

Iwi innovation: Providing local solutions and realising local opportunities

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Description

Recent reports estimate the value of the Māori economy as \$36.9bn, with the potential to contribute an additional \$21bn to the New Zealand economy in 2050. The Māori asset base comprises of Māori self-employed and Māori employers (value of \$27.2bn), and Māori trusts/incorporations and other Māori entities (value of \$10.7bn) (Nana, 2010). The majority of these entities can be defined as SMEs. Collectively-held assets include iwi rūnanga, trusts and incorporations, mandated iwi organisations and post-settlement governance entities. These collectives have a kaitiaki responsibility of the assets on behalf of their constituents. Often these groups are managed by a small group of people, and could even be considered as SMEs. Research has also shown that in the overall NZ economy, innovation and creativity have in the main, stemmed from the SME sector (Smallbone, Deakins, Battisti, Kitching, 2012).

Te Tupunga Māori Economic Development Project aims to develop templates for Māori economic development. Key objectives include developing aspirational frameworks, tools and scenarios, investigating innovation as a key enabler, and building expertise and capability in Māori economic development at a wider level. This will ultimately provide the foundations for examining a range of futures-oriented frameworks. The disjunctions between cultural and culture capital, entrepreneurship and social entrepreneurship need to be examined in more depth.

Initial findings of Te Tupunga indicate that perspectives, perceptions, understandings and realities differ in various ways and on different levels. In this session, we will present and discuss some of the challenges to commonly held perceptions of Māori economic development, and innovations that provide local solutions and realise local opportunities. Furthermore, for some iwi, these solutions and opportunities extend beyond iwi boundaries and transcend regional and national borders. The realities between differing iwi groups were distinctive in some ways and similar in others, and it became clear during the project and through the findings that, from a Western lens, a series of tensions emerged. However, in casting a Māori lens, these tensions became opportunities and solutions, providing dimensions of duality, for example: social and economic imperatives; the notions of lore and law; people and place; and individual and collective responsibilities.

We intend to profile our four iwi research partners: Ngāti Awa, Te Whānau ā Apanui, Ngāti Kahungunu and Ngāpuhi. Our methodology blends Kaupapa Māori, Mātauranga-ā-iwi as well as endogenous theory. As part of this approach, the project team included individual researchers

from each of the iwi partners, and engaged with a range of iwi members. Utilising Kaupapa Māori highlights the iterative process of feeding back to key stakeholders and participants at regular intervals, allowing for information to be evaluated and fed back in to the project. Often these loops were enacted at gatherings of whānau, hapū and iwi.

References

Nana, G. (2010). *The Asset Base, Income, Expenditure and GDP of the 2010 Māori Economy*. Wellington: Te Puni Kōkiri, Wellington.

Smallbone, D., Deakins, D., Battisti, M. & Kitching, J. (2012). Small business responses to a major economic downturn: empirical perspectives from New Zealand and the UK. *International Small Business Journal*, 30(7): 754-777.

Key terms

Iwi innovation

Māori economic development

Biographical sketches

Mr Rāwiri Tinirau: Rāwiri hails from Ngāi Tūhoe, Te Whakatōhea and Te Whānau-a-Apanui through his grandmother, Rīpeka Hamlin (née Te Pou). Before coming to Te Whare Wānanga o Awanuiārangi as a Research Manager/Senior Lecturer, was previously employed at Massey University as an Engagement Advisor (Te Rau Whakaara), Project Manager (MANU AO Academy), Lecturer (School of Management) and Research Manager (Te Au Rangahau Māori Business Research Centre). His research and community involvement embraces several spheres of Māori development, including hapū and marae affairs, business and economic development, education, performing arts, health, environmental well-being and cultural heritage.

Ms Rawinia Kamau: Having achieved a Bachelor and a Masters degree in Social Science, Rawinia worked as a senior economist for Business and Economic Research Ltd (BERL) and has operated her own consultancy practice for more than a decade. She has particular interest in Māori business and economic development and has worked in this field for close to 15 years. Her research interests include Māori economic development, but more specifically, Māori economics. She has an extensive portfolio of project experience, ranging from micro-enterprise development to macro-economic modelling. Rawinia has been a governor on both her own and other Iwi collective asset entities, and an adviser to a number of organisations; locally, regionally and nationally. Her iwi affiliations are Ngāti Kahungunu and Rongomaiwahine, and is the Programme Manager for Te Tupunga Māori Economic Development Project.

Dr Annemarie Gillies: Dr Gillies is of Ngāti Kahungunu, Ngāti Awa, Te Whānau-a-Apanui and Te Arawa descent. She is based at Massey University as a Senior Lecturer and is currently completing her sabbatical at Te Whare Wānanga o Awanuiārangi. Dr Gillies is a past Director of Te Au Rangahau Māori Business Research Centre, and has developed papers and qualifications in the emerging disciplines of Māori management, business and leadership. She also has expertise in developing Māori research methodologies and experience in working with iwi and Māori organisations in collaborative and community-based activities. Dr Gillies

currently holds governance positions on local community boards and Māori land authorities, and is an advisor to and key investigator of numerous research projects.

Associate Professor Virginia Warriner: Associate Professor Warriner is the Deputy Head of School of Graduate Studies at Te Whare Wānanga o Awanuiārangi at Whakatāne, and is also the Lead Academic Writer for Te Tupunga Māori Economic Development Project. Her doctoral thesis focused on the internationalisation of Māori businesses in the creative industry sector, and she has had a long interest in Māori entrepreneurship, SMEs, and indigenous research contexts. She has developed postgraduate papers at Awanuiārangi in governance and management, is the current Masters Academic Programme Coordinator, and serves on the ethics committee. Associate Professor Warriner is of Ngāti Whātua, Te Uri o Hau and Ngāti Porou lineage.