ownership should be measured or whether the definition should include a minimum threshold for ownership.

Some focus group participants expressed comfort with 50 percent minimum ownership as it is easy to understand and already utilised by other organisations, creating consistency across the data system. Other participants discussed the importance of control rather than ownership, and who holds the decision-making rights. A number of focus group participants commented that the definition would be more inclusive if it did not specify a minimum threshold for Māori ownership.

A minimum threshold for progressive procurement purposes was a common theme raised by focus group participants. There was general agreement that for progressive procurement purposes an ownership threshold in the definition would give effect to policy decisions intended to grow equity for Māori.

Incorporating te ao Māori values in the definition | Te whakauru mai i ngā whakaaro o te ao Māori ki te tautuhitanga

How a business contributes to Māori development, their connection to whenua and iwi, expression of manaakitanga, kaitiakitanga, rangatiratanga, and incorporation of tikanga were all raised as important aspects of Māori business. The focus groups explored if, how, and what values from te ao Māori should be included in the Māori business definition.

It was clear from the focus groups that te ao Māori values are an important and innate part of Māori business. While various values and expressions of cultural connection were described by focus group participants, there was no consensus on how values could be articulated in the definition.

There was general agreement that the Māori business definition should be inclusive, embracing all types of Māori businesses, and some participants expressed concern that incorporating Māori values into the definition added more complexity, which could become a barrier.

Discussion against incorporating te ao Māori values in the definition centred around concern that the definition could result in excluding those businesses that don't see their business reflected. There was also apprehension around government's role in defining or making judgement on Māori values.

Discussion | He whakawhitiwhiti whakaaro

Stats NZ acknowledges that there are many unique characteristics of Māori businesses that set them apart from non-Māori businesses. Operating according to Māori values, connection with iwi and hapū, delivering benefits to Māori communities, and employing Māori staff are all important characteristics of Māori business. However, insights from the online public consultation and focus groups confirm that ownership and self-identification are viewed as the decisive factors in defining a Māori business.

Overlapping themes from both the online consultation and focus groups highlight a concern around the misuse or misappropriation of a Māori business definition. Self-identification allows for an inclusive definition but does bring risk. Ownership was seen to be an important component of a definition, to ensure that businesses employing only Māori names or values would not be included. While it is important to have a definition that is inclusive and appropriate for as many users as possible, it

is also imperative to implement a standardised definition that accurately reflects its users and provides valuable information. Stats NZ recommends that:

- no minimum threshold of ownership is in the definition to allow it to remain inclusive
- proportion of ownership is collected so that data on businesses with different levels of Māori ownership can be produced.

It is important to note the diversity of opinions and ideas expressed in the consultation. Stats NZ acknowledges that the development of a Māori business definition is a complex undertaking and to many respondents is a very personal topic. In the analysis of the consultation and the development of the Māori business definition standard, Stats NZ aims to find a balance between developing a definition that is suitable for as many users as possible while not oversimplifying it.



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Conclusion | Kupu whakamutunga

The public consultation and follow-up focus groups verified the strong interest in the development of a standardised Māori business definition for use across government agencies. While there were diverging perspectives about some aspects of the definition, there was overall support for the two main criteria of the proposed definition, that is, Māori whakapapa and self-identification.

The feedback demonstrated that there are many users of a Māori business definition and highlighted the importance of developing a definition that is appropriate and practical for as many users as possible.

Insights gathered from the online consultation and focus groups will play a crucial role in shaping the Māori business definition standard and the ability of agencies to produce good quality data about Māori businesses.



Pounamu | © Ngāi Tahu Tourism

Appendix 1: Kuputaka – Glossary

Āhuatanga

Attribute (Abridged from [Māori dictionary](#)).

Hapū

Clusters of whānau (families) where the whānau is usually an extended family grouping consisting of children, parents, often grandparents, and other closely related kin.

Horopaki

Context (Sourced from [Māori dictionary](#)).

Iwi

An iwi, or Māori tribe, is one of the largest kinship groupings and is generally made up of several hapū that are all descended from a common ancestor.

The [statistical standard for iwi and iwi related groups](#) defines iwi as a whakapapa-based kinship grouping that generally has several hapū and one or more active marae, and a recognised structure that represents the interests of the iwi, such as a rōpū whakahaere, committee, or board.

Note: Different definitions of iwi are used in different contexts. The statistical standard above is used for gathering and reporting iwi and iwi-related groups' information and statistics.

Mandated standard

Data standards establish a common approach to the collection, management, and use of data. Mandated data standards must be used by public service departments and departmental agencies when collecting, publishing, or sharing data on a particular topic. (Sourced from [Stats NZ](#))

Māori

A person of the Māori race of New Zealand; and includes any descendant of such a person (Abridged from [New Zealand Legislation](#)).

Ownership

Ownership of a business will mean something different depending on the type of business. However, ownership may include all or some of the following: owning the assets of the business, holding the financial risk, and being the beneficiaries of financial gain. Types of owners include sole traders, partners, shareholders, and proprietors. For more information on different types of businesses in New Zealand and their ownership structures, see [Choosing the right business structure](#) (on Business NZ's website).

Paearu

Criteria (Abridged from [Māori dictionary](#)).

Pakihi

Business (Abridged from [Māori dictionary](#)).

Standard

A statistical or data standard provides a comprehensive set of guidelines for surveys and administrative sources collecting information on a particular topic. Components of a standard include:

- rationale
- definition
- classification and coding process
- questionnaire module
- output
- related classifications and standards
- glossary and references.

(Sourced from [Stats NZ](#))

Tautuhi

Definition (Abridged from [Māori dictionary](#)).

Te ao Māori

The Māori world. It refers to three key areas: te reo Māori (Māori language); tikanga Māori (protocols and customs), and Te Tiriti o Waitangi (the Treaty of Waitangi). Together, these three areas will provide a broad overview, and a better understanding of Māori culture and Māori realities (Abridged from [Te Ao Māori | The Māori world from University of Otago's website](#)).

Whakapapa

Genealogy, lineage, descent. Reciting whakapapa was, and is, an important skill and reflects the importance of genealogies in Māori society – for leadership, land and fishing rights, kinship, and status. It is central to all Māori institutions (Abridged from [Māori dictionary](#)).

Whānau

Extended family, family group; a familiar term of address to a number of people – the primary economic unit of traditional Māori society. In the modern context, the term is sometimes used to include friends who may not have any kinship ties to other members (Sourced from [Māori dictionary](#)).



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