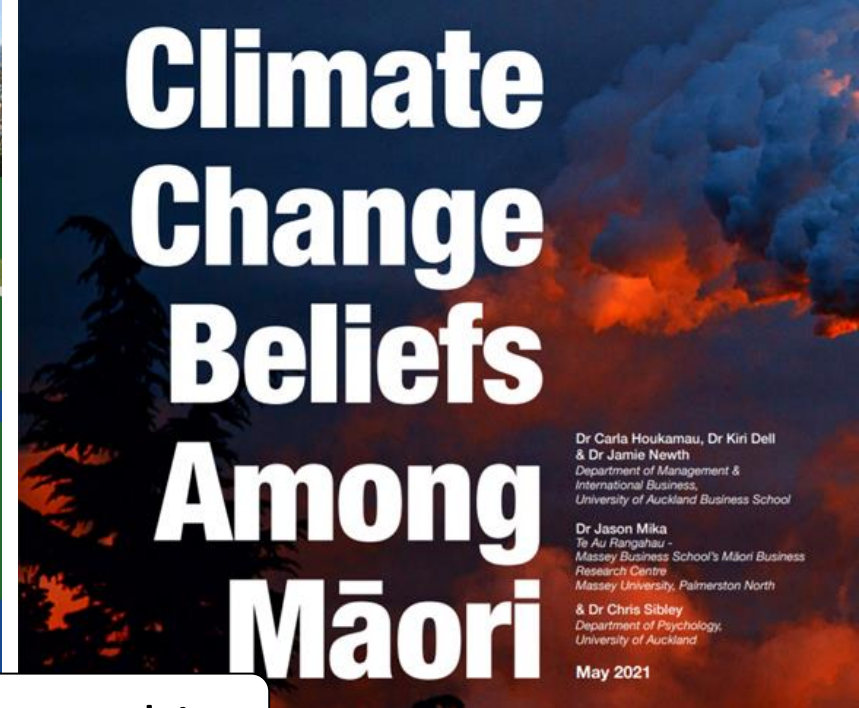
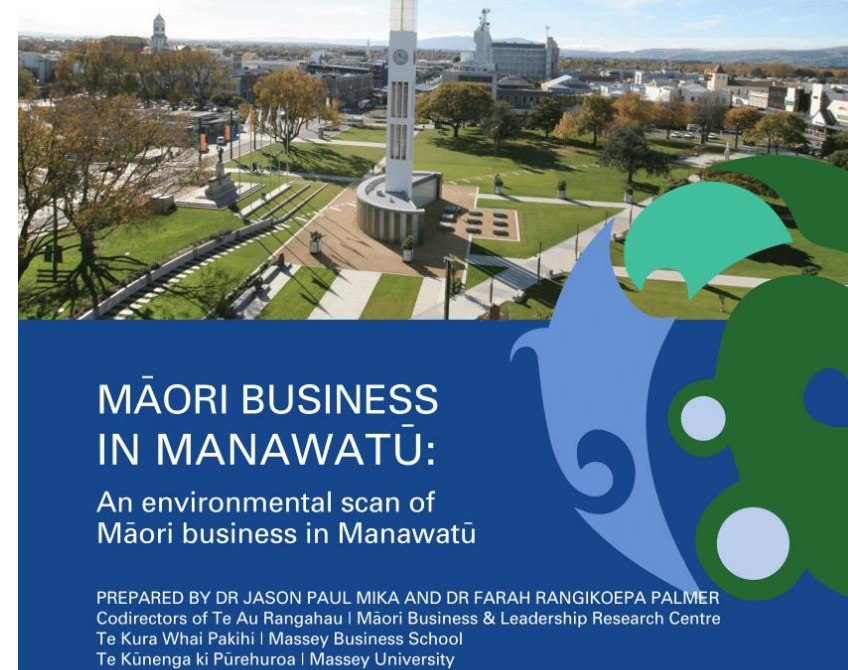


EDNZ Conference, 26-28 May 2021,
Palmerston North, New Zealand
Resilience | Reimagining | Recovery

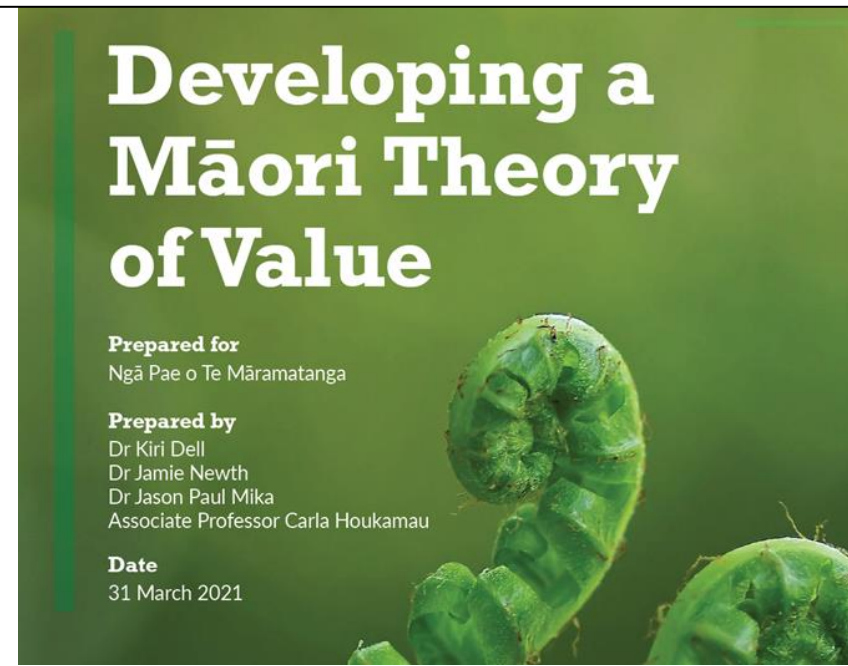
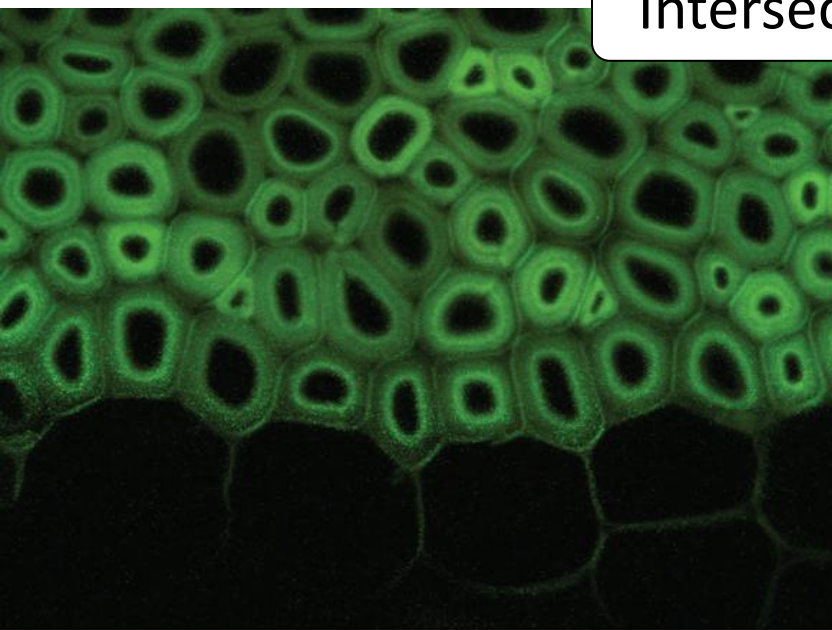
Māori economy and Covid-19

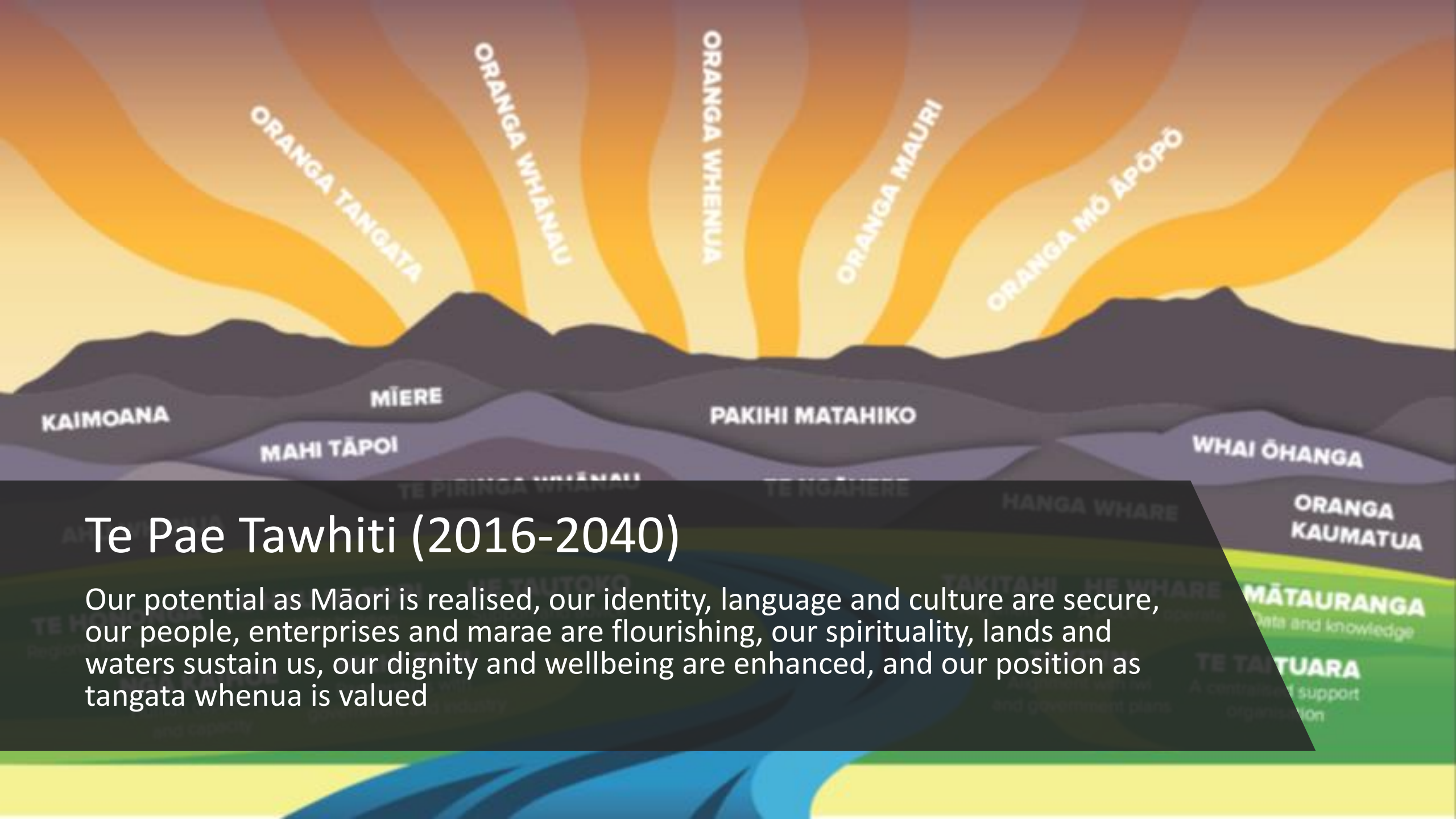
Dr Jason Paul Mika, Te Au Rangahau co-director
e: j.p.mika@massey.ac.nz | 27 May 2021





Intersections of indigeneity and entrepreneurship





Te Pae Tawhiti (2016-2040)

Our potential as Māori is realised, our identity, language and culture are secure, our people, enterprises and marae are flourishing, our spirituality, lands and waters sustain us, our dignity and wellbeing are enhanced, and our position as tangata whenua is valued

COVID-19 SUPPORT

Need expert advice for your business?



CALL

0800 4 POUTAMA

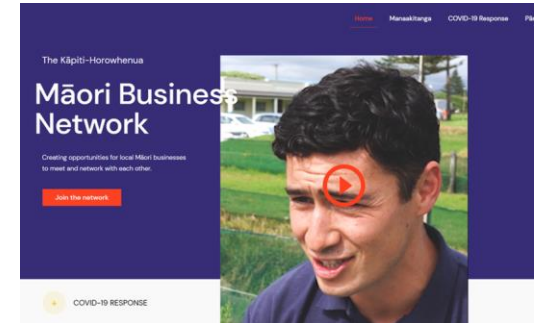
 **POUTAMA**


**NZ MĀORI
TOURISM**
HE TOA TAKITIŌ

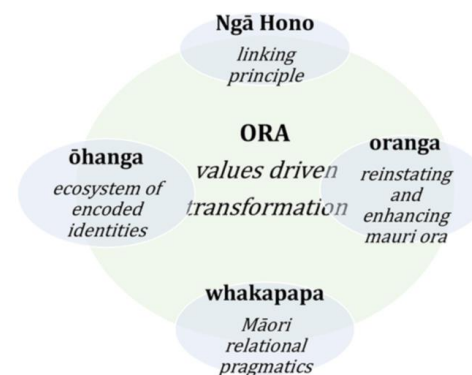
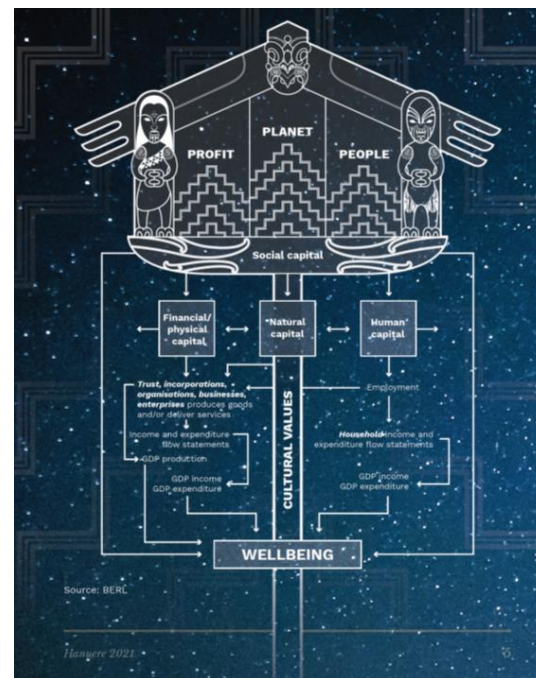
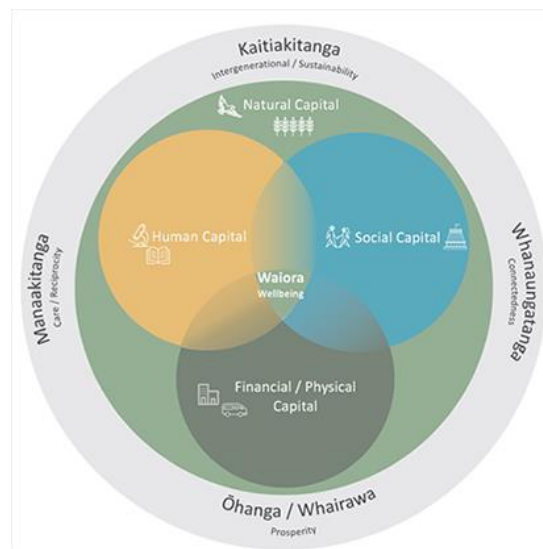


MWDI
MĀORI WOMEN'S DEVELOPMENT INC

FOMA
MŪ URU KARIKATIA

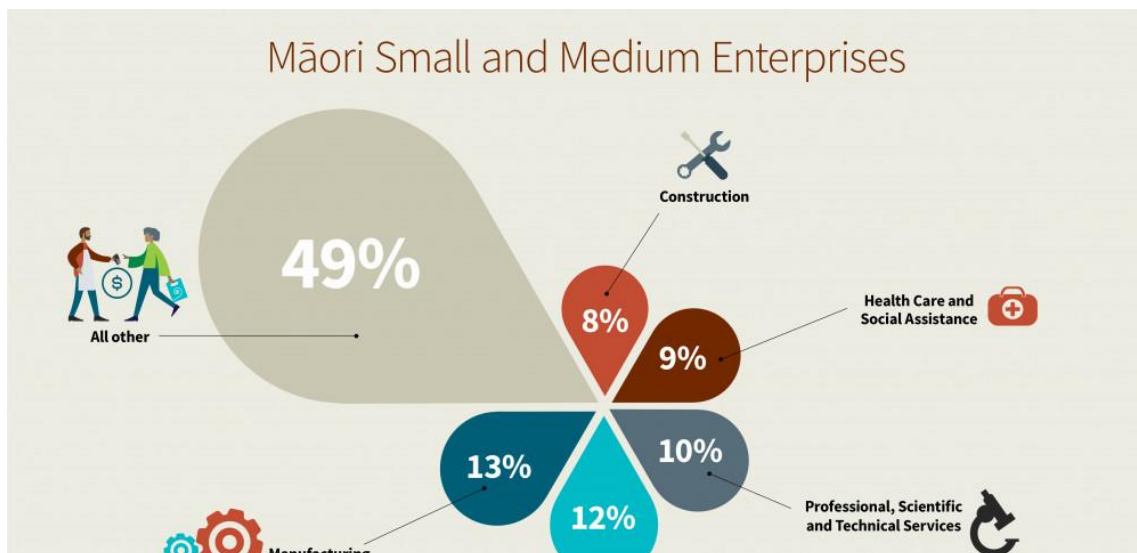


Māori enterprise
responses to Covid-19



What is the Māori economy?

- Living Standards framework and the four capitals
- Waiora, a fusion of the living standards framework and Māori values
- Te ōhanga Māori, a measure of Māori commercial assets (BERL)
- Māori conceptualisations of economy (Spiller's economies of wellbeing)



Te Matapaeroa 2019 – looking toward the horizon

Some insights into Māori in business



What is a Māori business?

Find data and charts on Te Āo Māori



Ahurea - Māori Culture



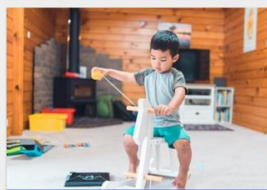
Ōhanga - Economy



Mātauranga - Education



Mahi - Employment



Aperahama Simcock and Sam Wickens-Murray, statistical and

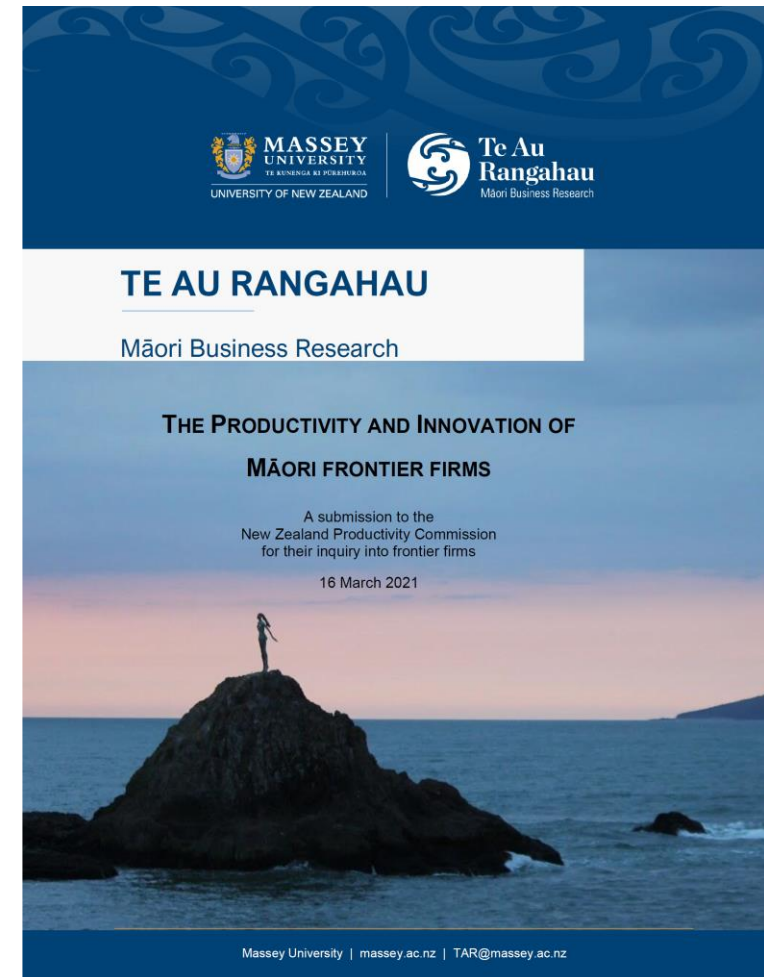
Impact of Covid-19

- We asked Māori how Covid-19 impacted their wellbeing – 2,389 replied. Relationships were severed (25.4%); Covid-19 had been stressful (19.65%)
- As a society, we should be a kinder, united tolerant society (25.8%). We should reset our priorities and values as a society (13.4%)
- Who supported you during lockdown? Whānau (58.99%); self (31.43%)



Post-Covid-19 Māori economic principles

- Normalisation of Māori identity and values
- Mana, mauri, kaitiakitanga, whanaungatanga, manaakitanga, oranga
- Realising aspirations for self-determination
- Equity dominant in economic discourse
- Inclusive, sustainable and equitable development – “are we there yet?”
- All things are related, animate and inanimate – Indigenous world views
- Intergenerational wellbeing and wealth

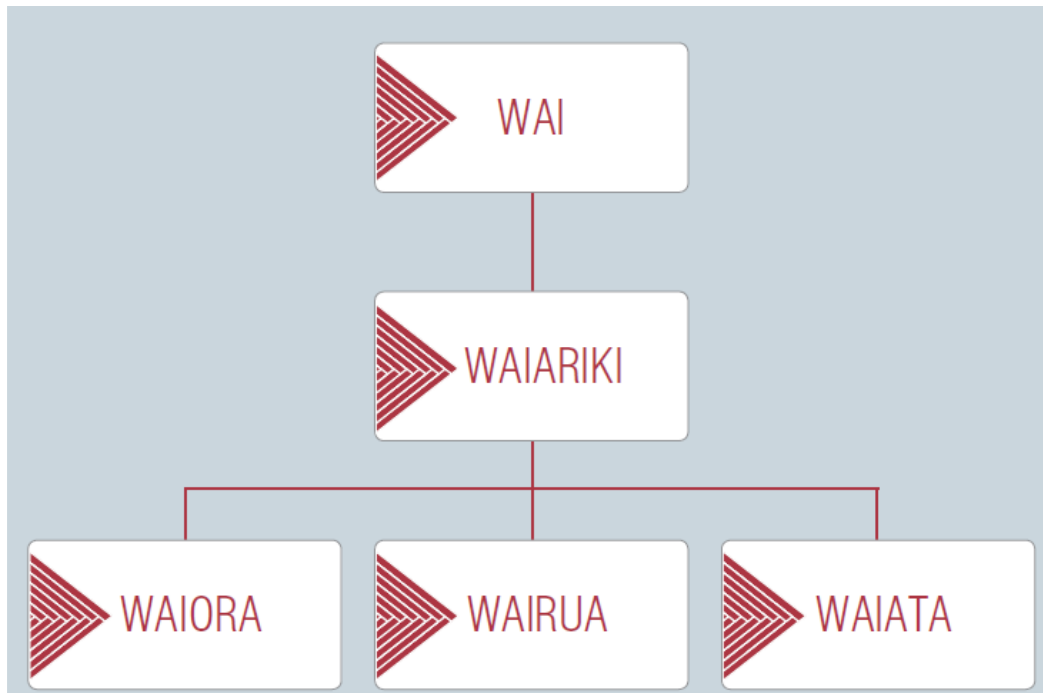


Te Awa Tupua and sustainable tourism

Click [here](#) to view “Ko au
te awa, ko te awa ko au – I
am the river and the river
is me”



Te Arawa Lakes Trust



27-May-21



10

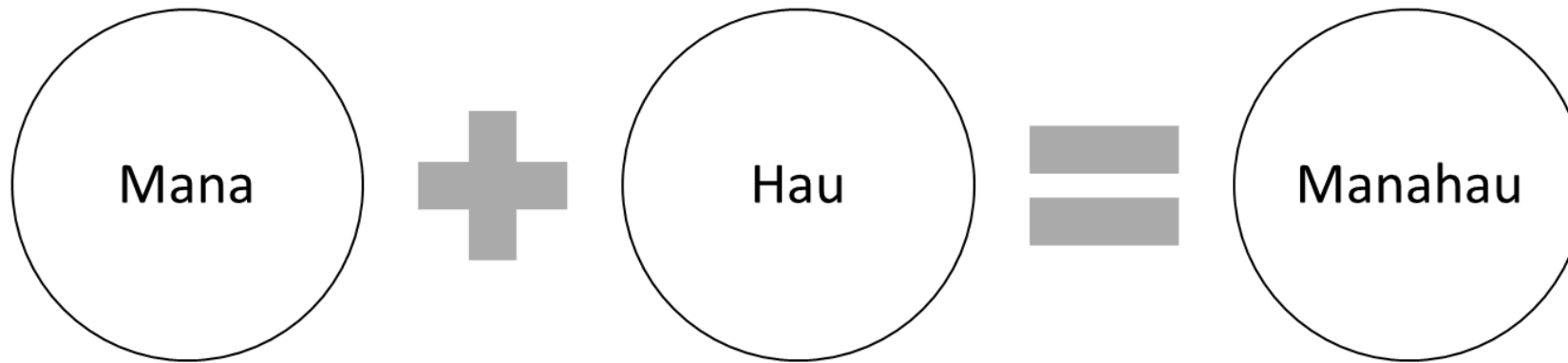
...some predictions (matakitenga)

1. Social procurement will transform the Māori economy but put pressure on Māori enterprise development to meet the opportunity
2. Indigenous self-determination and treaty partnerships with Māori will become more accepted and deliver equity and inclusiveness
3. Māori knowledge and culture will bring innovations to economic, social and environmental policy, practice and outcomes
4. Contestability for control over new and emerging markets in biotechnologies derived from taonga species will test treaty rights
5. New conceptualisations of economy and enterprise based on Māori principles and aspirations will emerge...watch out for the 'āroha economy'...kai te tunu tērā whakaaro nui, e kore e roa ka maoa

...some challenges for us...

1. How can we ensure Māori have 'a seat at the table' in the planning and deciding of economic development in Aotearoa New Zealand?
2. How can we ensure we all reap the reward of the demographic dividend?
3. How can ensure Māori language, culture, knowledge, institutions and people are reflected in our economic development agencies?

...and finally...a bit of new theory from old theory:
Manahau—a tentative Indigenous Māori theory of value



Mana as “status, prestige and credibility” (Hēnare, 2018, p. 451) is embodied in multiple states, manifesting as mana-enhancing behaviour creating relational balance (Dell et al., 2017)

Hau is the intrinsic and ascribed “spirit of gift exchange or the ethic of generosity” (Hēnare, 2018, p. 451) imbued within taonga creating reciprocal obligations

Manahau is theorised as an axiological agent Māori entrepreneurs use to synergistically negotiate cultural and commercial imperatives to achieve multidimensional wellbeing