



# Tatauranga Umanga Māori 2016: Statistics on Māori businesses

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# He mihi

Tēnā koutou katoa

Ka tu ake au i rō tōku whare Tatauranga Aotearoa  
Ko te pātaka iringa kōrero o te tini, o te mano e  
Matakitaki whakawaho ki te ao pākihi, ki te ao ūmanga Māori ra  
E maiohā mai nei i a koutou mai wīwī, mai wāwā  
Nau mai, haere mai, whakatau mai ki ēnei kohinga raraunga a pākihi, a Ūmanga.

E ōku rau rangatira mā  
Tēnā koutou, tēnā koutou, tēnā koutou katoa.

Greetings

I stand inside my house of Statistics New Zealand  
The store house of information from the multitudes  
Looking outwardly to the business sector and Māori business entities  
Welcoming you from the far reaches  
Greetings, welcome to this collection of business statistics.

To this stately gathering  
Acknowledgements, salutations, and greetings.

Statistics NZ has a goal to ‘unleash the power of data’ to support decision making ‘to change lives’. We are therefore pleased to present *Tatauranga Umanga Māori 2016: Statistics on Māori businesses*.

From a Māori perspective, we might think of the unleashing of statistics as ‘Tukuna te manu, kia rere, kia ora’ – ‘Release the bird, that it may fly, that it may bring life’. Metaphorically, this report is the feathers (ngā huruhuru) that allows the bird of statistics to take flight.

Mā te huruhuru te manu ka rere – The bird requires feathers that it may take to flight.



# 1 Purpose and key points

## Purpose

*Tatauranga Umanga Māori 2016: Statistics on Māori businesses* presents information on two subsets of Māori businesses that contribute to our country's economy – Māori authorities and small and medium-sized enterprises (SMEs).

It identifies the importance of Māori authorities to the economy through their strong and responsible financial management and investment approaches, and continued growth based on strong connections with the land and the sea.

The report also illustrates the vibrant entrepreneurial nature of Māori businesses. The statistics show the innovators who work in these small and medium-sized enterprises (SMEs) are willing to take risks and break into new markets with new products. This information will be useful for readers interested in Māori business and economic development, such as Māori authorities, Māori entrepreneurs, and government agencies working with them.

## Summary of key points

### Key points about Māori authorities

- The asset base of Māori authorities continued to grow in 2014, up 15.5 percent from 2013 to reach \$15 billion. Growth is most evident in current and other assets rather than in fixed assets.
- Māori authorities continue to ease gradually away from concentration in their traditional land- and sea-based industries, or management of the rights to those, and into other industries.
- Goods exported by Māori authorities were worth \$485 million in 2015, down \$41 million (7.8 percent) from 2014. Most of this fall was the result of reduced value of exports to China.
- China remained the top export partner in 2015, receiving 41 percent of Māori authorities' total exports by value.
- Kaimoana (seafood) remained the top export commodity in 2015.
- Māori authorities' concerns include recruiting professionally and technically qualified employees, while matters such as government regulation or access to intellectual property as barriers to innovation are among the least of their concerns.

### Key points about Māori SMEs

Data up to 2015 showed:

- Māori SMEs maintained a diverse range of activities: no single industry dominated.
- Māori SMEs had a relatively high innovation rate and worker turnover rate. They tended to be concerned with costs to develop or introduce innovation and lack of management resources such as time, and to a similar degree as Māori authorities, recruitment of professional or technical staff.
- Nearly 1 in 5 Māori SMEs sold goods or services to overseas markets. Māori SMEs focusing on world markets emphasised a unique intellectual property or valuable brand as the key factor for competing.
- Goods exported by Māori SMEs in 2015 went to 53 countries and were worth \$44 million, up \$6 million (15 percent) from 2014.



- The United Kingdom was the top export partner nation, receiving 30 percent of Māori SMEs' total merchandise exports by value.
- Non-traditional markets for business were well represented among Māori SMEs' total exports. The Central African States economic community (CEEAC-ECCAS) was the destination for 13 percent of their exports by value.

## Key points about Māori agriculture

Data up to 2015 showed:

- Dairy cattle numbers appeared to be still trending up on Māori farms following success in assuring overseas markets for milk products.
- Sheep numbers recovered a little after a period trending down.
- Wine grapes appeared to be an expanding area of horticulture while kiwifruit growing appeared to be holding steady.

## Key points about Māori tourism

- Domestic guest nights hosted by Māori tourism businesses showed a gentle upward trend in the year to March 2016. Domestic guests are a steadier source for Māori tourism than international guests, with a relatively shallow off-peak.
- International guest nights hosted by Māori tourism businesses recovered from a period of mild decline and grew to record numbers in the year to March 2016
- Māori tourism businesses' operating expenses exceeded sales of goods and services in the 2014 financial year.
- Māori tourism businesses in 2014 appeared highly exposed to world markets, and identified their unique intellectual property or valuable brand to be the key factor for competing.

## About Māori business statistics

We present *Tatauranga Umanga Māori 2016: Statistics on Māori businesses* as part of our commitment to 'unleash' the power of existing data for Māori. Our goal is to define and identify the role of Māori businesses within both the Māori and New Zealand economies, in order to promote informed decision-making according to Māori aspirations.

To achieve this goal, we intend to publish a more holistic set of statistics in future, to represent Māori economic, social, cultural, and environmental data.

Our conceptual definition of a Māori business in *Tatauranga Umanga Māori 2016* is one that can be identified as in some way operating for the benefit of collective Māori wellbeing.

We applied different methods in order to identify such businesses. Our results gave us two sub-sets of Māori businesses – Māori authorities and Māori small to medium-sized enterprises (SMEs).

The methods that identified Māori authorities used:

- tax data relating to Māori trusts and incorporations (ie businesses that identified themselves as a trust or incorporation by using the tax code MA or MT – although our definition of Māori authority differs from the definition in the Income Tax Act 2007)
- Companies Office data to establish group ownership relationships.

[See Appendix 1: Defining Māori authorities for Tatauranga Umanga Māori 2016](#) for our full definition of a Māori authority.

The methods that identified Māori small to medium-sized enterprises (SMEs) involved:

- working in partnership with Poutama Trust, which sponsors Māori SMEs ([see How we identified and measured Māori SMEs](#) for more detail)
- working in partnership with New Zealand Māori Tourism, whose knowledge of Māori tourism operators contributed greatly to [chapter 5, Tourism from a Māori business perspective](#)
- introducing a new question into the Business Operations Survey (BOS) 2015 that asked Māori businesses to self-identify and to indicate what factors significantly influenced that decision. This was the first time we've taken a direct approach to identifying Māori business. [See Appendix 3: Māori business self-identification in the Business Operations Survey](#) for more detail.

Our results confirmed that identification of Māori businesses is best achieved either by self-identification – the question added to BOS 2015 – or identification by association – via partnerships with associations of Māori business (Poutama, NZ Māori Tourism, FoMA), the tax system and Companies Office.

### **Acknowledgements**

We are grateful to Poutama Trust and New Zealand Māori Tourism for their willingness to share data, allowing us to expand our coverage of Māori SMEs.

### **Related publications**

[Tatauranga Umanga Māori 2015: Updated statistics on Māori authorities](#) (Statistics NZ, 2015,b)

Information about Māori authorities (businesses we've defined as 'entities for the collective management of assets) from the financial year 2014.

[Tatauranga Umanga Māori summary of 2012 consultation](#) (Statistics NZ, 2015,a)

Summary of feedback from the 2012 consultation paper.

[Tatauranga Umanga Māori 2014: Statistics on Māori authorities](#) (Statistics NZ, 2014,b)

Information about Māori authorities (businesses we've defined as 'entities for the collective management of assets) from the 2013 and 2014 financial years.

[Tatauranga Umanga Māori – consultation paper](#) (Statistics NZ, 2012,b)

Seeking feedback on our process for collecting statistics about Māori businesses.

## 2 Māori authorities

This chapter presents information about Māori authorities, which we define here as entities involved in the collective management of assets in the Māori economy. See:

- [Māori authorities continue to focus on managing land](#)
- [Employment and activity](#)
- [Engaging with world markets](#)
- [Financial performance](#)
- [How we identified and measured Māori authorities](#)

### Māori authorities continue to focus on managing land

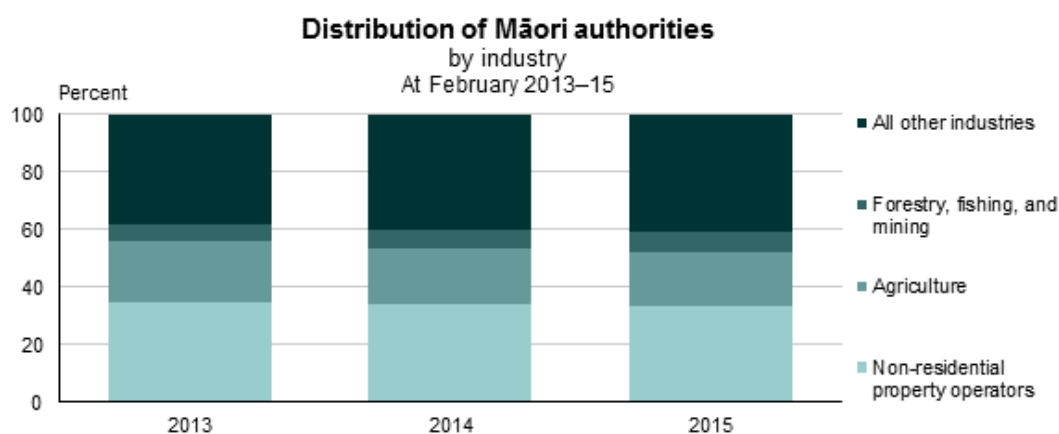
In 2015, a large proportion of Māori authorities' operations were engaged in managing natural resources directly (eg farming) or managing the use of resources indirectly (eg forestry rights lease-management).

Māori connection to the land and sea is evident in these traditional land-based industries. Agriculture accounts for around 1 in 5 Māori authority enterprises. Modern adaptation to treaty settlement arrangements and traditional fiscal benefit from the land is evident in businesses in the *real estate – non-residential property operators* industry.

At February 2015, non-residential property operators accounted for around 1 in 3 Māori authority enterprises. Financial asset investing accounted for around 1 in 10 Māori authority enterprises. (Financial asset investing includes a diverse range of investment companies, mutual funds and trusts that may have been formed specifically to invest iwi funds.)

Figure 1 shows a small growth in industry and services other than non-residential property operators over the 2013–15 period.

**Figure 1**



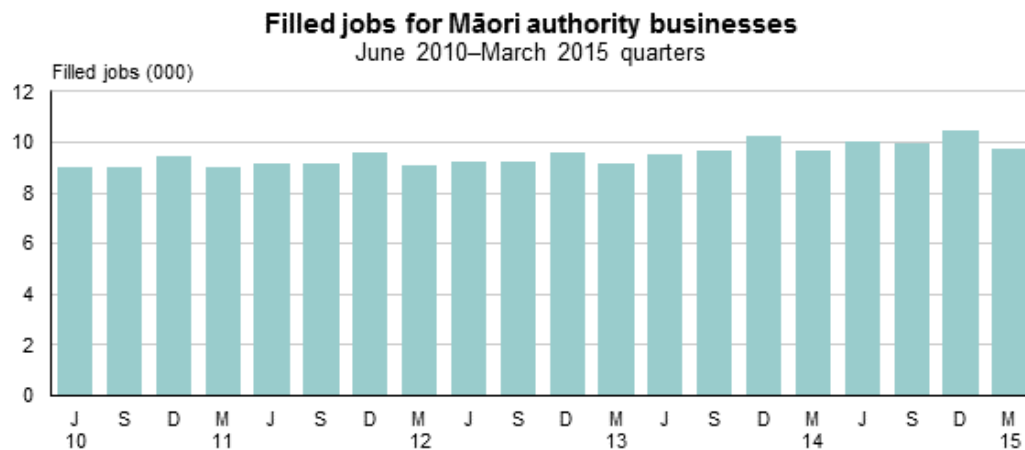
Source: Statistics New Zealand

## Employment and activity

### Steady trend upwards is visible in filled jobs

Over the two years to the March 2015 quarter, Māori authorities averaged just under 10,000 filled jobs. This represents an upward trend (see figure 2). For example in March quarter 2015, filled jobs across Māori authorities declined 6.5 percent from the December quarter high of 10,460 filled jobs, but were 1.3 percent above March quarter 2014 and 8.2 percent above March quarter 2011.

**Figure 2**

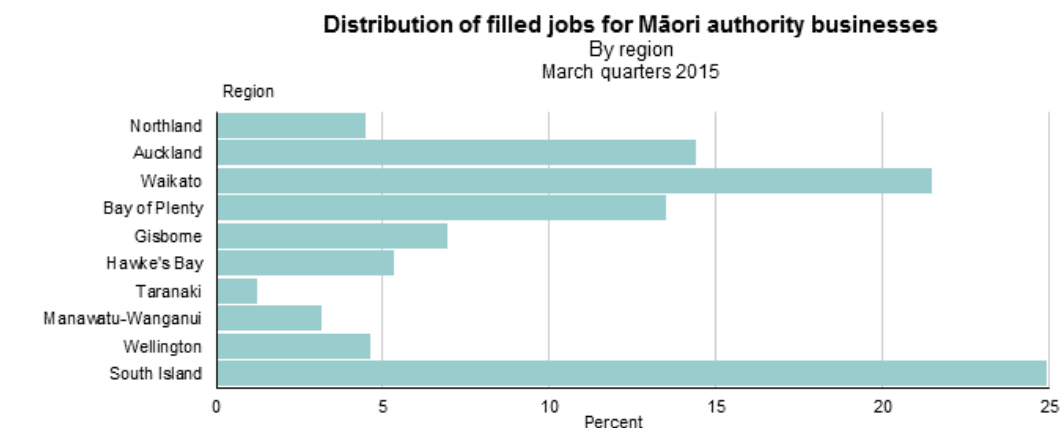


Source: Statistics New Zealand

### South Island has 25 percent of filled jobs

At March quarter 2015, 25 percent of filled jobs were located in the South Island, 21 percent in Waikato region, and Auckland (14 percent) and Bay of Plenty (13 percent) each had about the same number of filled jobs as in the lower North Island (see figure 3).

**Figure 3**



Source: Statistics New Zealand

Generally speaking the share of each region in filled jobs has been steady over the last five years. The South Island experienced a share increase (2 percent), which represents real filled job growth of around 300 filled jobs above the 2011–15 average.

## Number of Māori authority enterprises stands at 1,050

Information from our Business Register covering the 2013–15 period identified some 1,200 Māori authorities. The number at February 2015 stood (in rounded numbers) at 1,050.

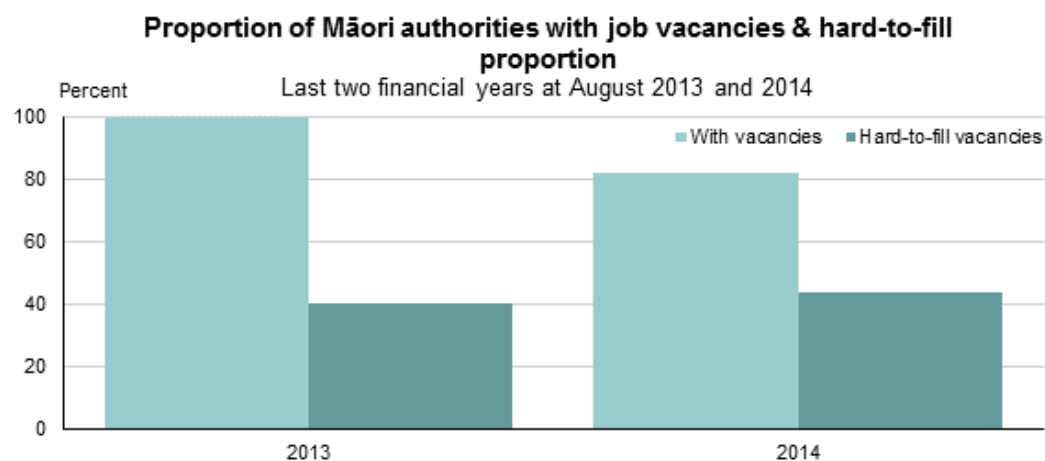
## Worker turnover rate is normal

Over the two years to the March 2015 quarter, worker turnover rate for Māori authorities averaged 16.4. This is a very similar rate to the 16.0 for all private sector businesses.

## Job vacancies easy to fill

In 2014, among the small proportion of Māori authorities sampled in the Business Operations Survey, the proportion of Māori authorities with job vacancies fell to around 82 percent – compared with 100 percent in 2013 (figure 4). Forty-four percent of those vacancies were hard to fill, a similar proportion to 2013. By comparison, 54 percent of all New Zealand's businesses with vacancies found them hard to fill in 2014.

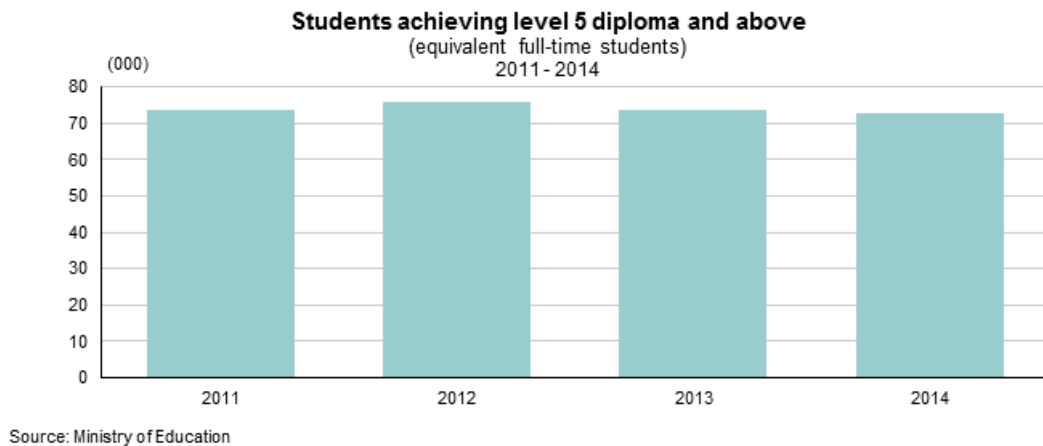
**Figure 4**



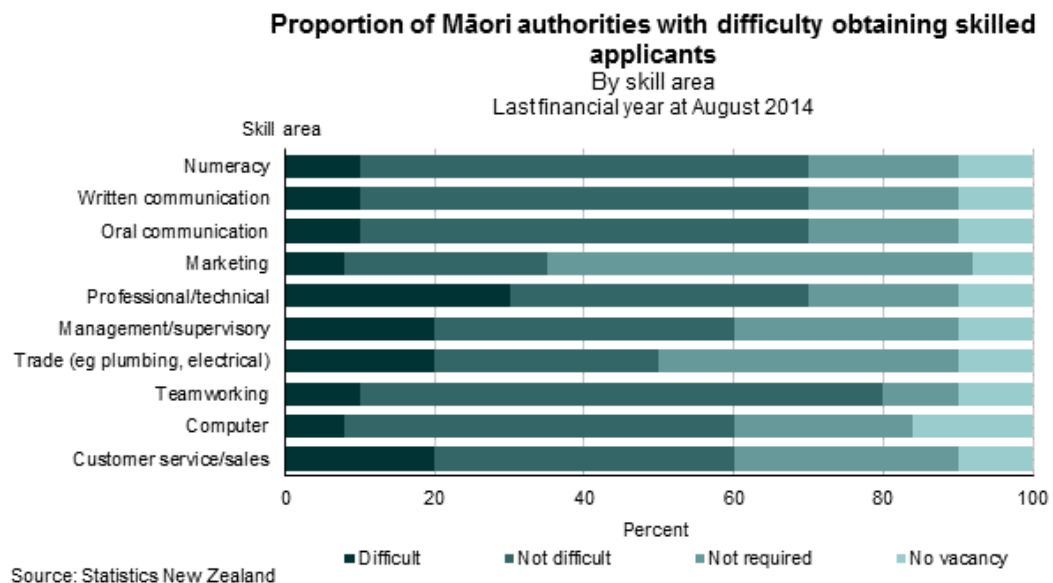
Source: Statistics New Zealand

## Professional or technical skills are toughest to recruit

Thirty percent of Māori authorities sampled found it difficult to obtain job applicants with professional or technical skills. This is in line with Māori SMEs (27 percent) but significantly higher than all New Zealand business sampled (18 percent). To put this in the context of availability of recruits: [Ministry of Education figures](#) (Ministry of Education, 2015) show numbers of students completing level 5 diplomas or above to have been flat to gently declining from 2011 to 2014 (see figure 5).

**Figure 5**

Māori authorities reported the next-hardest skills to find among applicants were management or supervisory, customer service or sales, and trade skills (20 percent each) – similar to all New Zealand (see figure 6). Team-working, computing, marketing, and oral and written communication skills were not difficult to find among applicants, again in similar proportion to all New Zealand.

**Figure 6**

Almost all Māori authorities sampled in 2014 offered their staff training. Of those that did offer training, around 4 in 5 sometimes employed an external agency.

## Investment activity is ongoing

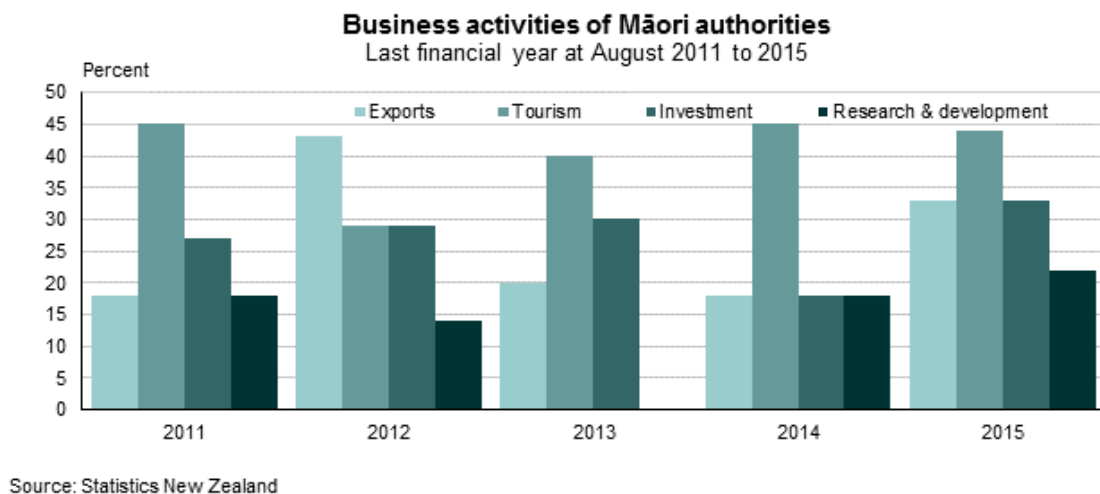
Māori authorities sampled in Business Operations Survey 2011 to 2015, recorded ongoing investment in expansion of their business activities (see figure 7).

They also recorded ongoing and relatively common engagement in tourism and in exports of goods and services. In 2015, 44 percent recorded engaging with tourism (four percent above the 2011–15 average), and 33 percent in exports (seven percent above the 2011–15 average).

Figure 7 shows research and development (R&D) was more sporadic: no expenditure was reported in 2013 but in other years the proportion reporting R&D was significantly

higher than that for New Zealand business as a whole (which is typically 8 to 9 percent). In 2015, Māori authorities' R&D rate was 22 percent, while the all-New Zealand business equivalent was 9 percent.

**Figure 7**



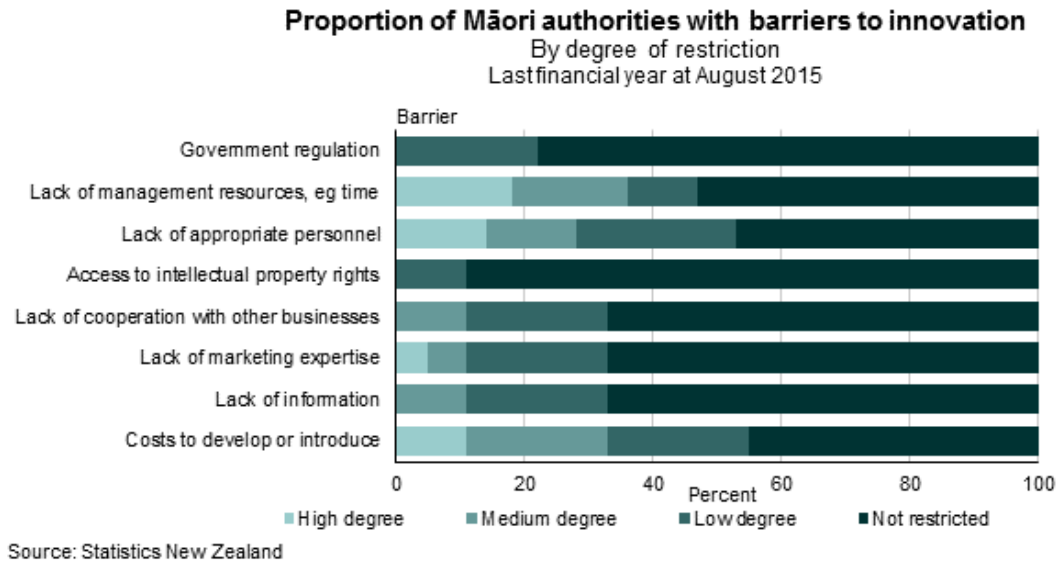
### Māori authorities are relatively innovative

In 2015, the total innovation rate for Māori authorities sampled in the Business Operations Survey reached 56 percent, up 6 percent from 2013. These rates were higher than the innovation rate for all New Zealand businesses in the survey, at both those years. The innovation rate is the proportion of businesses that improved on, or developed, new goods and services, operational procedures, organisational/managerial processes, or marketing methods.

One-third of the Māori authorities sampled reported no barrier to innovation at all (see figure 8). Almost all barrier indicators improved on the previous reporting period, 2013. Generally, Māori authorities' concerns about barriers to innovation were similar to business in general, but tended to be slightly less so. For example, 47 percent had a concern about lack of management resources such as time, compared with 53 percent for all business; and 33 percent felt costs to develop or introduce innovation was a medium-to-high barrier compared with 38 percent for all business.

Māori authorities had low levels of concern in two areas: access to intellectual property rights (only 11 percent were concerned, and all responses indicated the level of concern as 'low'), and government regulation (22 percent, all low).

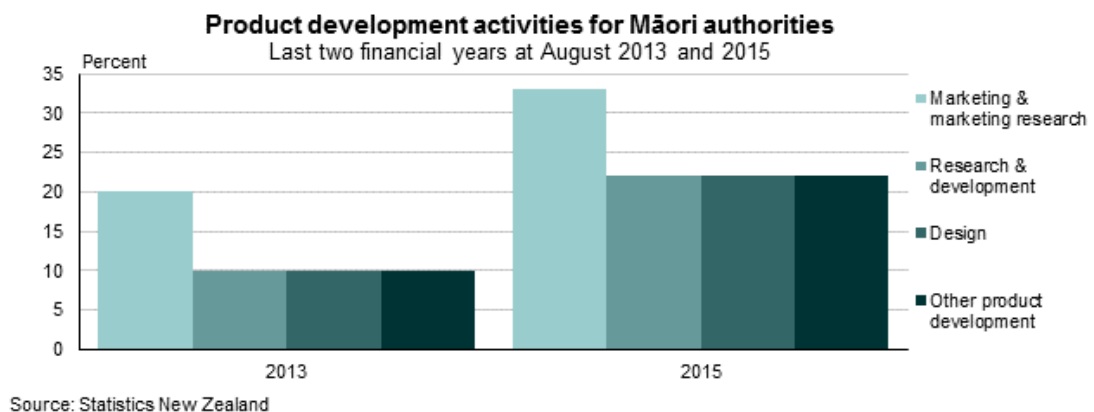
In comparison, these barriers were more of a concern for businesses in general: 17 percent for access to intellectual property rights and 30 percent for government regulation. This lower level of concern may reflect Māori authorities' unique status as kawanatanga-mana holders (or governance authorities) and kaitiaki (guardians) over Māori intellectual property and governance.

**Figure 8**

### Māori authorities' product development rates increase

A higher proportion of Māori authorities sampled engaged in product development activities in 2015 compared with 2013 (44 percent compared with 20 percent). The increase occurred generally, not limited to one type of product development activity.

Figure 9 shows all four areas of product development increased by at least 12 percentage points. In 2015, Māori authorities had a higher rate of engagement in research and development than Māori SMEs, who themselves, at 15 percent, had a relatively high rate.

**Figure 9**



## Engaging with world markets

### Forty-four percent of Māori authorities sell overseas using experience, brand, quality, and uniqueness

In 2015, 44 percent of Māori authorities sampled in the Business Operations Survey, sold goods and services to overseas markets. All of them considered that staff experience, a unique intellectual property (mana whakairo hinengaro) or valuable brand (waitohu whaipanga), and quality or customisable goods and/or services were the key factors for competing in overseas markets. Cost control was the least important factor.

In comparison, only half of New Zealand businesses in the 2015 Business Operations Survey considered a unique intellectual property or valuable brand to be a key factor.

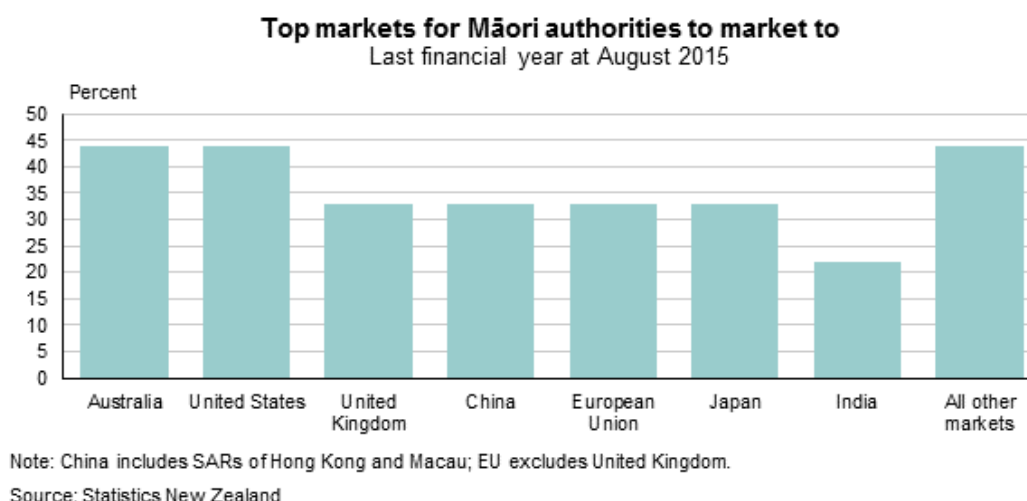
### All Māori authorities are online and half use e-sales

All Māori authorities sampled in the 2014 Business Operations Survey had an internet connection for their business. Of those, 43 percent used it for receiving orders for goods or services in 2012, and this proportion grew to 50 percent for 2014. There is some indication that this growth was also reflected in the proportion of all sales that internet sales made up. The proportion of Māori authorities that sold 11–25 percent of all sales through the internet grew from negligible in 2012 to 20 percent in 2014.

### Sales focus is world-wide

For those marketing goods and services overseas, the United States and Australia were the most common markets they accessed or engaged with. Australia and US were the markets for 44 percent of sampled Māori authorities (in other words, for all of the Māori authorities that marketed goods or services overseas), while the European Union and United Kingdom, China, and Japan were not far behind, at 33 percent (figure 10).

**Figure 10**

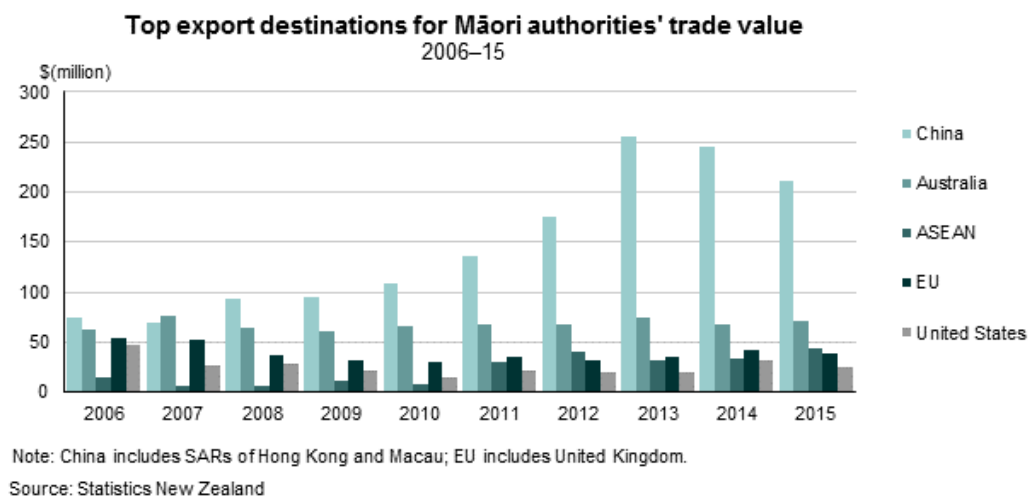


### Asia and Australia dominate merchandise exports

In 2015, top trade destinations by value of merchandise exports (see figure 11) were:

- China (with Hong Kong and Macau) (\$211 million) of which China (\$200 million) was by far the most significant despite having fallen \$32 million on 2014
- Australia (\$71 million) up \$2.4 million on 2014
- ASEAN (\$44 million) up \$10 million on 2014

- European Union (\$38 million), of which France (\$13 million) was most significant and United Kingdom (\$1.5 million) had a minor share
- United States (\$24 million) down \$8 million on 2014.

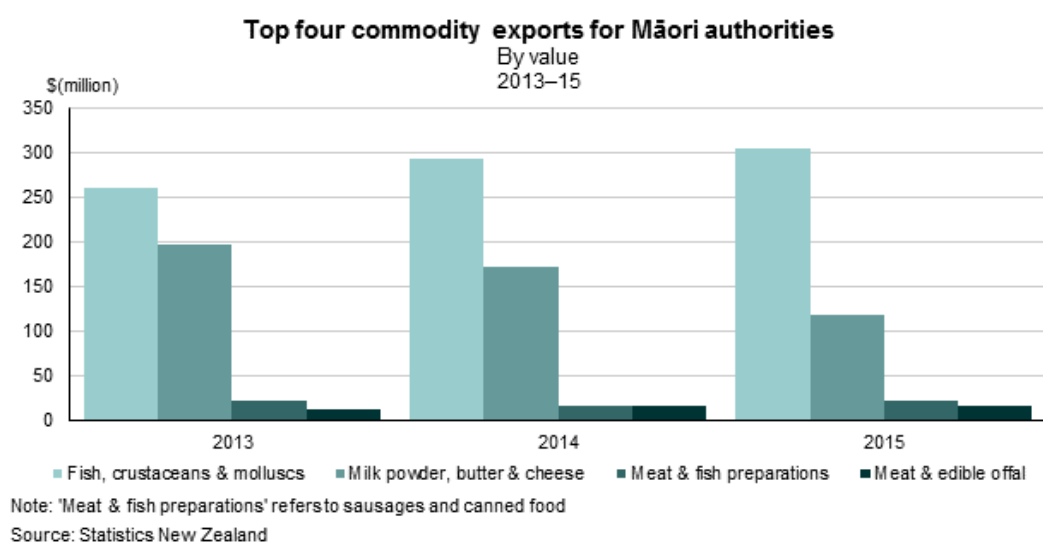
**Figure 11**

### Kaimoana accounts for 63 percent of merchandise exports

Types of merchandise exported by Māori authorities in 2015 were highly concentrated in a few raw or simply-transformed commodities. The top commodity, kaimoana (fish, crustaceans, and molluscs), accounted for \$304 million or 62.6 percent of all merchandise exports.

Figure 12 shows the next three commodities by value in 2015:

- milk powder, butter and cheese (\$119 million or 24.6 percent)
- meat and fish preparations (\$22 million or 4.5 percent)
- meat and edible offal (\$16 million or 3.3 percent).

**Figure 12**

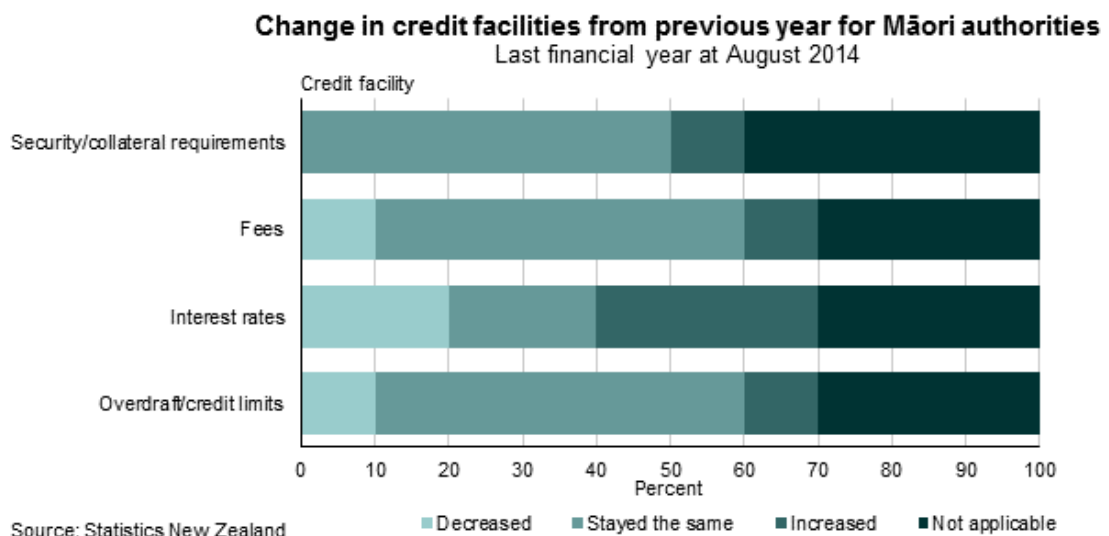
## Financial performance

### Need for credit facilities stays the same

Around 15 percent of Māori authorities sampled in the Business Operations Survey requested finance in 2015. None sought to raise this through equity finance.

In 2014, credit facilities for around half the Māori authorities sampled in the Business Operations Survey reported their credit facilities for fees, overdraft or credit limit, and security or collateral requirements 'stayed the same' as the previous year (see figure 13). Thirty percent experienced an increase in interest rates.

**Figure 13**



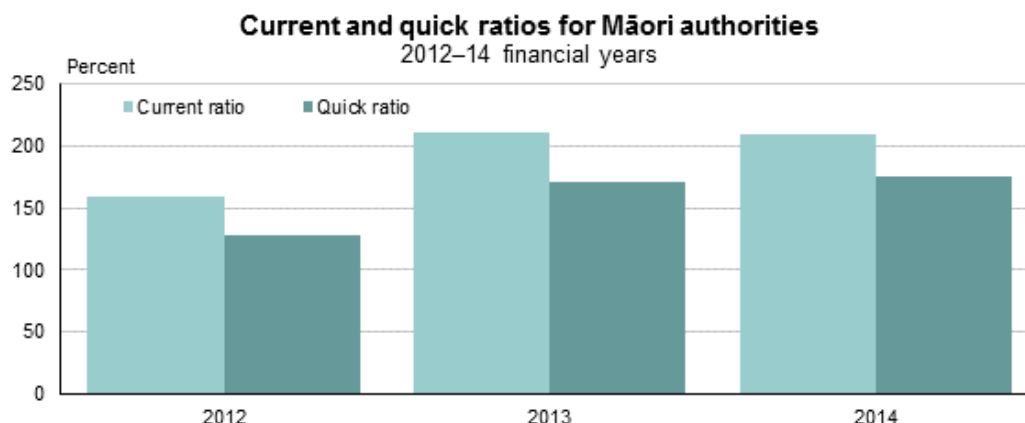
### Māori authorities display a strong, conservative and growing financial stance

For the financial years 2012–14, Māori authorities, taken as a whole as far as sample size allows, displayed the kind of low-leverage, low-risk financial patterns more typical of public institutions than business (figure 14). While preserving this kaitiaki-based position, rapid asset growth was also visible.

[See Technical notes and limitations for the data – Annual Enterprise Survey](#) for definitions.

### Māori authorities are highly able to pay off any short-term debt

- The quick ratio averaged 176 percent, or \$1.76 of liquid assets available to cover each \$1 of current liabilities
- The current ratio, which measures theoretical ability to pay off current liabilities with current assets, averaged 209 percent

**Figure 14**

Note: For definitions of financial terms, go to [datainfoplus.stats.govt.nz](http://datainfoplus.stats.govt.nz) and search for 'Annual Enterprise Survey concepts'.

Source: Statistics New Zealand

Debt ratio (31 percent) in 2014 was at a level similar to the arts and recreation industry, where public museums and art galleries are often of long standing and publicly funded. The two previous years were also at around the same level.

### Assets have grown rapidly

This stability of debt ratio (and therefore equity to liabilities) does not imply static balance sheet behaviour. In fact asset expansion in 2014 was very visible, particularly current and 'other' assets, both of which grew rapidly compared with fixed assets' relatively modest growth. ('Other' assets include items such as goodwill, trademarks, shares in associated and subsidiary companies, and long-term bond and loans.)

In 2014, Māori authority shareholders' equity grew \$1.2 billion to \$10.3 billion. Total assets were up \$2 billion (15.5 percent) to around \$15 billion in 2014. The 'other' assets were the main contributor to the rise, up \$1.3 billion (23 percent).

Current assets, which grew strongly from 2012–14, were up \$342 million (15.5 percent) in 2014. Fixed assets also grew across the period, nearly 8 percent each year. These growth rates are comparable to those in the construction services industry over the same period (current assets for construction services grew 11.4 percent in 2013 and 14 percent in 2014; total assets grew 8.3 percent in 2013 and 15.9 percent in 2014).

Other features of the 2014 financial year for all Māori authorities sampled in Annual Enterprise Survey:

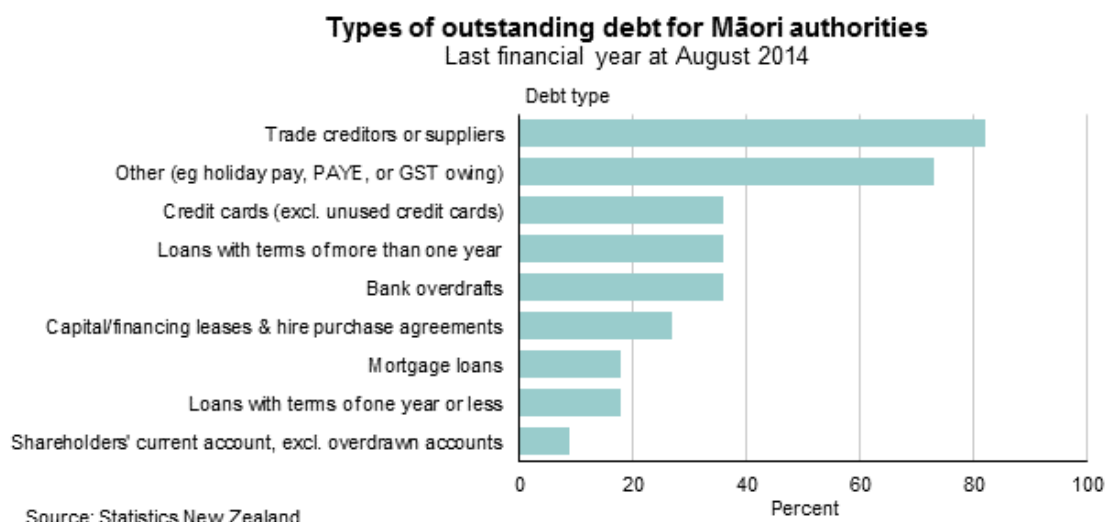
- Return on equity averaged 4.9 percent
- Return on assets fell from 4.8 percent in 2013 to 3.4 percent in 2014
- Surplus before income tax decreased significantly, down \$110 million (18 percent) to \$507 million.

### Loans are relatively uncommon forms of debt

Only around 15 percent of Māori authorities sought fresh finance in 2015. Day-to-day business dominated outstanding debt in 2014 with over 80 percent of Māori authorities sampled having a debt to trade creditors or suppliers and over 70 percent owing holiday pay, PAYE, GST, or other debt (see figure 15).

Finance-sector debt such as bank overdraft, credit card debt, and loans with terms of more than a year were also reported by over one-third of those sampled. Mortgage loans, shorter-term loans, and shareholders' current accounts were relatively uncommon forms of debt. This helps to explain the extremely healthy current and quick ratios shown in figure 14.

**Figure 15**



## How we identified and measured Māori authorities

In *Tatauranga Umanga Māori 2016: Statistics on Māori businesses*, we define a 'Māori authority' as an entity that aligns to a subgrouping of 'entities for the collective management of assets' in the Māori economy. This differs from the definition in the Income Tax Act 2007.

See [appendix 1: Defining Māori authorities for Tatauranga Umanga Māori 2016](#) for our full definition of a Māori authority.

To calculate the Māori authority enterprise population, we combined the authorities reported in the Business Register as existing in any of the three years together, and extracted information on those enterprises as they appear now. That means that acquisitions or sales of sub-enterprises that occurred before the present reporting period were incorporated, whereas cessation only relates to enterprises that were active across the three years.

Some of the collections we used to examine Māori authorities are comprehensive, and others take a sample. Where coverage of a collection is not total, we cannot be sure that a representative sample has been taken. There is no 'total account' of Māori authorities, only what we know so far. So there is no existing design of a representative sample.

### 3 Māori small and medium-sized businesses

This chapter presents information about Māori small and medium-sized businesses, which have been identified by the business owner(s) as a Māori business; are not owned by another enterprise; is not a Māori authority; and have fewer than 100 employees See:

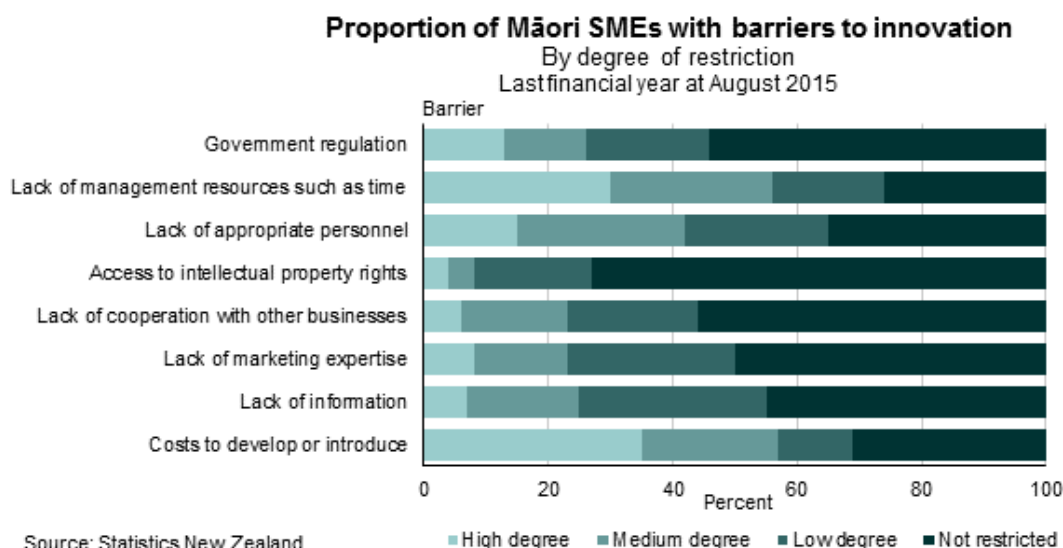
- [Māori SMEs are innovative but are likely to be concerned about costs and time](#)
- [Employment and activity](#)
- [Engaging with world markets](#)
- [How we measured Māori SMEs.](#)

#### Māori SMEs are innovative but likely to be concerned about costs and time

In 2015, the total innovation rate for Māori SMEs sampled in Business Operations Survey (enterprises with at least 6 employees) reached 63 percent, significantly above the 48 percent reached for 2013. The innovation rate for all New Zealand businesses in the 2015 survey was 49 percent.

Nineteen percent of Māori SMEs sampled in 2015 reported no barrier to innovation at all (see figure 16). More than half the SMEs identified 'costs to develop or introduce innovation' (57 percent) and 'lack of management resources such as time' (56 percent) as medium- to high-degree barriers. SMEs rated these two barriers higher in 2015 than 2013; and those two were the same two lead factors for all New Zealand business. Lack of appropriate personnel, as a high or medium degree barrier, increased from around 30 percent in 2013 to around 40 percent in 2015.

Figure 16



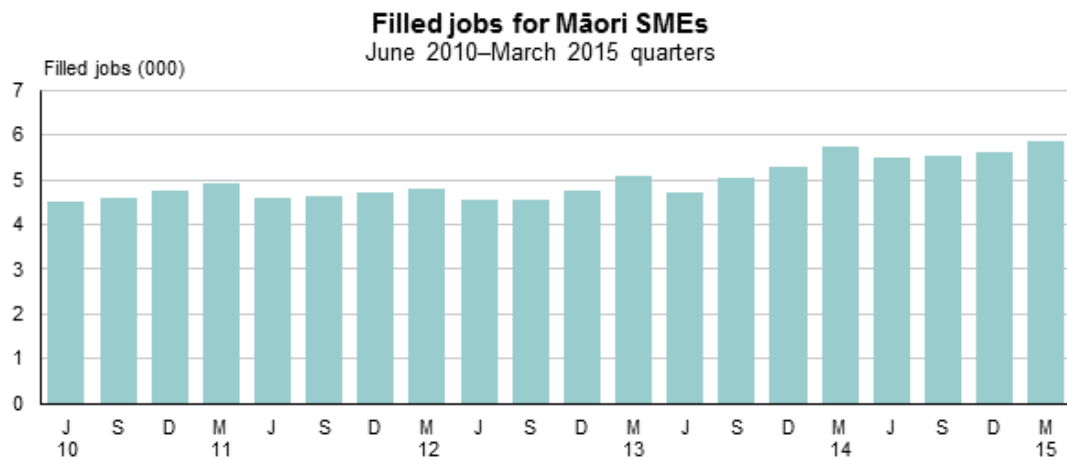
## Employment and activity

### Growth is visible in filled jobs

Māori SMEs accounted for 5,620 filled jobs over the average of the year to March quarter 2015. Figure 17 illustrates the general upward trend.

Filled jobs across Māori SMEs for March quarter 2015 were 2.1 percent above the March quarter 2014 estimate and were 19.1 percent above the March quarter 2011 estimate.

**Figure 17**

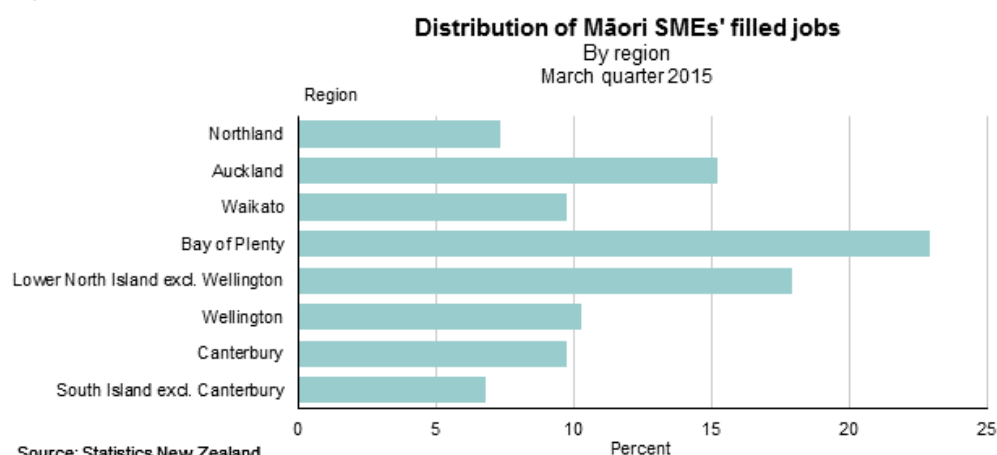


Source: Statistics New Zealand

### Bay of Plenty is the most significant region for filled jobs

Bay of Plenty accounted for 23 percent of filled jobs at the March 2015 quarter, followed by Auckland (15 percent), Wellington (10 percent), and Waikato and Canterbury with just under 10 percent each (figure 18).

**Figure 18**



Source: Statistics New Zealand

## Survival rate 2013 to 2015 is 86 percent

We identified 660 economically significant Māori SMEs operating at February 2015. Eighty-six percent of these SMEs had survived from 2013 to 2015. The survival rate for all private sector businesses of this size over the same period was around 93 percent.

## Worker turnover rate is relatively high

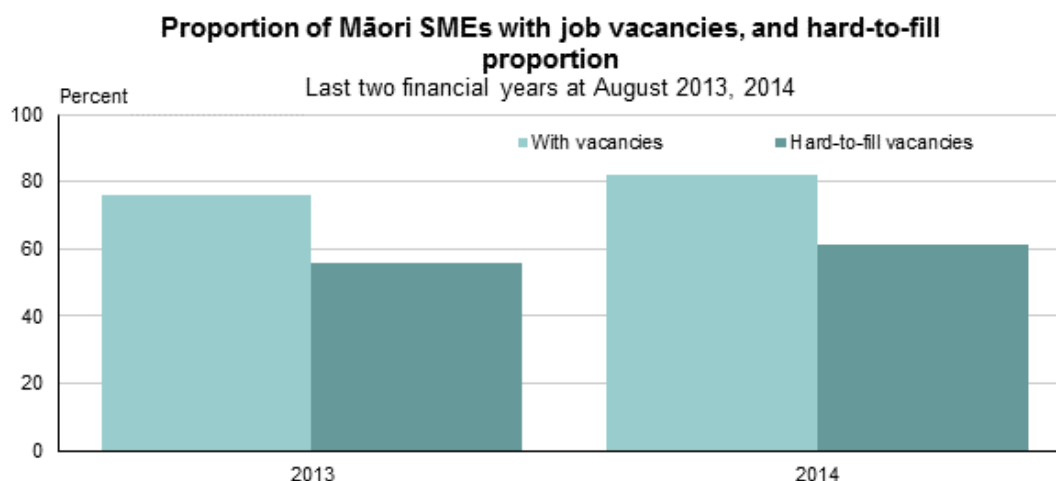
Over the two years to the March 2015 quarter, worker turnover rate for Māori SMEs averaged 20.2. Worker turnover rate for private sector businesses of this size was 15.3, and the rate for Māori authorities was 16.4. By comparison, Māori tourism had a worker turnover rate of 19.1 in the same period.

## Job vacancies are relatively hard to fill

In 2014, among the small proportion of Māori SMEs sampled in Business Operations Survey, the proportion of Māori SMEs with job vacancies was 82 percent, 6 percent higher than 2013 (figure 19).

The proportion reporting that their vacancies had been hard to fill was 61 percent in 2014, significantly higher than Māori authorities' experience, which was 44 percent that year. By comparison the rate for New Zealand business as a whole in 2014 was 54 percent.

**Figure 19**



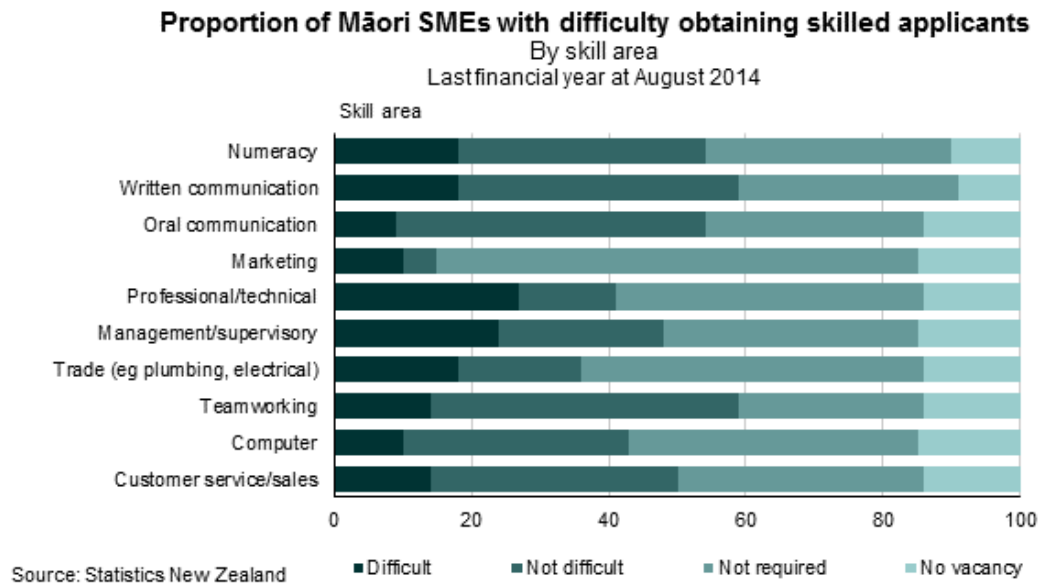
Source: Statistics New Zealand

## Professional/technical and management/supervisory skills are the toughest to find

Around 1 in 4 Māori SMEs sampled found it difficult to obtain job applicants in two skill areas: management/supervisory and professional/technical skills (figure 20).

The proportion having difficulty recruiting professional or technical skills (27 percent) was similar to Māori authorities (30 percent) and significantly higher than for New Zealand business as a whole (18 percent). By contrast, for just under half those sampled, teamworking and oral communication skills were not difficult to find among applicants.



**Figure 20**

### Training is common and external agencies quite likely to be used

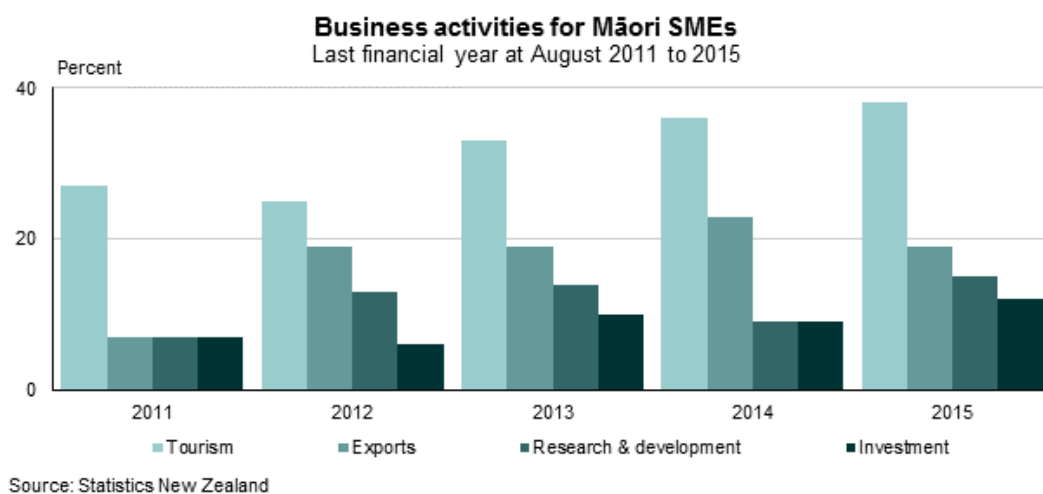
In 2014, almost all Māori SMEs sampled offered their staff training. Of those that did offer training, around 4 in 5 would at least sometimes employ an external agency.

### Investment activity is dominated by tourism engagement, but R&D engagement is relatively active too

Among Māori SMEs sampled in Business Operations Survey, tourism was the stand-out for business activities, followed by exporting.

The proportion engaged in research and development (R&D) in 2012, 2013, and 2015, while below the proportion for Māori authorities, was well above that obtaining for all New Zealand business (figure 21).

In 2011, only seven percent of Māori SMEs invested in expansion, compared with 21 percent for all New Zealand business, but by 2015 the proportion for Māori SMEs had grown to 12 percent compared with 20 percent for all New Zealand business.

**Figure 21**

## Innovation is relatively prominent and some SMEs stretch the limits

As noted in the section [Māori SMEs are innovative](#), Māori SMEs' innovation rate in 2015 was 63 percent, higher than Māori authorities (56 percent) and significantly higher than New Zealand businesses in general (49 percent).

The proportion of SMEs sampled that performed one or two types of innovation increased from 29 percent in 2013 to 34 percent in 2015. The proportion that performed three or four types of innovation increased from 15 percent in 2013 to 26 percent in 2015.

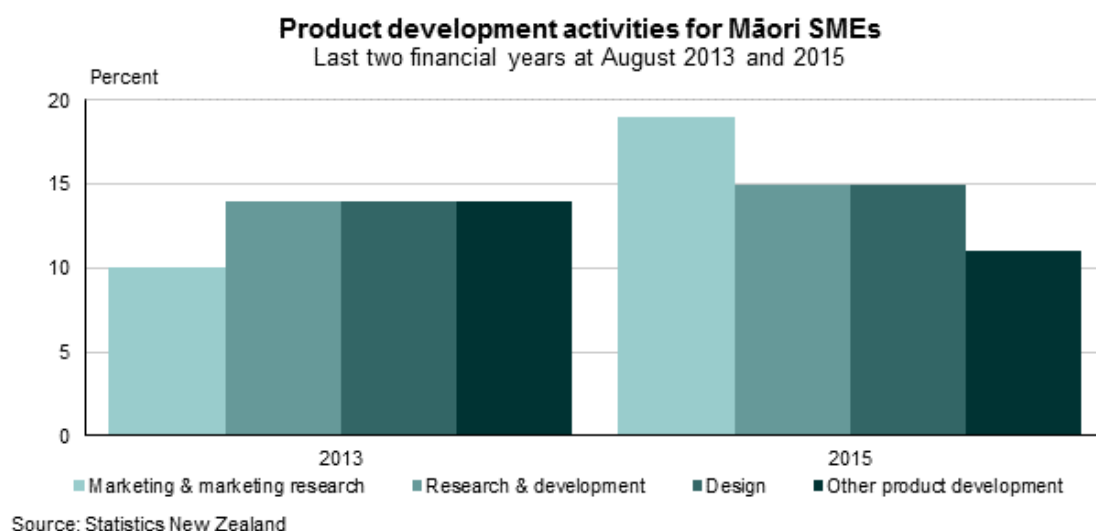
SMEs engaging in as many as four types of innovation is exceptional: no Māori authorities reported it in either 2013 or 2015 and only one percent of New Zealand business as a whole reported it.

## Māori authorities have overtaken SMEs on product development

Māori SMEs moved from a position of being generally above Māori authorities in product development activity rates in 2013 to being below: in 2015, Māori authorities' rates for product development overtook the SMEs' rates. This is because Māori authorities' rates increased significantly – for example their overall rate moved from 20 percent to 44 percent – while Māori SMEs rates stayed relatively level save for marketing activities which increased from 10 percent to 19 percent. Figure 22 shows SMEs' product development activity rates in 2013 and 2015.

However, Māori SMEs' rates for product development activity in 2015 were higher than New Zealand businesses in general.

**Figure 22**



## Engaging with world markets

### Nearly 1 in 5 SMEs market overseas and most use brand and uniqueness

In 2015, nearly 1 in 5 Māori SMEs sampled in the Business Operations Survey sold goods and services to overseas markets. The great majority, 80 percent, considered that a unique intellectual property (mana whakairo hinengaro) or valuable brand (waitohu whaipanga) was the key factor for competing in overseas markets. This factor was ranked third for New Zealand business as a whole at 50 percent. Quality or customisable goods and/or services (60 percent) was also a very significant factor for Māori SMEs though not as significant as for New Zealand business as a whole (73 percent), followed

by staff experience (40 percent for Māori SMEs), and cost control (20 percent for Māori SMEs).

### Almost all online and e-sales are growing rapidly

Almost all Māori SMEs sampled in the Business Operations Survey in 2012 and 2014 had an internet connection for their business.

The proportion using the internet for receiving orders for goods or services grew from 31 percent in 2012 to 52 percent in 2014. The proportion of those that made more than 25 percent of all sales through the internet leaped from almost nothing in 2012 to 22 percent in 2014.

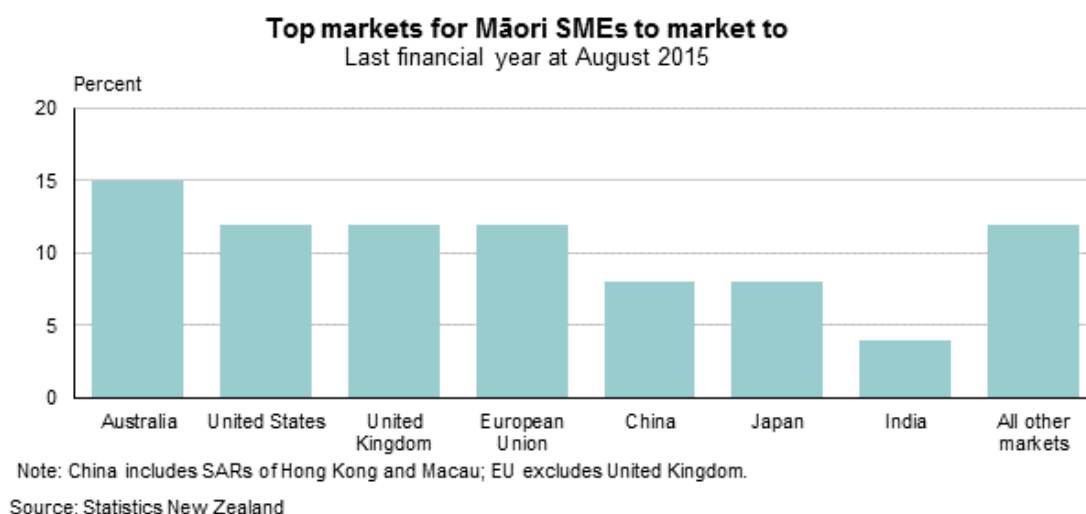
Research shows that firms that make use of internet services raise competitiveness and are more productive. (Sapere Research Group, 2014)

### Seventy-five percent of those selling overseas, market to Australia

Of the SMEs that sold goods and services to overseas markets in 2015, no one destination stood out among top destinations. Each of the top destinations was the market for 12–15 percent of Māori SMEs (see figure 23), with Australia being the most common at 15 percent of all Māori SMEs – 75 percent of those selling goods and services overseas.

China (including Hong Kong and Macau) and Japan each attracted around 8 percent of Māori SMEs – 40 percent of those selling goods and services overseas.

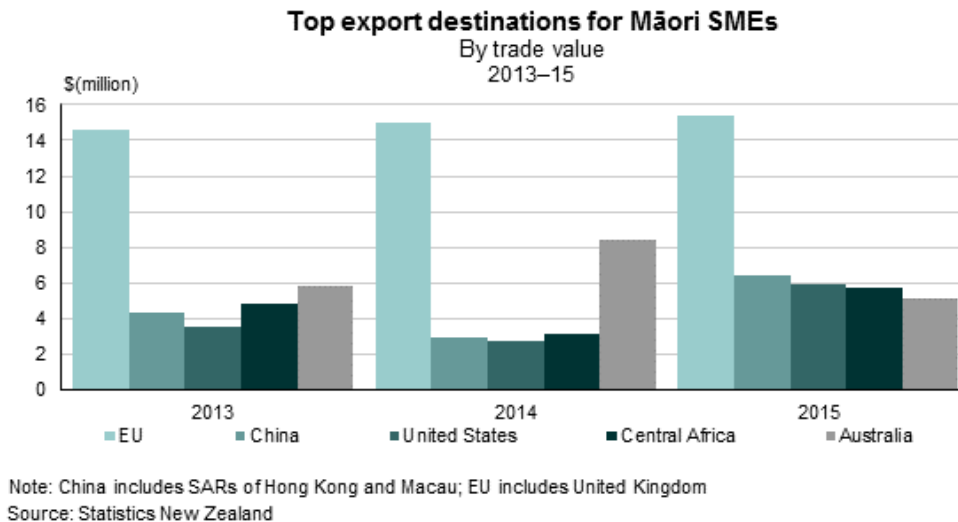
**Figure 23**



### The UK is the most significant trade partner nation by value among 53 individual states

In terms of the value of merchandise exports, the 2015 top trade region destinations for Māori SMEs (see figure 24) were:

- EU (\$15.4 million) of which the United Kingdom (\$13.4 million) was by far the most significant
- China (with Hong Kong and Macau) (\$6.4 million)
- United States at \$5.9 million, having more than doubled from \$2.7 million in 2014
- Central African Economic Area (CEEAC-ECCAS) (\$5.7 million) of which Cameroon (\$2.9 million) and Angola (\$2.6 million) were most significant
- Australia (\$5.1 million), reduced \$3.3 million on the \$8.4 million exported in 2014.

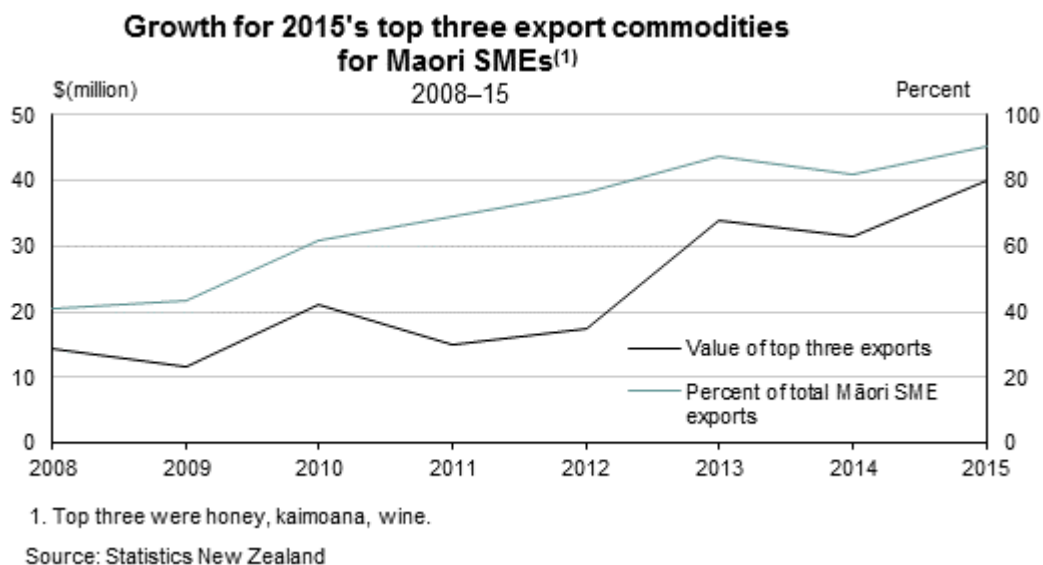
**Figure 24**

### Top exports less diverse by value

Types of merchandise exports were fairly diverse from 2008–2015 but in recent years commodities have been dominated by three major food and drink products: honey, kaimoana (fish, crustaceans, and molluscs) and wine (see figure 25).

These products accounted for 91 percent of SME merchandise export value in 2015. In 2015 wine exports were valued at \$1.8 million, 64 percent higher than in 2012.

[Figure 34](#) shows area planted in wine grapes to have nearly doubled in the 2011 to 2014 period.

**Figure 25**

## Financial performance

[See Technical notes and limitations of the data](#) for definitions.

### Finances are healthy on average

Around 40 percent of Māori SMEs sampled in the Business Operations Survey requested finance in 2015, and 91 percent of those sought it through new or additional debt. Forty-four percent also requested finance through new or additional equity.

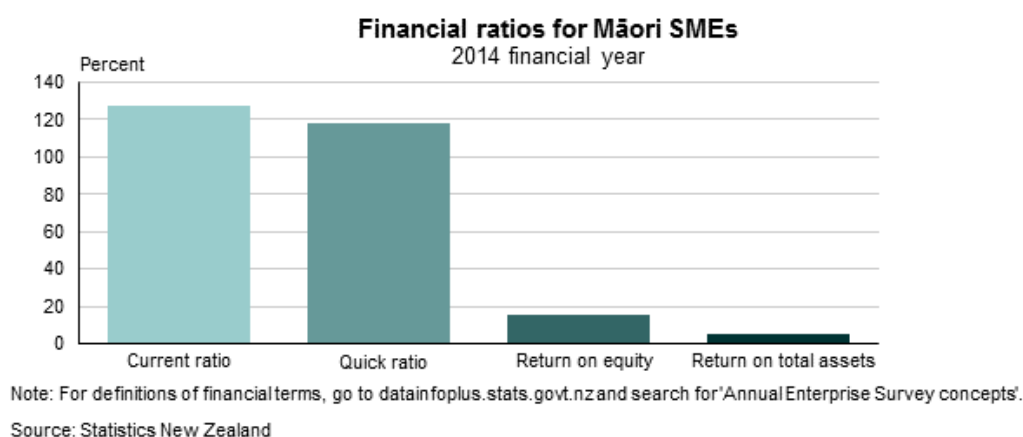
Māori SMEs ability to pay off debt, so far as sample size allows judgement, was secure as shown by the financial ratios in figure 26:

- the quick ratio averaged 118 percent, or \$1.18 of liquid assets available to cover each \$1 of current liabilities
- the current ratio, which measures theoretical ability to pay off current liabilities with current assets, averaged a healthy 127 percent
- the debt ratio, averaging 66 percent, is typical of general private sector business levels.

Other features of the 2014 financial year for all Māori SMEs sampled in Annual Enterprise Survey were:

- return on equity averaged 15.5 percent
- return on total assets averaged 5.2 percent.

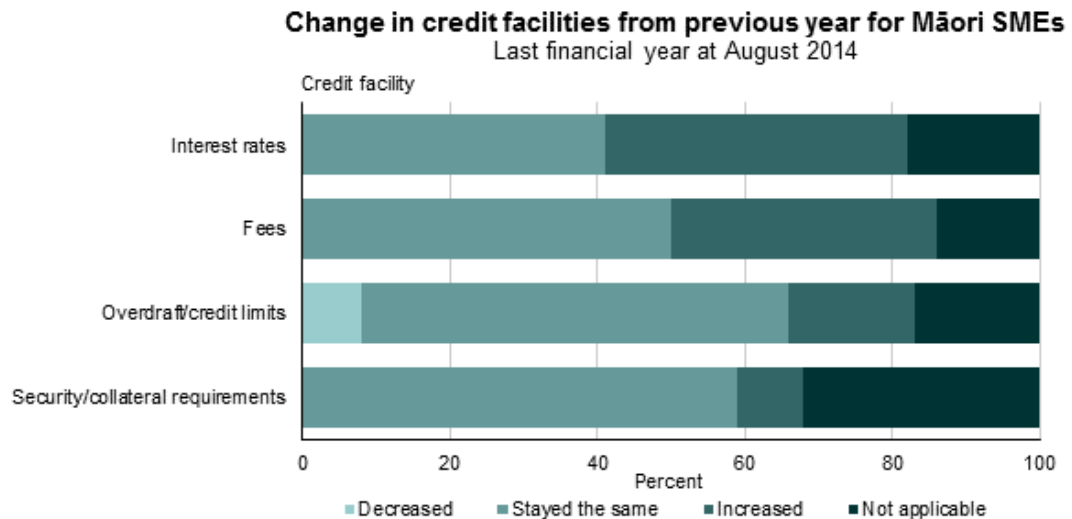
**Figure 26**



### Credit facilities relatively stable

In 2014, fees, overdraft or credit limit, and security or collateral requirements stayed the same for at least half the Māori SMEs sampled in the Business Operations Survey (figure 27).

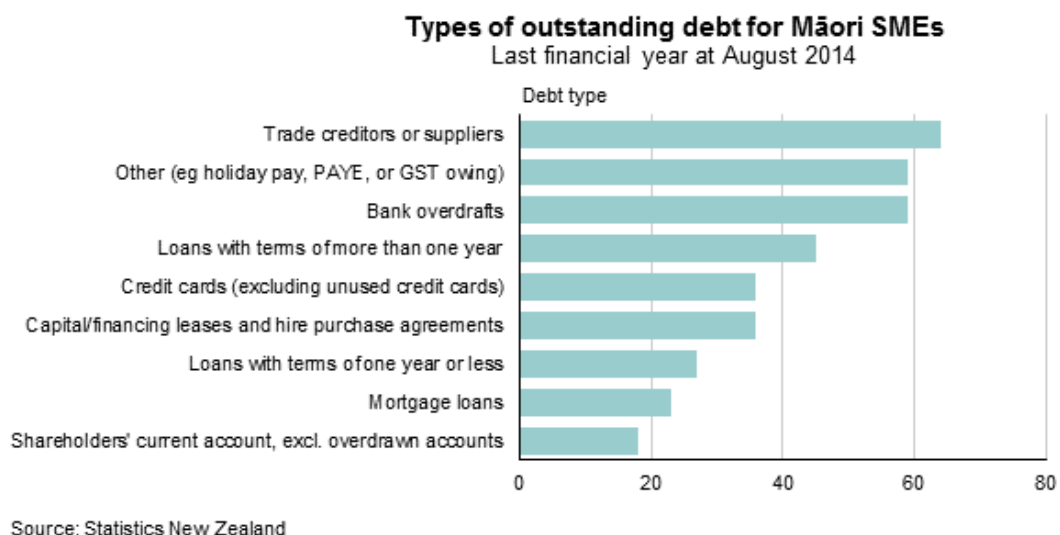
Forty-one percent of SMEs experienced an increase in interest rates and 41 percent experienced no increase. The next-largest category to show an increase was fees, where 36 percent experienced an increase.

**Figure 27**

### Day-to-day business activities the focus of debt

Day-to-day business dominated outstanding debt types in 2014 with around 60 percent of Māori SMEs sampled in the Business Operations Survey owing debt to trade creditors or suppliers or owing holiday pay, PAYE, GST or other debt or using bank overdraft (figure 28).

Other finance-sector debt such as loans with terms of more than a year, credit card debt, and capital or financing leases were also reported by over one-third of those sampled. Mortgage loans and shareholders' current accounts were relatively uncommon forms of debt.

**Figure 28**

## How we identified and measured Māori SMEs

In *Tatauranga Umanga Māori 2016: Statistics on Māori businesses*, we define a 'Māori SME' as a business or enterprise with the following characteristics:

- the business owner(s) define it as a Māori business
- it is not owned by another enterprise
- it is not a Māori authority
- it has fewer than 100 employees.

This is our first reporting of Māori SME statistics. To find our Māori SME population we pooled all of the self-identified businesses identified from our partners Poutama Trust and NZ Māori Tourism together with those identified in the 2015 Business Operations Survey; then removed any that did not fit the characteristics above.

Both Poutama Trust and NZ Māori Tourism retain clients indefinitely, which means we were able to identify enterprises that have ceased. This affords a more true-to-life picture than had we simply been able to find a snapshot of currently active enterprises. The Business Operations Survey has a low proportion of churn but, obviously, only reports on live enterprises. However, these compose a relatively small proportion of our SME population. We feel confident that where we display a time-series, it does not merely relate to currently-active enterprises but is more representative of Māori SMEs across the time shown.

Throughout the report we view Māori businesses from the latest data we have for them. We matched our Business Register to the various sources, and extracted information on those businesses as they appear now. That means that changes occurring before the present reporting period are incorporated throughout.

Some of the collections used to examine Māori SMEs in this report are comprehensive, and others take a sample. Where coverage of a collection is not total, we cannot be sure that a representative sample has been taken. There is no 'total account' of Māori SMEs, only what we know so far. So there is no existing design of a representative sample. For example, BOS samples enterprises with at least six employees. We believe Poutama Trust focus on SMEs that are likely to survive. We know that NZ Māori Tourism's focus is tourism.

## 4 Agriculture from a Māori business perspective

This chapter focuses on selected aspects of agriculture from a Māori business perspective. 'Māori business' here encompasses SMEs that self-identify as Māori business as well as Māori authorities.

See:

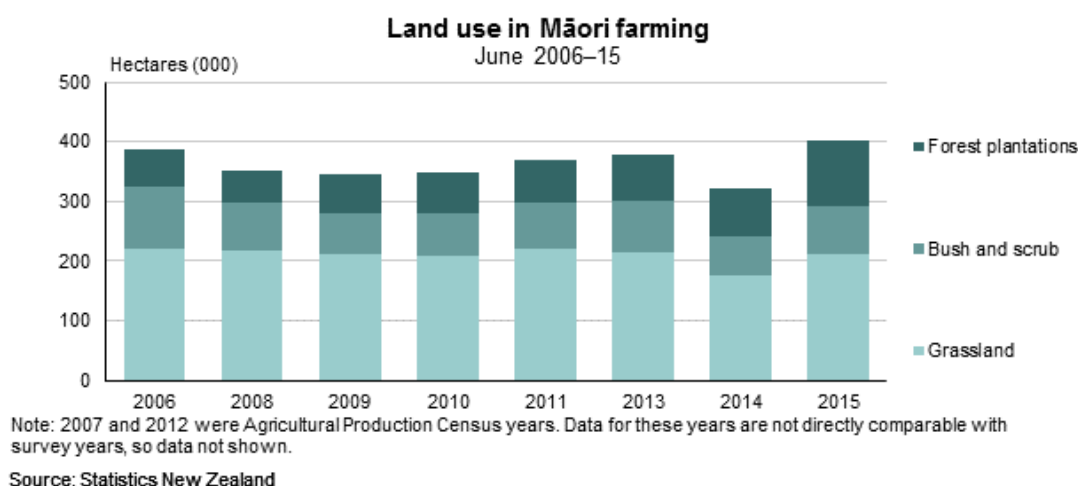
- [Land use: grassland steady, forested area growing](#)
- [Responding to a changing market: Price signals, drought and livestock numbers](#)
- [Responding to a changing market: Price signals and area planted in horticulture crops](#)
- [Where our measures come from, FOMA, and definition of farm.](#)

### Land use: grassland steady, forested area growing

For the year ending 30 June 2015, plantations of exotic forest rose. The forest plantation area was around 49 percent above the 2006–15 average (figure 29).

It is too early to say if 2015 is a one-off measure, but the trend of forest plantation is rising. By contrast area in grassland or bush and scrub remained fairly constant.

**Figure 29**



### Responding to a changing market: Price signals, drought and livestock numbers

The main livestock on Māori farms in 2015 were sheep – by a wide margin – then beef and dairy cattle, with deer a distant fourth.

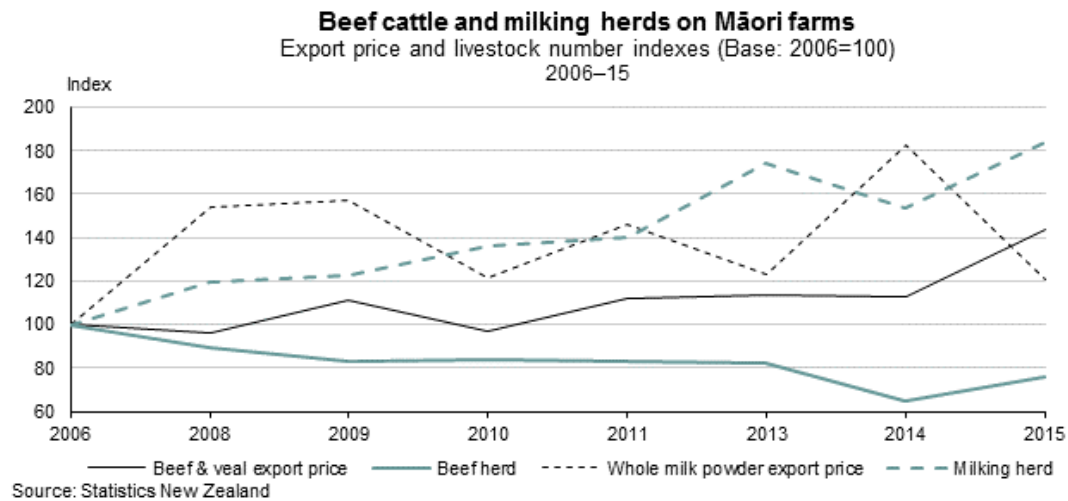
Given that the area in grassland remained fairly constant from 2006 to 2015, we would expect any major increase in one type of livestock to be reflected in decreases elsewhere. Sheep numbers trended down, although there is an indication that they recovered in 2015, following cessation of drought in most regions and better export prices for wool for 2013–14. (The 2012–13 drought affected the entire North Island plus the west coast of the South Island.) This contrasted somewhat to the overall New Zealand farm pattern of decline in sheep numbers throughout the 2006 to 2015 period.

Beef cattle numbers trended down over the period, to 113,000 in June 2015. This is eight percent below the 2006–15 average and is roughly in line with the trend on all farms (figure 30)



While the beef and veal export price index remained steady over the 2006 to 2013 period, the whole milk powder export price index grew strongly though with ups and downs. The beef and veal export price index rose to around 40 percent above its 2006 level between 2014 and 2015. It is too early to pick up any resulting change in beef cattle numbers.

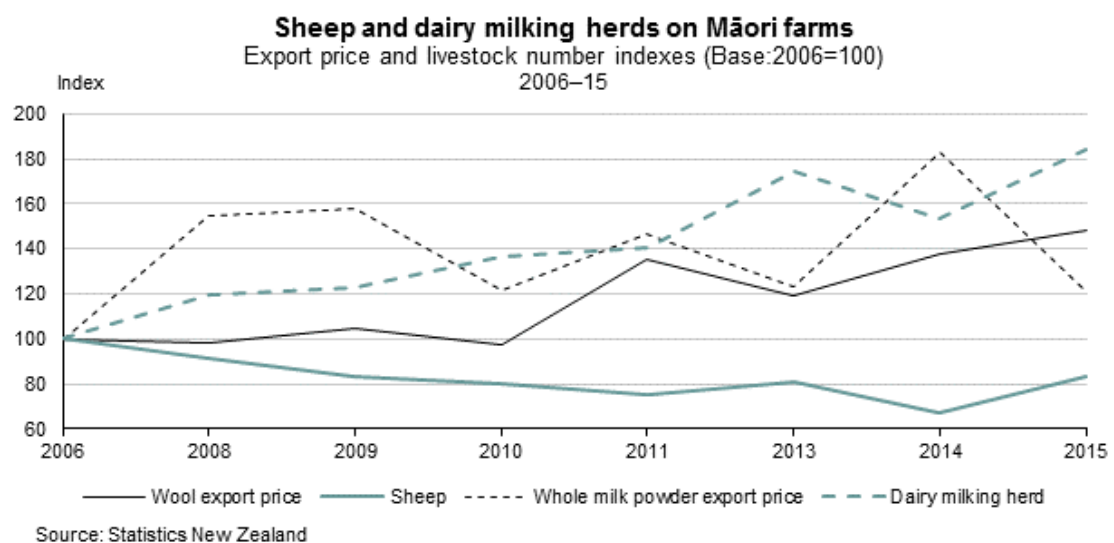
**Figure 30**



Dairy cattle numbers trended up over the period, with milking herd reaching around 73,000 in June 2015. This was 30 percent above the 2006–15 average. Much of this growth occurred on Waikato farms, probably in response to assured markets such as Miraka's supply to Vietnam (Waikato Times, 2013). In 2015 Waikato had more than half of the milking herd on Māori farms.

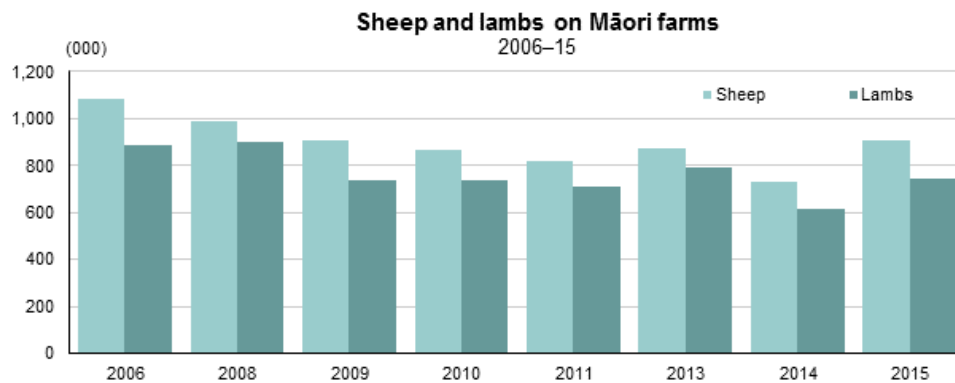
The whole milk powder export price index leapt around 50 percent over the 2006 to 2008 period, then fluctuated before reaching a level around 80 percent higher in 2014 than its 2006 value. The 2015 level is around that of 2010. To put these dairy cattle stock levels in context, numbers on all New Zealand farms also trended up over the period but reduced three percent in 2015.

**Figure 31**



The trend in total number of sheep on all Māori farms was down, though in 2015 total sheep at around 900,000 head was one percent above the average for 2006 to 2015 average (figure 32). This rise against the trend, possibly in response to better wool prices, contrasts slightly with all New Zealand farms where sheep numbers still show a downward but possibly flattening trend. Sheep on Māori farms still outnumber all other livestock put together as they do on all farms.

**Figure 32**

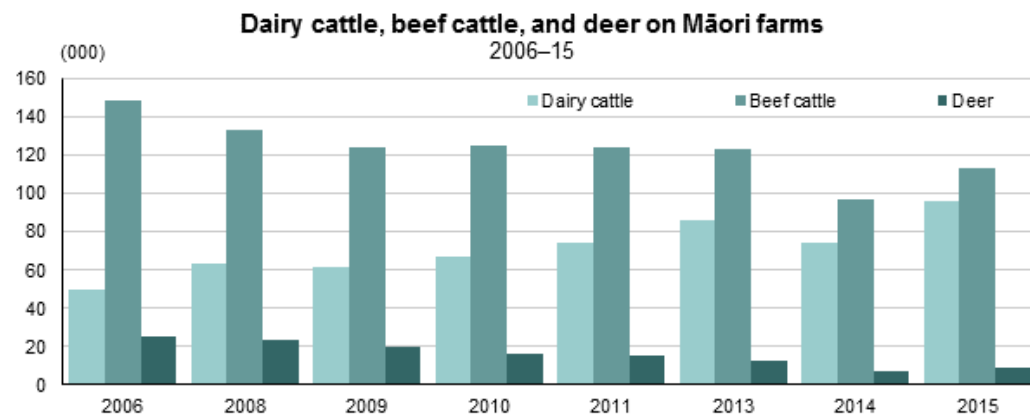


Note: 2007 and 2012 were Agricultural Production Census years. Data for these years are not directly comparable with survey years, so data not shown.

Source: Statistics New Zealand

The strongest decline among major livestock herds was within the number of deer number (see figure 33). In 2006 the deer herd was about 64 percent the size of the dairy cattle milking herd. Deer numbers trended down consistently and fell to around 8,800 in June 2015, around 45 percent below the 2006–15 average.

**Figure 33**



Note: 2007 and 2012 were Agricultural Production Census years. Data for these years are not directly comparable with survey years, so data not shown.

Source: Statistics New Zealand

## Responding to a changing market: Price signals and area planted in horticulture crops

In 2014 the main horticulture crops on Māori farms were wine grapes, kiwifruit, onions, squash, and avocados. Other than kiwifruit, the area planted in these crops is trending rapidly upward (see figure 34). Kiwifruit area may be declining or remaining flat, although with excellent prices available for gold varieties it may simply be too early to see changes in response.

Avocado area appears to dip from 2012 to 2014, in line with avocado area on all farms and most likely in response to drought (avocados are drought-resistant but require 580 litres of water per tree per year, on average). Kiwifruit and avocado are primarily grown in Bay of Plenty region while Hawke's Bay and Gisborne are the main regions for wine grapes; and Hawke's Bay is the most significant region for the other crops.

**Figure 34**

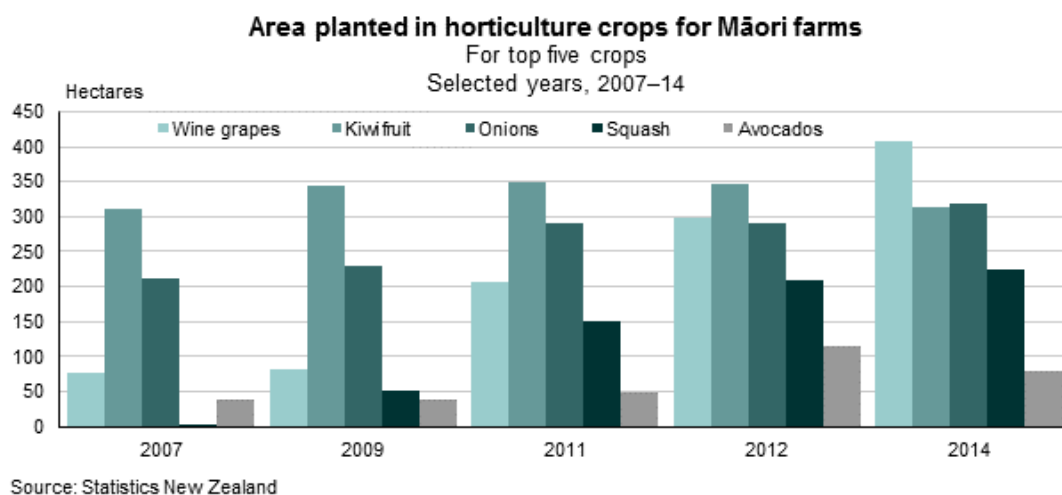
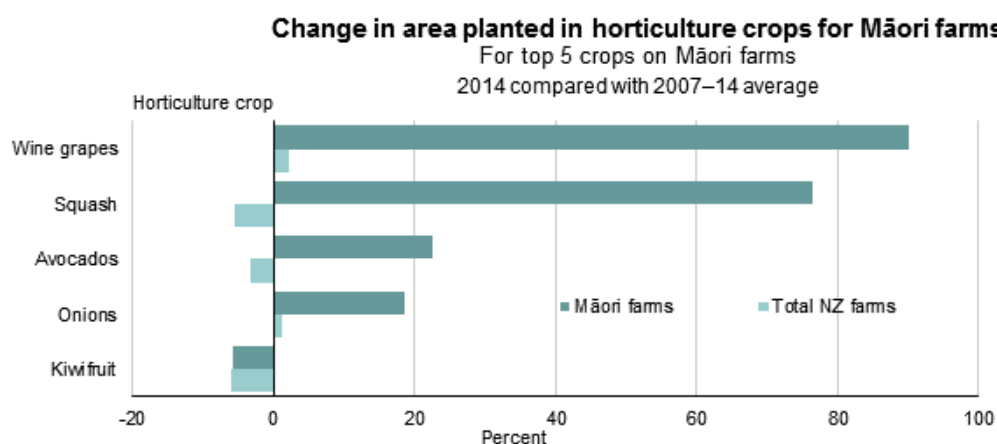
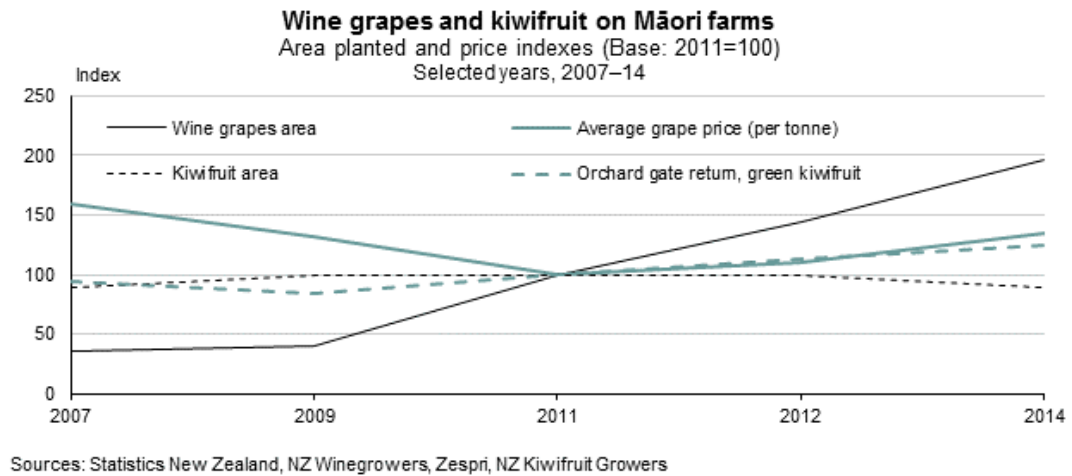


Figure 35 shows the change in area planted in crops on Māori farms and all New Zealand from their 2007–14 averages.

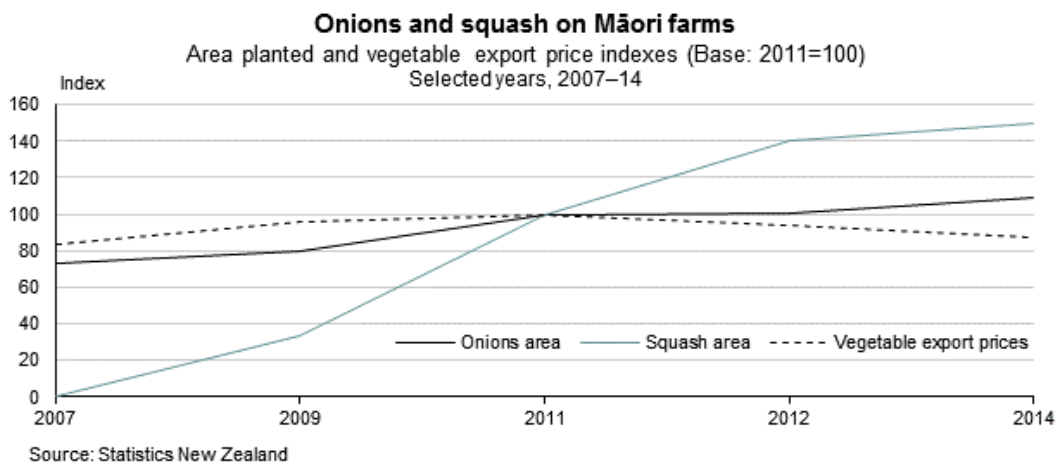
**Figure 35**



The largest areas of horticulture crops in Māori farms (and all New Zealand farms) in 2014 were for kiwifruit and wine grapes. The area planted in wine grapes grew rapidly from 2007 to 2014, to overtake kiwifruit (see figure 36).

**Figure 36**

Onions and squash were the two main ground crops on Māori farms in 2014. The area planted in squash grew rapidly from 2007 to 2014 (see figure 37).

**Figure 37**

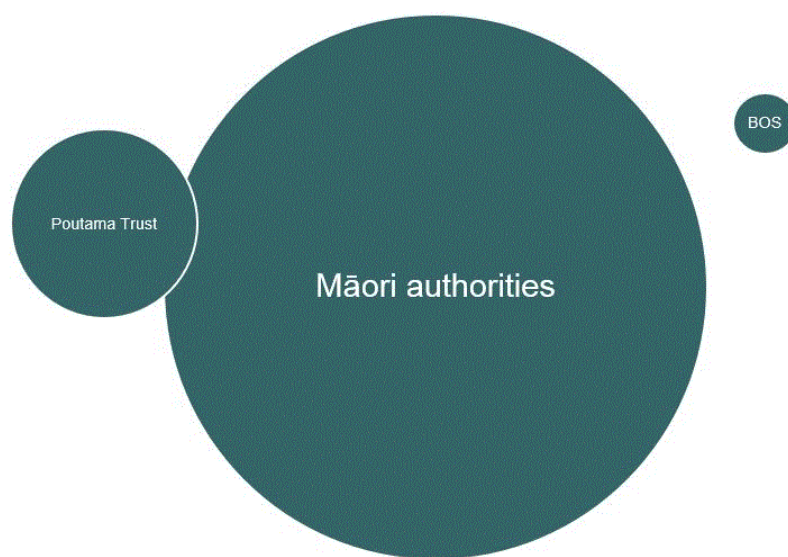
## How we identified and measured aspects of Māori agriculture

In *Tatauranga Umanga Māori 2016: Statistics on Māori businesses* we use the term 'farm' because our Agriculture Production Survey measures farming operations below the enterprise level. 'Farm' denotes one or more blocks of land, managed as a single operation, engaged in agricultural activity. Activities include livestock farming, horticulture, viticulture, nurseries, forestry, growing grain and seed crops, and land that could be used for these purposes.

We identified Māori farms by matching any Māori enterprise found from either the Business Register's list of Māori authorities, the Business Operations Survey's Māori business question, or through our partner Poutama Trust with our Agriculture Production Survey. The majority are Māori authorities and a small minority are from the other sources (see figure 38). In all cases results are unweighted survey results. This is a wider approach than the previously published agricultural production tables for Federation of Māori Authorities (Statistics NZ, 2012a).

Figure 38 shows the relationship between sources used for this chapter:

**Figure 38**



We used the latest data we have for Māori businesses involved in agriculture. We matched our Business Register to the various sources, and extracted information on those businesses as they appear now. That means that changes occurring before the present reporting period are incorporated throughout.

## 5 Tourism from a Māori business perspective

This chapter focuses on tourism from a Māori business perspective. We use 'Māori business' to include SMEs that self-identify as Māori business as well as Māori authorities. See:

- [Domestic guests a safety net during years of struggle for international visitors](#)
- [Employment and activity](#)
- [Engaging with the world](#)
- [Financial performance](#)
- [How we identified and measured Māori tourism.](#)

### Domestic guests a safety net during years of struggle for international visitors

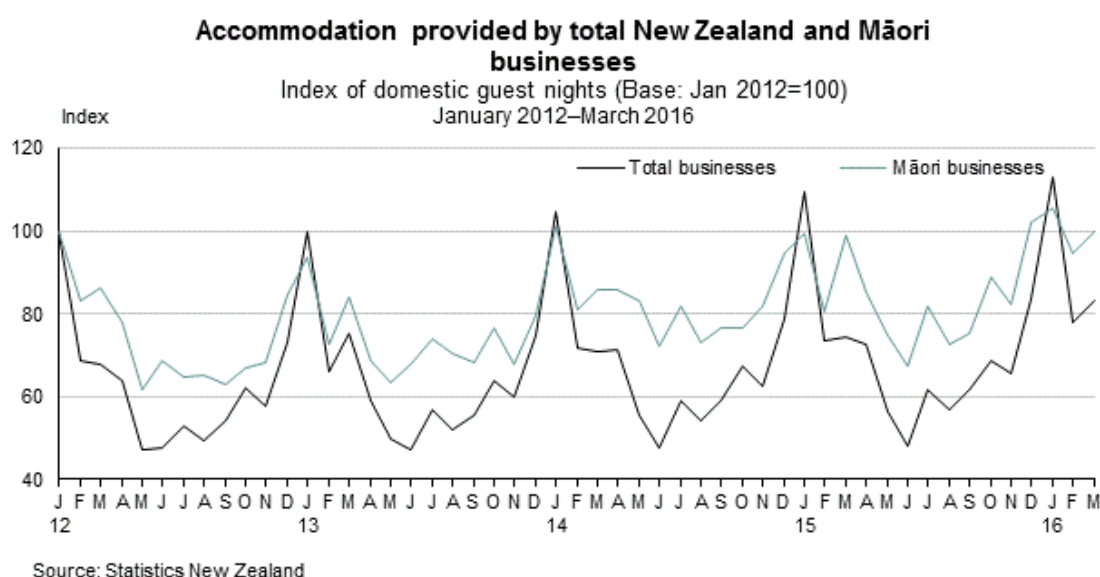
In the year to March 2016, Māori tourism provided 665,000 guest nights of short-term commercial accommodation. The number of domestic guest nights provided by Māori tourism grew modestly year-on-year during the past two years to finish at 381,000 for the year to March 2016 (see figure 39). The number of international guest nights grew 12 percent to 284,000 for the year to March 2016 after declining slightly the previous year (see figure 40).

In the wider economy, New Zealand hosted around 37 million guest nights in 2016: around 22 million domestic and 15 million international.

January is the normal peak month for guest nights for Māori tourism. There is a small July counter-peak reflecting Māori tourism's presence in winter activities. In terms of domestic visitors, Māori tourism follows a similar mid-winter pattern to all accommodation, but for international visitors the mid-winter pattern is more pronounced in all New Zealand accommodation as a whole.

New Zealand's accommodation has a very pronounced off-peak for domestic visitors, whereas Māori tourism has a gentler off-peak.

**Figure 39**



Māori commercial accommodation providers follow similar trends to all New Zealand providers in seasons for international visitors as well as in the proportions of international to domestic guest nights. One very recent change however is that for Māori tourism, March 2016 guest nights outstripped January's. International guest nights rose to record levels (see figure 40).

**Figure 40**

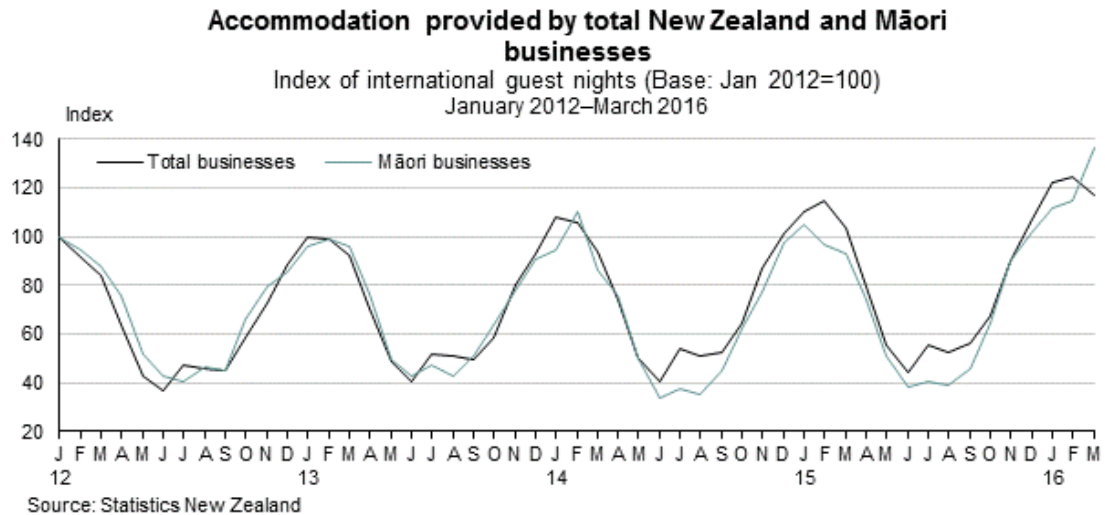
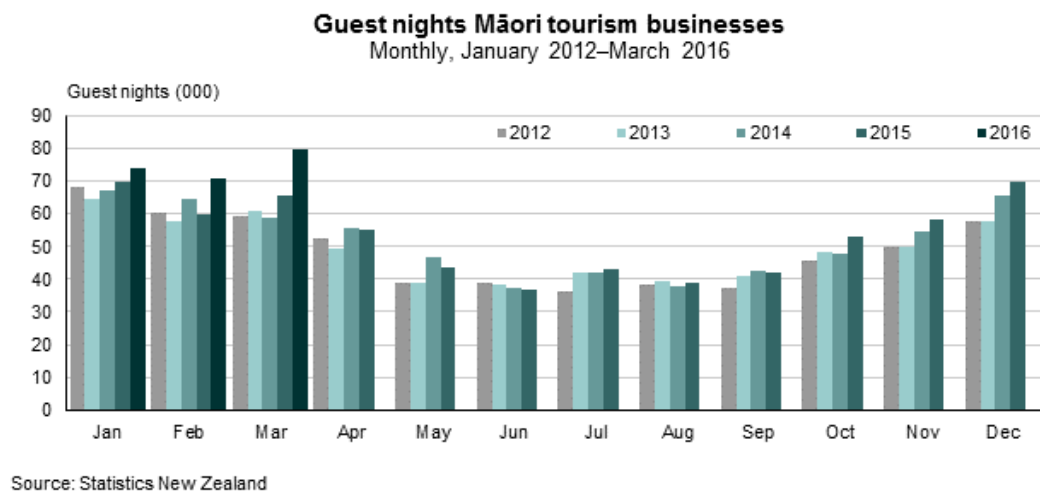


Figure 41 summarises guest nights from 2012 to 2016.

**Figure 41**



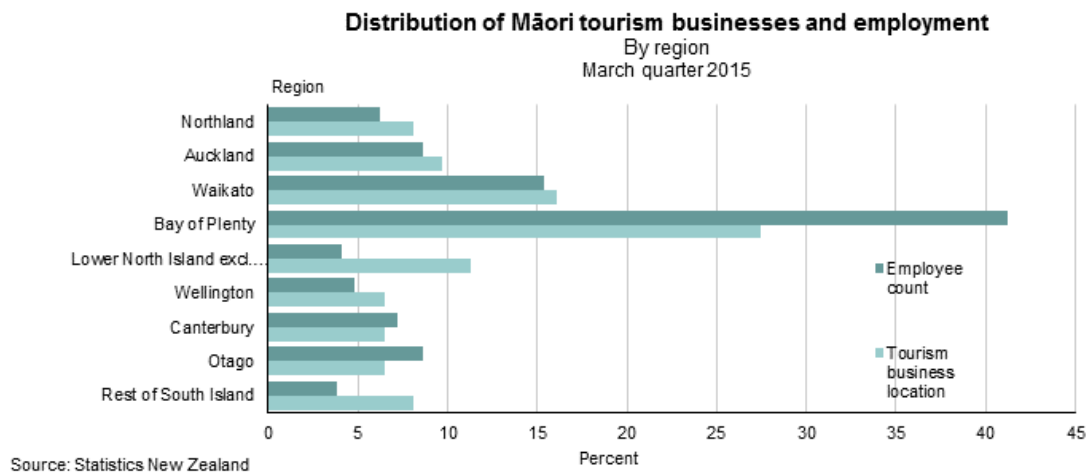
## Employment and activity

### Bay of Plenty dominates geographic distribution

A high proportion of Māori tourism businesses are located in Bay of Plenty (especially Rotorua) and South Island (especially Queenstown-Lakes). Waikato (especially Taupo) is next most concentrated.

Employment is similarly distributed, though the main urban centres such as Hamilton and Christchurch are strongly represented.

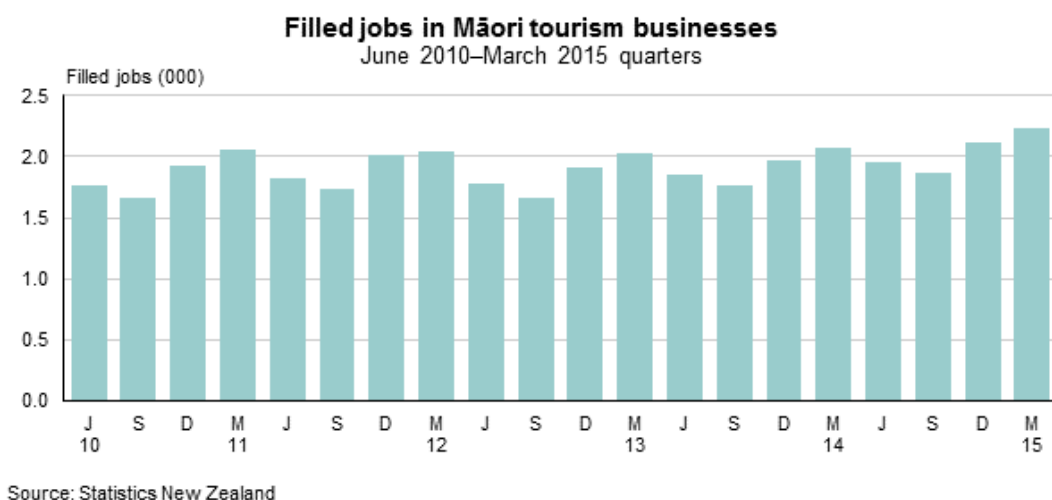
**Figure 42**



### Upward trend visible in filled jobs

Māori tourism businesses had 2,230 filled jobs in March 2015 quarter (see figure 43). Employment numbers suggest a gentle trend up, with a stronger movement up in 2014–15.

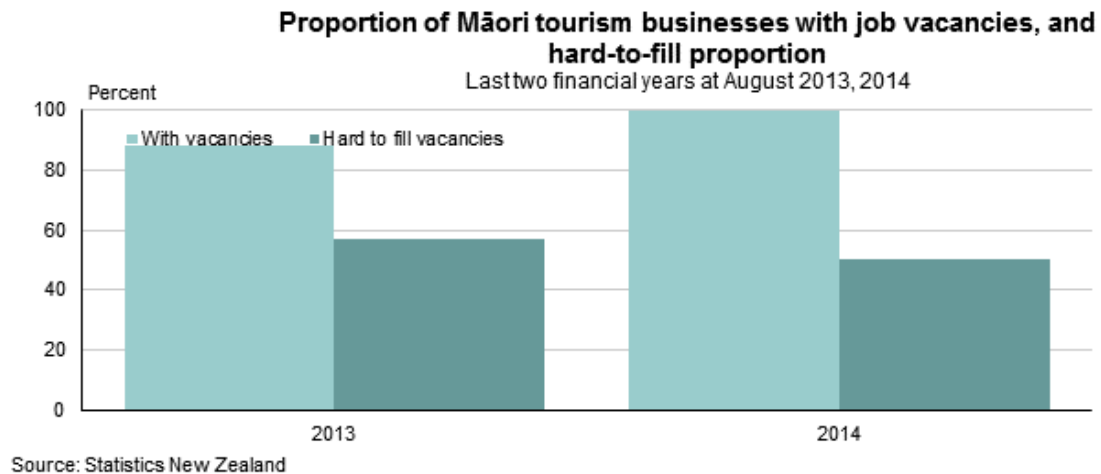
**Figure 43**



All Māori tourism businesses surveyed in the Business Operations Survey 2014 had vacancies during the year, and half of those vacancies had been difficult to fill (see figure 44).

This represents a similar recruiting situation as in 2013 where 88 percent of Māori tourism businesses had vacancies, 57 percent of which had been hard to fill.



**Figure 44**

### **Worker turnover rate typical of tourism-facing business**

Worker turnover rate for Māori tourism businesses was 19.1 over the average of the two years to March quarter 2015. This was similar to Māori SMEs and also typical of accommodation/sightseeing/vehicle hire business in general.

## **Engaging with the world**

### **All target the overseas market, using uniqueness, brand, and quality**

In 2015, virtually all Māori tourism businesses sampled in the Business Operations Survey (enterprises with at least 6 employees) engaged with overseas markets. All considered that a unique intellectual property (mana whakairo hinengaro) or valuable brand (waitohu whaipāinga) was a key factor for competing in overseas markets. This contrasts with the experience of business in general.

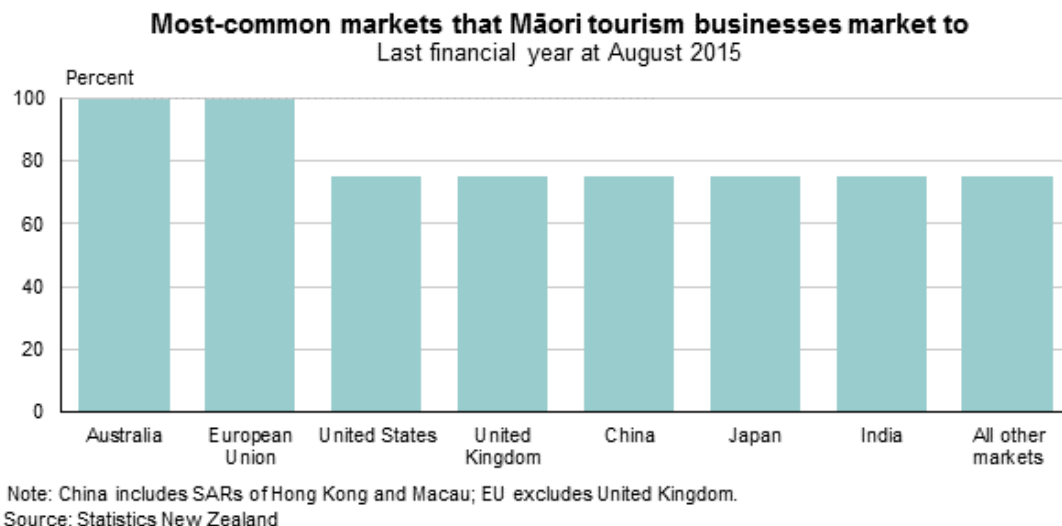
All Māori tourism businesses identified quality or customisable goods and/or services as a key factor; and 57 percent identified staff experience as a key factor.

### **All online and all e-selling**

All Māori tourism businesses sampled in the Business Operations Survey used the internet for receiving orders for services in 2015.

### **Australia and Europe lead focus**

All overseas markets had a strong showing with 100 percent engagement across the main markets Australia and the EU (excluding United Kingdom); while 75 percent reported engaging with the US, the UK, China, Japan, India, and other markets (see figure 45).

**Figure 45**

## Financial performance

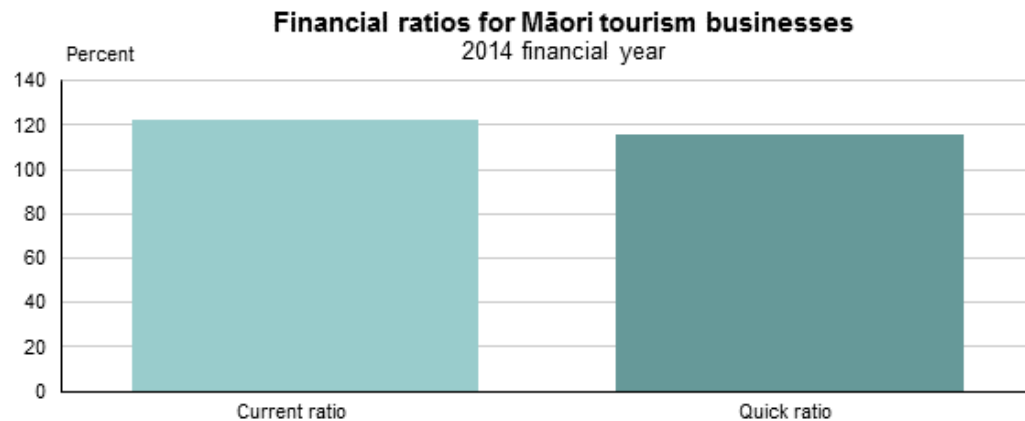
[See Technical notes and limitations of the data](#) for definitions.

### Tourism businesses show red ink but on a secure basis

In 2014 Māori tourism operators sampled in the Annual Enterprise Survey experienced faster-rising expenses than income. While sales of goods and services rose on 2013, by \$16 million (10 percent) to \$174 million, operating expenses including salaries and wages rose \$20 million (13 percent) to \$176 million.

Māori tourism's ability to pay off debt in 2014, as measured by common accounting ratios, was secure (figure 46):

- the quick ratio averaged 116 percent, or \$1.16 of liquid assets available to cover each \$1 of current liabilities
- the current ratio, which measures theoretical ability to pay off current liabilities with current assets, averaged a healthy 122 percent
- debt ratio, averaging 53 percent, is below the 62 percent debt ratio for an aggregate of comparable New Zealand businesses.

**Figure 46**

Note: For definitions of financial terms, go to [datainfoplus.stats.govt.nz](http://datainfoplus.stats.govt.nz) and search for 'Annual Enterprise Survey concepts'.

Source: Statistics New Zealand

## How we identified and measured Māori tourism

The Māori tourism business information presented in *Tatauranga Umanga Māori 2016* was made possible after New Zealand Māori Tourism shared its member list with us. This information is a good example of what can be provided from partnering with stakeholders and building on their existing information.

NZ Māori Tourism's list was expanded on by adding any other Māori authority or business where those enterprises engaged in a selected range of ANZIC06 industry:

- 440 Accommodation
- 4621 Inter-urban and rural bus transport
- 472 Rail passenger transport
- 482 Water passenger transport
- 490 Air transport
- 501 Scenic and sightseeing transport
- 661 Motor vehicle and transport equipment rental and hiring
- 722 Travel agency services.

Tourism data in *Tatauranga Umanga Māori 2016* is the latest data we have for each Māori tourism business. We matched our Business Register to the various sources, and extracted information on those businesses as they appear now. That means that changes occurring before the present reporting period are incorporated throughout.

Some of the collections we used to examine Māori tourism businesses are comprehensive, and others take a sample. Where coverage of a collection is not total, we cannot be sure that a representative sample has been taken. There is no 'total account' of Māori tourism businesses, only what we know so far. This means there isn't an existing design of a representative sample.

NZ Māori Tourism's focus is tourism, and the NZ Māori tourism list makes up a large proportion of businesses reported on here.

## 6 Your feedback will help shape future Māori business statistics

*Tatauranga Umanga Māori 2016: Statistics on Māori businesses* is another small step along the path to identifying the contribution of Māori business to the economy. See how you can help us shape the future of Māori business statistics:

- [Limitations in process of identifying Māori authorities](#)
- [Future reporting approach](#)
- [How to give your feedback.](#)

### Limitations in process of identifying Māori authorities

Our current process for identifying Māori authorities has limitations, see [How we identified Māori authorities](#), Statistics NZ, 2015,b). Although we have identified dozens more Māori businesses, including Māori authorities, for *Tatauranga Umanga Māori 2016*, the limitations of our process are still apparent. In future we hope to streamline, and where possible, automate the addition of Māori businesses to our Business Register.

We produced the SME and tourism statistics in *Tatauranga Umanga Māori 2016* by utilising lists provided by two partner organisations, the Poutama Trust and NZ Māori Tourism. We intend to expand partnerships of this type to increase the coverage of our Māori business statistics. For example, we are working with the Māori Land Court, other government agencies, and iwi partners to try to produce Māori land productivity statistics.

Over the past 12 months we also worked to match information from a number of datasets for a more detailed picture of Māori self-employment or 'Māori in business'. This work is progressing, but unfortunately was not at a point at which its publication could be included in this report. We expect that it will be for future reporting.

### Future reporting approach

Understanding the methodology and quality associated with additional partner information sources is important to both Statistics NZ and users of the data, to ensure comparable statistics and consistent time series. Including wider definitions and partner lists may mean an uneven level of reporting across the economy, or even geographically, as we incorporate different sources (Statistics NZ (2015,b). We will continue to update our methodology and supporting notes as reporting evolves, as we have in the current report.

*He Arotahi Tatauranga – the Māori Statistical Framework* (Statistics NZ, 2014,a) will also continue to help us explore and discover ways to think about, gather, organise, connect, and make sense of information relevant to Māori development and well-being. We recognise that Māori economic development is interwoven with social, environmental, and cultural development and, therefore, that we need to consider its wider context within te ao Māori - the Māori world. Continuing to make use of He Arotahi Tatauranga will enable that process.

### How to give your feedback

We recognise the importance of the many partner relationships that have assisted us with the important work *Tatauranga Umanga Māori* represents. At the heart of this is the invaluable feedback we receive from our partners and customers. We continue to seek and be open to your feedback on this and future reports.

Please send your comments to [info@stats.govt.nz](mailto:info@stats.govt.nz) with *Tatauranga Umanga Māori* in the subject line.

## 7 Technical notes and limitations of the data

These technical notes outline the approach we took to identify Māori businesses in each collection. They include information on definitions, reference periods, and limitations of data. See:

- [Accommodation Survey \(CAS\)](#)
- [Agriculture Production Survey \(APS\)](#)
- [Annual Enterprise Survey \(AES\)](#)
- [Business Demography Statistics \(BD\)](#)
- [Business Operations survey \(BOS\)](#)
- [Linked Employer-employee Dataset \(LEED\)](#)
- [Overseas Merchandise Trade \(OMT\)](#).

### Accommodation Survey (CAS)

#### About the Accommodation Survey

The Accommodation Survey is a monthly survey that provides information about short-term commercial accommodation activity at national, regional, and lower levels. Statistics NZ runs the survey, which is sponsored by the Ministry of Business, Innovation and Employment.

#### Which Māori authorities or businesses we used for this report

We used any establishment that appears in our full list of Māori authorities or enterprises and is surveyed in the Accommodation Survey.

#### Definitions of measures you will find in the data

Average length of stay: calculated by dividing the number of guest nights by the number of guest arrivals.

Capacity (stay-unit): equivalent to one unit of accommodation available to be charged-out to guests, e.g. a hotel room, a motel unit, a backpacker bed, or a tent site or cabin at a holiday park.

Domestic guest night: equivalent to one New Zealand resident spending one night at an establishment.

Establishment: smallest statistical unit operating within a single physical location and owned by a single enterprise. The term is used to represent what is usually called the 'geographic unit' in other Statistics NZ publications.

Guest night: equivalent to one guest spending one night at an establishment. (A motel, for example, with 15 guests spending two nights would report that they had provided 30 guest nights.)

International guest night: equivalent to one foreign guest spending one night at an establishment.

Occupancy rate: calculated as the average daily percentage of stay-units occupied. For example, if a motel had 5 of its 10 units occupied every night in April, it would have  $5 \times 30 = 150$  stay-unit-nights occupied out of  $10 \times 30 = 300$  stay-unit-nights available. Its occupancy rate would be 150 divided by 300 (50 percent).

Stay unit: unit of accommodation that is available to be charged out to guests (such as a room in a hotel or motel, a bed in a backpacker establishment, or a site in a caravan park).

## Reference period

The Accommodation Survey is an ongoing monthly collection. In this report we used year to March 31 where an annual summary was called for.

## Limitations to the data

The Accommodation Survey is for short-term commercial accommodation and includes hotels, motels, backpacker accommodation, and holiday parks. Private accommodation is excluded. The survey aims for 100 percent coverage of the above accommodation types (a full census), but in practice the overall response rate is usually between 76 and 80 percent. The list of Māori businesses used to generate these estimates may be over- or under-represented in non-responses, and that may vary from year to year. Where there are non-responses, the missing data is replaced with imputed figures based on movements from similar establishments in the same or nearby areas.

Other errors include respondent error, and errors in coverage, classification, and processing. While every effort is made to minimise these errors, they will still occur. It is not possible to quantify their effect.

## More information on DataInfo+

[Accommodation Survey \(2013 to current\) – DataInfo+](#)  
Metadata and general information.

[Accommodation, Concept sets – DataInfo+](#)  
Definitions.

# Agriculture Production Survey (APS)

## About the Agriculture Production Survey

With the exception of 2007 and 2012, comparable surveys of agriculture production surveys have been run in every year from 2003 to 2015. We used results from the Agriculture Production Survey in *Tatauranga Umanga Māori 2016* in preference to the 2007 and 2012 agriculture censuses, to provide a better sense of changes in response to various conditions including prices paid out.

The agricultural production surveys include all units identified on Statistics NZ's Business Register as having agricultural activity:

- businesses engaged in 'agricultural production activity' (including livestock, cropping, horticulture, and forestry), or which own land intended for agricultural activity, and
- businesses engaged in agriculture or forestry production as a secondary activity.

The Business Register is a list of businesses in New Zealand, based on their registration for goods and services tax (GST) with Inland Revenue. The compulsory registration level for GST is \$60,000, so there is a partial and unquantifiable coverage of units below this level.

## Which Māori authorities or businesses we used for this report

We used any establishment that appears in our full list of Māori authorities or enterprises and is surveyed in the Agriculture Production Survey.

## Definitions of measures you will find in the data

Dairy milking herd: Milk-producing cows and heifers, which includes all cows and heifers either in milk or in calf.

Flock: A group of sheep, angora or feral goats, or poultry.

Head: A general term used for numbering any four-legged stock.

Herd: A group of cattle, horses, or milking goats (or pigs and deer).

Lamb: A sheep under 12 months of age, or without any permanent teeth in wear.

Lambs tailed: Includes lambs marked.

## Reference period

Agriculture Production Survey has a collection date of June 30, while some questions refer to work done over the full year to 30 June.

## Limitations of the data

Changes to the data collected over the survey years is noted in the full technical documentation on DataInfo+. The list of Māori farms used to generate these estimates may be over- or under-represented in non-responses, and that may vary from year to year.

Other errors include respondent error, and errors in coverage, classification, and processing. While every effort is made to minimise these errors, they will still occur. It is not possible to quantify their effect.

## More information on DataInfo+

[Agriculture Production surveys and Censuses – DataInfo+](#)

Metadata and further information on changes to data collected.

[Agriculture Production Concepts – DataInfo+](#)

Definitions.

# Annual Enterprise Survey (AES)

## About the Annual Enterprise Survey

The Annual Enterprise Survey provides statistics on the financial performance and financial position of New Zealand businesses, covering most areas of economic activity. The survey was designed as the principal collection vehicle of data used in the compilation of New Zealand's national accounts. Data used in this survey is compiled from a number of sources and measures industry levels for a given year.

In addition to its use in the national accounts, Annual Enterprise Survey (AES) is also a data source for other Statistics NZ existing and upcoming outputs, including:

- industry benchmarking
- longitudinal Research of Business Dynamics project (see [Longitudinal business database](#), Statistics NZ, 2016)
- business price indexes.

Over the past few years, we have conducted more research around inputs and outputs as a result of requests from customers for non-standard outputs, for example requests:

- from other government departments, such as the Ministry of Business, Innovation and Employment



- for data/information by turnover bands, which can add significant analytical value and is a popular request
- from businesses for financial data to gauge their performance against industry averages.

## Which Māori authorities or businesses we used for this report

Only our list of Māori authorities returned enough responses to provide comparable time-series. We used any establishment that appears in our full list of Māori authorities and is surveyed in the annual enterprise survey.

## Reference period

Annual, with a notional end-date of September 30. Each year captures financial records of each enterprise referring to a balance date of that enterprise falling within the year. For example the latest period, 2014, collects information from across 1/10/2013 to 30/09/2014.

## Coverage

AES does not have complete coverage but as a sample achieves excellent coverage by utilising administrative data. The approximate degree of coverage of Māori authorities, SMEs, and tourism businesses is 70 percent.

## Limitations of the data

In AES2013, we increased the sample to include more Māori authorities, which allowed us to analyse and produce Māori authority statistics at an industry level. This does not apply to Māori SMEs or tourism businesses so there is a severe limit to what we can estimate about them.

## More information on DataInfo+

[Annual Enterprise Survey, abstract usage and limitations – DataInfo+](#)  
Metadata and general information.

[Annual Enterprise Survey, concepts – DataInfo+](#)  
Definitions.

# Business Demography Statistics (BD)

## About Business Demography Statistics

Business demography statistics provide an annual snapshot as at February, of the structure and characteristics of New Zealand businesses. Statistics produced include counts of enterprises and geographic units by industry, region, institutional sector, business type, degree of overseas ownership, enterprise births, enterprise deaths, survival rate of enterprises, and employment levels. The series covers economically significant private-sector and public-sector enterprises engaged in the production of goods and services in New Zealand.

The business demography series in *Tatauranga Umanga Māori 2016: Statistics on Māori businesses* are based on the Statistics New Zealand Longitudinal Business Frame (LBF), which is created from the Statistics New Zealand Business Register (BR).

## Which Māori authorities or businesses we used for this report

We extracted enterprises and employee count by industry (ANZSIC06) statistics for two separate lists, Māori authorities and Māori SMEs.



Thanks to the comprehensive nature of the LBF, we were able to count economically non-significant enterprises for measures like survival rates.

The BD statistics coverage is limited to economically significant enterprises only.

[See Business Demographic Statistics Review Report](#) (Statistics NZ, 2006) for the processes we use to identify continuing businesses on the LBF (longitudinal links).

## Definitions of measures you will find in the data

**Industry:** ANZSIC06: Australian and New Zealand Standard Industrial Classification 2006. A business is normally assigned to an ANZSIC06 category according to the predominant activity it is engaged in. ANZSIC06 is a hierarchical classification with four levels: division, subdivision, group, and class.

**Birth:** occurs when a new enterprise starts operation (ie a combination of production factors is created, and no other national businesses are involved). Births do not include entries into the population due to reactivations, mergers, break-ups, split-offs, or other restructuring of a group of businesses linked by ownership or control.

**Death:** occurs when an enterprise ceases operation (ie a combination of production factors is dissolved, and no other domestic businesses are involved). Deaths do not include exits from the population due to temporary inactivity, mergers, takeovers, break-ups, or other restructuring of a group of businesses linked by ownership or control.

**Employees or employee count (EC):** refers to paid employees. It is a head count of salary and wage earners sourced from taxation data. EC data is available on a monthly basis. The EC used for deriving business demography statistics is for the February month.

**Enterprise:** an institutional unit that generally corresponds to legal entities operating in New Zealand. It can be a company, partnership, trust, estate, incorporated society, producer board, local or central government organisation, voluntary organisation, or self-employed individual.

**Survival rate:** calculated as the percentage of births in each reference period that survive into future reference periods in the business demography population (surviving births divided by total births for a particular reference period). To be considered a survivor, the birthed enterprise must have existed at every reference period between its birth year and the given reference period.

## Reference period

As at February.

## Usage and limitations of the data

Data limitations associated with business demography data include:

- non-coverage of 'small' enterprises that fall below the economic significance criteria
- partial coverage of enterprises in the gap between the BF economic significance condition (\$30,000 of sales subject to GST) and the compulsory GST registration threshold (\$60,000 from 1 April 2009). We can't quantify our partial coverage, but some businesses register for GST when their activity is below the threshold
- residential property operators industry (ANZSIC06, class L6711) contains only partial coverage (analyse with care)
- lags exist in recording enterprise births and deaths
- our published time series is revised each year as we incorporate the latest LBF data. Revisions of any significance mainly affect the end points of the series non-availability of overseas ownership information for some BF units

- information on enterprise ownership links (needed to identify BF enterprise groups) is limited to administrative data sources; direct surveys cover only large businesses
- difficulties in maintaining industrial and geographic classifications for medium and smaller enterprises (primarily maintained on BF using administrative data) some classification data is imputed (estimated) in back-cast ANZSIC06 statistics – apply caution when using them
- we introduced classification for Māori enterprises only in 2010. Due to small numbers, any detailed analysis of Māori enterprise and EC data should be done with caution.

## More information on DataInfo+

[Business Demography Statistics, abstract and coverage – DataInfo+](#)  
Metadata and general information.

[Business Demography, glossary – DataInfo+](#)  
Definitions.

## Business Operations Survey (BOS)

### About the Business Operations Survey

The main objective of the survey is to collect information on the operations of New Zealand businesses in order to quantify business behaviour, capacity, and performance. In addition, each module in the survey has its own specific objectives, see:

- **Module A: Business Operations.** This module aims to provide a longitudinal series of information relating to business performance. This will assist in the development of models aimed at investigating causal relationships. As well as traditional measures of performance such as turnover and profitability, there is also a need to collect information on such areas as export intensity. The purpose of collecting information on business operations is to analyse any relationships between the environment in which a business operates and the results it achieves.
- **Module B: Innovation or Information and Communications Technology (ICT).** The content of module B alternates between Innovation (odd years) and ICT (even years).
- **Module C or D: Contestable modules.** The contestable module content changes year on year based on information needs, funding and significance to the national statistical collection.

Previous topics and at least partially included in this report are:

- 2013: Business practices
- 2014: Skills acquisition
- 2015: International engagement.

### Which Māori authorities or businesses we used for this report

Although BOS surveys a relatively small proportion of business from the Māori Authority, SME and Tourism list, we included results for all three.

### Definitions of measures you will find in the data

[Link to BOS definitions on DataInfo+](#)

## Reference period

Annual, with a notional end-date of September 30. Each year will capture responses from each enterprise referring to a balance date of that enterprise falling within the year. For example the latest period, 2015, collects information from across 1/10/2014 to 30/09/2015.

## Coverage

The chief limit to BOS coverage is that it surveys only enterprises with at least 6 employees. Within that group coverage is:

- Māori authorities: 16 percent
- Māori SMEs: 33 percent
- Māori tourism: 14 percent.

## Limitations to the data

The results we publish from BOS data in *Tatauranga Umanga Māori 2016: Statistics on Māori businesses* were not weighted to represent the underlying population. Counts from the survey were randomly rounded to base 3 to protect confidentiality, so actual figures may differ from those stated. Owing to the small proportion of returns compared to each full list, use caution when you draw any broader inference from the results.

## More information on DataInfo+

[Business Operations Survey, abstract and purpose – DataInfo+](#)  
Metadata and general information.

# Linked Employer-Employee Dataset (LEED)

## About LEED

The Linked Employer-Employee Dataset (LEED) is created by linking a longitudinal employer series from the Statistics NZ Business Frame to a longitudinal series of EMS payroll data from Inland Revenue.

The Inland Revenue dataset is collected for the purpose of administering New Zealand's taxation system. It consists of data from employer monthly schedule (EMS) and contains details of earnings, tax type, and tax deducted. It does not contain any information relating to the number of hours worked for those earnings.

The Business Frame is a regularly maintained list of all economically significant businesses and organisations (with a turnover greater than \$30,000) engaged in the production of goods and services in New Zealand.

The base data received from LEED is of high quality, but cleaning, transformation, and integration processes are required before robust official statistics can be produced. This is necessary because these datasets are collected for different purposes and are not primarily designed for the production of statistics. Integration processes are required to merge the two sources, as the datasets are constructed differently. One of these processes allocates jobs from an IRD number to geographical units or physical locations associated with that employer.

## Which Māori authorities or businesses we used for this report

We extracted statistics for two separate lists, Māori authorities and Māori SMEs, and a third list that overlaps them, tourism. Thanks to the comprehensive nature of LEED we were able to present employment estimates for all three.

## Definitions of measures you will find in the data

**Total filled jobs:** The number of jobs (defined as an employer-employee match) on the 15th of the middle month of the reference quarter, and does not distinguish between part-time and full-time jobs.

**Worker turnover rate:** The ratio of the average of the total accessions and separations to the average of the total jobs in the reference quarter (t) and the previous quarter (t-1), as represented in the formula:

$$\frac{(\text{accessions} + \text{separations})/2}{(\text{jobs}(t) + \text{jobs}(t-1))/2}$$

## Reference period

LEED is an ongoing quarterly collection. We used 'year to March 31' in *Tatauranga Umanga Māori 2016: Statistics on Māori businesses* where an annual summary was called for.

## Limitations to the data

Filled jobs are the number of jobs on the 15th of the middle month of the reference quarter, where the job relates to a person 15 years of age or over. Filled jobs below the national level are assigned to geographic locations on a modelled basis.

Information below 'total all industry' level results are not published for SMEs or tourism, due to confidentiality. Information below 'total all region' level results in many regions in the South Island not being published, due to confidentiality.

[More information on LEED](#)

Metadata and general information.

## Overseas Merchandise Trade (OMT)

### About Overseas Merchandise Trade

Overseas Merchandise Trade statistics provide statistical information on the importing and exporting of merchandise goods between New Zealand and other countries. Merchandise trade includes goods which add to or subtract from the material resources in New Zealand as a result of their movement in or out of the country. Data is obtained from export and import entry documents lodged with the New Zealand Customs Service (NZCS).

The purpose of OMT is to provide statistical information on the importing and exporting of merchandise goods between New Zealand and other countries.

### Which Māori authorities or businesses we used for this report

We extracted statistics for two separate lists, Māori authorities and Māori SMEs. Thanks to the comprehensive nature of the OMT collection we were able to present merchandise trade statistics for each.

## Definitions of measures you will find in the data

**Commodity:** This term does not necessarily denote one particular item. In most cases a 'commodity' occupies a sub-group in the Harmonised System Classification. In some few cases it can mean a very broad group (such as all kaimoana) or a fairly well-defined sub-group (such as wine).

**Exports:** Merchandise exports (excluding re-exports) are goods of domestic origin exported from New Zealand to another country.

## Reference period

Figures in *Tatauranga Umanga Māori 2016: Statistics on Māori businesses* refer to a calendar year.

## Limitations to the data

In most cases, information lodged with NZCS by exporters and importers is sufficient to identify Māori authorities and SMEs. In some instances, we could not match enterprises from NZCS data. This means that while our estimates of exports and imports for each list are of high quality, do not treat them as complete and comprehensive.

## More information on DataInfo+

[Overseas Merchandise Trade, abstract, usage and coverage – DataInfo+](#)  
Metadata and general information.

[Overseas Merchandise Trade, concepts – DataInfo+](#)  
Definitions.

## 8 Tables

The following tables are available from the 'Available files' box the first page of [Tatauranga Umanga Māori 2016: Statistics for Māori](#).

### Tables in Excel

The tables in file 'Tatauranga Umanga Māori 2016: Statistics for Māori businesses – tables' cover financial position of Māori authorities, see:

1. Māori authority, total all industries
2. Māori authority agriculture, ANZSIC06 subdivision A01
3. Māori authority non-residential property operators, ANZSIC06 class L6712

### Tables in csv

See 'Tatauranga Umanga Māori 2016: Statistics for Māori businesses – zipped csv tables', for:

- Agricultural land-use information for Māori farms, annual
- Agricultural livestock information for Māori farms, annual
- Agricultural horticulture information for Māori farms, annual
- Business demography enterprises for Māori authorities, annual
- Business demography enterprises for Māori SMEs, annual
- Business demography survival rates for Māori SMEs, annual
- Business operations rates, activities, annual
- Business operations rates, credit facilities, annual
- Business operations rates, debt types, annual
- Business operations rates, innovation barriers, 2015
- Business operations rates, innovation, annual
- Business operations rates, international markets, 2015
- Business operations rates, key factors competing, 2015
- Business operations rates, product development, annual
- Business operations rates, proportion internet sales, annual
- Business operations rates, vacancies, annual
- Commercial accommodation information for Māori businesses, monthly
- LEED estimates of filled jobs for Māori business, quarterly
- LEED worker turnover rates for Māori business, quarterly
- Overseas merchandise trade top 20 commodity exports for Māori authorities, annual
- Overseas merchandise trade top 20 export destinations for Māori authorities, annual
- Overseas merchandise trade top 20 export destinations for Māori SMEs, annual

### Metadata for csv files

See 'Tatauranga Umanga Māori 2016: Statistics for Māori businesses – metadata for csv files'.




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## Appendix 1: Defining Māori authorities for Tatauranga Umanga Māori 2016

Here is the background to how we identified (and consequently measured), Māori authorities for *Tatauranga Umanga Māori 2016: Statistics on Māori businesses*. See:

- [Māori authorities one subset of Māori businesses](#)
- [Role of Māori authorities and their subsidiaries](#)
- [Our definition of Māori authority](#)
- [How Statistics NZ's Business Register enables identification](#)
- [Limitations of the tax-code approach](#).

### Māori authorities one subset of Māori businesses

We hope to eventually identify all types of Māori businesses so we can provide data about them in future. Our first step in 2012–13 was to identify Māori authorities. In *Tatauranga Umanga Māori 2016: Statistics on Māori businesses*, we treated Māori authorities as one of the subsets of Māori businesses – the other being Māori small and medium-sized enterprises (SMEs).

### Our definition of Māori authority

The role of Māori authorities and their subsidiaries is to receive, manage, and/or administer assets held in common ownership by Māori. Māori authority leaders are likely to be mindful of the collective relationships and responsibilities to 'place', and the health and wellbeing of the collective.

Māori authorities include any commercial business that supports the authority's business and social activities, and sustains or builds a Māori authority's asset base. Ownership, control criteria, and investment models appear to be characteristics of Māori authorities.

In order to identify statistics about one of the subsets of Māori businesses in *Tatauranga Umanga Māori 2016*, we defined a Māori authority as a:

- business with a collectively managed asset, which uses current [Inland Revenue eligibility criteria](#) (Inland Revenue, nd) to be a Māori authority (irrespective of whether the enterprise elects to be a Māori authority for tax purposes)
- commercial business that supports the Māori authority's business and social activities, and sustains or builds a Māori authority's asset base
- business that is at least 50 percent owned by a Māori authority.

Our definition of Māori authorities:

- is based on previous research (Statistics NZ 2012, 2014, & 2015)
- uses the Business Register grouping structures to identify businesses that support a Māori authority
- is efficient because updates are automatic from administrative data sources, such as our Business Register.

We have attempted to address the need for Māori business statistics over the past 20 years. However, we had not published Māori business statistics until *Tatauranga Umanga Māori 2014: Statistics on Māori authorities* (Statistics NZ, 2014,b), mainly because of the difficulty in agreeing on a definition of Māori business. We are now taking an iterative, incremental approach to this process.



See [Tatauranga Umanga Māori – consultation paper](#) (Statistics NZ, 2012,b) for more information on our steps to define a Māori business; and [Tatauranga Umanga Māori summary of 2012 consultation](#) (Statistics NZ, 2015,a).

## How Statistics NZ's Business Register enables identification

The Business Register is a database of the individual economic units that make up New Zealand's economy. It includes private businesses – from self-employed individuals, farms, and small stores, to large corporations. It also includes organisations such as clubs and societies, government departments, local authorities, churches, and voluntary groups.

At February 2015, the Business Register had information for approximately 502,170 economically significant enterprises, up 1.9 percent from February 2014, and the locations (geographic units) where they operate.

The maintained population for the Business Register is 'economically significant enterprises'. An enterprise is said to be economically significant if it meets one or more of the following criteria:

- annual expenses or sales (subject to GST) of more than \$30,000
- 12-month rolling mean employee count of greater than three
- part of a group of enterprises
- registered for GST and involved in agriculture or forestry
- over \$40,000 of income recorded in the IR10 annual tax return.

The Business Register is the basis for all Statistics NZ business surveys. It provides the survey population from which we choose business survey samples.

### Identifying Māori authorities on the Business Register

We have a Māori business indicator (MBI) in the Business Register database, which we maintain through regular monthly updating that uses Inland Revenue records for Māori authority tax codes (ie MA and MT).

As part of an annual maintenance process in 2015, we reviewed how we apply the MBI. As a result, we applied an economic significance threshold and now only New Zealand-based businesses are included. While this is a good starting point, we know that not all Māori authorities register under these tax codes and therefore our coverage is not complete.

### Inclusion and exclusion issues

There are issues of definition within the Māori authorities we have identified. This affects the classification we are developing for this group. We will need an agreed definition and a data source for Māori authorities in order to automatically update the population in the Business Register. Degree of ownership matters for the definition, as do views on whether we should include emerging Māori collectives (eg 'by Māori, for Māori', as Māori service providers) in the definition.

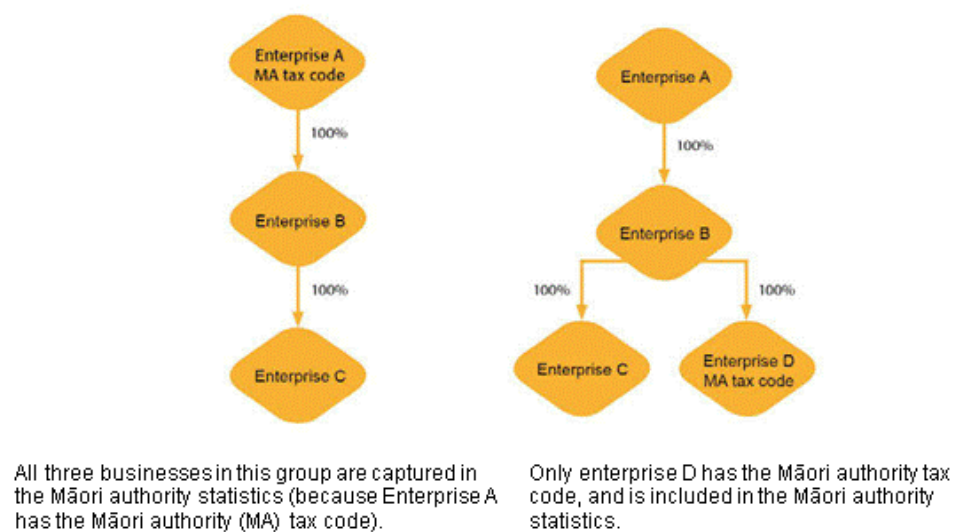
The Business Register also contains information about business group structures. These are tiered groups of businesses where the 'parent' has 50 percent or more ownership of a 'child' business, which may also have subsidiaries of its own. Currently we do not capture authorities in which a number of Māori authorities part-own a child business, but with none owning 50 percent or more. For example, when a business is owned by three iwi, each having (say) a 33 percent share, that business is not flagged in the Business Register as a Māori authority. This is a problem we hope to solve before we produce our next release of statistics on Māori businesses.

An automated process sets the MBI for 'other enterprises' in an enterprise group where a 'parent' enterprise is flagged as Māori-owned – but this process only works downwards and for ownership relationships of at least 50 percent. We can set the MBI manually where a business is not flagged as being Māori-owned by Inland Revenue. However, manually flagging businesses is a subjective process and not guided by clearly stated rules or definitions.

For Tatauranga Umanga Māori reports, if a Māori authority is identified as part of a group then all businesses linked below it are automatically included in the data, see appendix figure 1.

### Appendix figure 1

#### Identifying a Māori business within a business group



Source: Statistics New Zealand

## Limitations of the tax-code approach

### Voluntary identification

Relying on tax codes to identify Māori authorities has shortcomings. Although a Māori authority is eligible to use the Māori authority (MA) or Māori trust (MT) tax codes, they may choose not to. This creates problems in automatically identifying Māori authorities in the Business Register.

To address this, we used existing lists from the Business Register to help identify businesses. However, we can increase the number of businesses we collect information on if we use lists of Māori authorities and their support businesses directly from our partners such as the Poutama Trust and NZ Māori Tourism.

To avoid manual updating of these information sources, it would be beneficial to update them using automated links.

### Business structure and ownership

The criteria used for grouping businesses together in the Business Register also present us with issues to address. Māori authorities identified in the lower tiers of a business group will be identified as Māori authorities, but those higher in the group (enterprises A and B) or in a different branch (enterprise C) will not. At present, we need to manually check information to determine if the other businesses in the group are Māori authorities.

Joint ventures are not listed under business groups because the ownership structure is a 50/50 split, not a majority shareholding. The advantage of being part of a business group is lost in these cases and requires manual identification. Information from our partners will prove crucial for successful identification.

The limitations of the approach we've taken so far to identify and measure statistics for *Tatauranga Umanga Māori 2016: Statistics on Māori businesses* highlight that further partner engagement and feedback will help identify Māori authorities, and help develop further stages of this project. They also highlight that identifying Māori businesses is no simple matter.

## Appendix 2: Māori business self-identification in the Business Operation Survey

In this appendix, we describe the benefits of a new self-identification question, which we suggest could also be used by other agencies in the Official Statistics System.

There is a growing demand from Māori organisations and their government partners for better statistics relating to businesses owned and operated by Māori.

The challenge is how to identify those businesses in order to then provide statistics to address their needs.

With the help of our partners the Poutama Trust and NZ Māori Tourism, we expanded our coverage in *Tatauranga Umanga Māori 2016: Statistics on Māori businesses* beyond Māori authorities identified by tax criteria (used in 2012).

We are also trying other avenues for identifying Māori businesses.

### Appendix figure 2

#### Māori Business Self-identification Question added to the Business Operations Survey 2015

Business self-identification		
<b>33</b>	Do you consider this business to be a Māori business?	
<input type="radio"/> 1	yes → go to <b>34</b>	
<input type="radio"/> 2	no → go to the start of <b>Section B</b> on page 10	
A3300		
<b>34</b>	Mark all that apply. Which of the following factors significantly influence your decision to consider this business a Māori business?	
<input type="radio"/>	ownership	A3401
<input type="radio"/>	philosophy / principles / goals / tikanga	A3402
<input type="radio"/>	management practices	A3403
<input type="radio"/>	branding / marketing	A3404
<input type="radio"/>	tangible assets / taonga a iwi, eg land or fishing rights	A3405
<input type="radio"/>	intangible assets / kaupapa Māori, eg cultural property	A3406
<input type="radio"/>	employees	A3407
<input type="radio"/>	other, please specify <input type="text"/>	A3408


The 2015 Business Operations Survey also oversampled Māori authorities so we could gain additional understandings of Māori businesses. It confirmed our understanding that ownership (85 percent) is the leading factor for businesses identifying as Māori. This was followed by tikanga, philosophy, principles, goals (62 percent); employees (53 percent); management practices (40 percent); branding and marketing (35 percent); intangible assets or kaupapa Māori (32 percent); and tangible assets or taonga a iwi (29 percent).

Overall, the exercise identified an additional 99 Māori businesses. These findings contributed to our redevelopment of our working definition of Māori business.

See: [How we identified and measured Māori SMEs](#).

The findings of the Māori Business self-identification question showed the exercise was a success, delivering a proven resource that can be used with other surveys or as required across government.

Other agencies in the Official Statistics System can take up the question and, using their data collection operations, help Statistics NZ identify more Māori businesses and improve the Māori business statistics it provides.



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## Appendix 3: Member states of trade regions referred to in this report

This appendix identifies the composition of trade groupings used in the report.

### ASEAN member states

Brunei Darussalam, Cambodia, Indonesia, Laos, Malaysia, Myanmar, Philippines, Singapore, Thailand, and Vietnam.

### CEEAS-ECCAS member states

Angola, Burundi, Cameroon, Central African Republic, Chad, Democratic Republic of Congo, Equatorial Guinea, Gabon, Republic of the Congo, and Sao Tomé and Príncipe.

Note: CEMAC is the monetary union of the same membership. ECCAS and CEMAC merged into one organisation from 2003.

### China, Hong Kong, and Macau

Special Administrative Areas Hong Kong and Macau each have their own currency. They are each a separate customs region, and may form trade agreements with foreign states. The Government of the People's Republic of China is responsible for foreign affairs and defence.

### EU member states (June 2016)

Austria, Belgium, Bulgaria, Croatia, Republic of Cyprus, Czech Republic, Denmark, Estonia, Finland, France, Germany, Greece, Hungary, Ireland, Italy, Latvia, Lithuania, Luxembourg, Malta, Netherlands, Poland, Portugal, Romania, Slovakia, Slovenia, Spain, Sweden and the UK.

Note: Non-members Iceland, Liechtenstein, Norway and Switzerland have the right to be part of the EU's single market but are not counted in the trade figures for EU. UK has signalled its intention to exit EU but at time of compilation has not done so.