

Purpose

Tatauranga Aotearoa Stats NZ is seeking your feedback on key aspects of measuring Māori business:

- tautuhi | definition – proposed definition for Māori business
- paearu | criteria – specific criteria used to define Māori businesses
- horopaki | specific contexts – circumstances where additional paearu (criteria) are used for defining a Māori business, and
- āhuatanga | related attributes – other important attributes of a Māori business that may enable the definition to evolve over time.

Tatauranga Aotearoa Stats NZ recognises that, as one definition does not fit all, different definitions may be required for different purposes.

We are seeking feedback from as wide a range of stakeholders as possible, including anyone involved with or affected by the proposed definition. Your feedback is important as it will help shape the definition, ensure that it is workable and achieves the objectives of a more cohesive approach when collecting and reporting data on Māori businesses. Better data on Māori businesses will ensure Māori organisations and government agencies are better informed when engaging with and supporting Māori businesses. Please take the time to make a submission.

Need for a definition for Māori business

A key driver for a standard definition of a Māori business is to produce robust data and information about Māori businesses.

Good quality data about Māori businesses will enable these businesses to have a better understanding of their position relative to their peers. Māori development agencies, government agencies, and others will also find quality data useful in making informed policy and investment decisions to support Māori businesses.

Agencies currently use a range of definitions for Māori business. This results in a variety of estimates of Māori business data for economic, social, environmental, cultural, and other purposes. As the data steward for Aotearoa New Zealand, we are working towards creating a standard definition of Māori business for the collection and production of Māori business data.

Developing definitions to support consistency across New Zealand's data system is part of Tatauranga Aotearoa Stats NZ's data leadership role. We are committed to delivering more and better data for and about Māori, one of our organisation's four strategic priorities, and to improving the way we record and present information on Māori business.

Submission guide

Thank you for taking the time to fill in our submission form.

Please read [Māori business definition: consultation](#) that outlines the proposed definition and then let us know to what extent you agree or disagree with the definition and other related criteria and contexts. We encourage you to further explain the reason for your selection using the free text field – this will allow us to gain further insight about what you like about the proposed definition, and what could be improved.

You can make your submission in either te reo Māori or English.

Please complete your submission form by 5 pm Friday, 5 November 2021.

If you prefer you can send your thoughts to us by email to Maori.business.definition@stats.govt.nz. If you are not able to provide a written submission, please contact us to arrange a time to make a verbal submission.

Privacy statement

We will collect personal information from you, including your contact information and any information you supply in your submission. This information helps build a better understanding of New Zealanders' views on proposals for the definition of Māori business. We will analyse the information to understand the views of different groups and the range of people we have reached.

We keep your personal information secure by protecting it from outside sources, making regular back-ups of our data and using the best security systems.

You have the right to ask for a copy of any personal information we hold about you, and to ask for it to be corrected if you think it's wrong. If you'd like to ask for a copy of your information, or to have it corrected, please contact us at Maori.business.definition@stats.govt.nz.

A findings paper summarising the submissions we receive will be published on our website www.stats.govt.nz. We intend to use direct quotes from submissions to illustrate our findings. We do not intend to identify or name individuals through use of direct quotes but may name groups in our findings.

Tatauranga Aotearoa Stats NZ may be asked to release submissions under the Official Information Act 1982. This Act has provisions to protect sensitive information given in confidence, but Tatauranga Aotearoa Stats NZ can't guarantee the information can be withheld. If you don't want information contained in your submission to be released, you need to tell us which information should be withheld and explain why. For example, you might want some information to remain confidential because it's personal or commercially sensitive.

By clicking 'Next' on the online submission form or sending us a submission on paper, you are consenting to this privacy statement.

For more information about your privacy please see our website
<https://www.stats.govt.nz/help-with-surveys/privacy-security-and-confidentiality-of-survey-data/>

Next

*** Required**

Contact details

Section 1

Who is making this submission? *

Section 2

This submission is made: *

by an individual (go to 3)

on behalf of a group or organisation (go to 6)

Other _____

Section 3

Are you of Māori descent? *

Yes

Don't know

No

Section 4

Where do you usually live? *

New Zealand (go to 5)

Overseas (go to 7)

Section 5

Which region do you usually live in? *

Northland

Auckland

Waikato

Bay of Plenty

Gisborne

Hawke's Bay

Taranaki

Manawatu-Whanganui

Wellington

West Coast

Canterbury

Otago

Southland

Tasman

Nelson

Marlborough

Area Outside

Section 6

Where is your group or organisation based? *

New Zealand

Overseas

Section 7

Please provide your contact email: *

Section 8

Please provide your contact phone number:

Section 9

Are you happy for us to contact you? *

Yes

No

Completing the form

Section 10 Tautuhi (Definition)

Proposed definition

*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.*

See [Glossary](#) for definitions of **Māori** and **whakapapa**.

This definition is intended to be inclusive so that all Māori businesses can see themselves in it, and to allow users to add further criteria for their own purposes.

See [Related attributes](#) for other attributes that relate to Māori business.

- ❖ **To what extent do you agree with the proposed Māori business definition?**

Strongly agree | Agree | Neutral | Disagree | Strongly disagree

- ❖ **Please explain the reason for your selection (4,000 characters maximum).**

Section 11 Paearu (Criteria)

As part of our definition we propose two criteria: ownership and whakapapa, and self-identification.

Ownership and whakapapa

A Māori business is any business that is fully or partially owned by a person or people who have Māori whakapapa.

See [Glossary](#) for definitions of ownership and whakapapa.

Self-identification

A Māori business can self-identify as Māori-owned to any organisation that collects information on Māori businesses. This includes Tatauranga Aotearoa Stats NZ, other government agencies, business registers, industry bodies and Māori business organisations.

- ❖ **Looking at the ownership and whakapapa criteria, how satisfied are you with the meaning?**

Highly satisfied | Satisfied | Neutral | Dissatisfied | Highly dissatisfied

- ❖ **Looking at the self-identification criteria how satisfied are you with the meaning?**

Highly satisfied | Satisfied | Neutral | Dissatisfied | Highly dissatisfied

- ❖ **Please explain the reason for your selection (4,000 characters maximum).**

Section 12 Āhuatanga (Related attributes)

The proposed definition of Māori business is distinct from a non-Māori business in that it is Māori-owned, and that a representative of that business self-identifies it as a Māori business.

However, it is recognised that there are other important attributes of a Māori business. These attributes are not included in the definition of a Māori business, but may be considered for inclusion in the future if the need arises.

These attributes include but are not limited to:

- connectedness through whakapapa to iwi, hapū and 7 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.

❖ **To what extent do you agree with the proposed related attributes?**

Strongly agree | Agree | Neutral | Disagree | Strongly disagree

❖ **Please explain the reason for your selection (4,000 characters maximum).**

❖ **Are there any other related attributes we need to consider to enable the definition to evolve over time? If yes, please tell us what these are (4,000 characters maximum).**

Section 13 Further information you would like to share

❖ **Is there any other information you would like to share to help us develop the definition for Māori business? (4,000 characters maximum)**

Thank you

Thank you for your submission. Your comments and feedback will help us to improve the Māori business definition.

Once the submission period has closed, we will analyse the feedback, and publish a summary of our findings.

Thank you for your contribution to this process.