

Ngā wāhine kaipakihi:
He tirohanga

**Māori women
in business: Insights**

This report was commissioned
by the National Advisory Council
on the Employment of Women,
with the Ministry for Women -
Te Minitatanga mō ngā Wāhine.

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1 Foreword



Hon Julie Anne Genter
Minister for Women

*E āku nui,
E āku rahi,
E āku rau rangatira mā,
Tēnā koutou, tēnā koutou, tēnā tātou katoa*

Māori social, cultural, and economic wellbeing is vitally important, and it's our duty to uphold Te Tiriti.

We must prioritise the wellbeing of wāhine Māori and ensure it is on the Government's agenda. Together with Minister for Māori Development, Hon Nanaia Mahuta, our Government is building closer relationships between the Crown and Māori.

We have a responsibility to improve the wellbeing of wāhine Māori, the whānau they lead and the communities they serve.

Wāhine Māori are active in businesses across all regions of Aotearoa New Zealand. Their businesses employ others and provide income for wāhine Māori and their whānau. This is not new. Wāhine Māori have always been entrepreneurs and business leaders, supporting the aspirations and futures of their whānau and communities.

However, we also know that more can be done to improve the wellbeing of many wāhine Māori who continue to have poorer social, economic, educational, employment and health outcomes, when compared to Pākehā women, as the result of discrimination and colonisation.

This report, *Ngā wāhine kaipakihi: He tirohanga, wāhine Māori in business: Insights* provides data about the businesses owned in full, or in part, by wāhine Māori aged 20 to 65, by income, educational qualifications, industry by region, business type, number of employees, and age of the business.

This new information will help us to better understand the economic and social contribution made by wāhine Māori in Aotearoa New Zealand.

My hope is that by shining a light on wāhine Māori in business there is greater investment in wāhine in business and that there's recognition of wāhine Māori as employers and contributors to the economy and regional communities.

This exciting work deserves a particular thank you to Traci Houpapa as chair of the National Advisory Council on the Employment of Women, which commissioned this work.

Ngā mihi



Hon Nanaia Mahuta

Minister for Māori Development

Introduction

Kei ngā māreikura o te motu, tēnā rā koutou katoa!

Kawea mai ngā parekawakawa o ngā hau e whā, kia tangihia, kia poroporoākitia. Kia noho tonu mai ō tātou tini mate ki te taumata tiketike o mahara, otirā, rātou te hunga mate ki a rātou. Ko tātou te hunga ora e kawē nei i ngā wawata ā kui mā ā koro mā hei oranga mō ngā uri whakatipu, tēnā rā tātou katoa.

Me mihi ka tika ki te kaupapa whakahirahira nei, arā ko te whakanui i ngā wāhine toa o te ao pakihī Māori, whanaketanga ohaoha Māori hoki. Ka tū te ripoata nei hei taunakitanga ki te ao katoa, kia kite hoki ai ngā rangatahi wāhine Māori hoki, kāore he mea e kore e tāea e rātou te tutuki, ki te arotahi ki te kaupapa.

Kāti. Kei ngā iwi huri noa, tēnā tātou katoa.

Māori women are celebrated for many things, as mothers and grandmothers, entrepreneurs, business leaders, teachers, nurturers and healers. We are community leaders, advocates and the backbone that upholds the aspirations of our whānau and communities.

Supporting wāhine to exercise leadership and influence to contribute to Māori prosperity and wellbeing is one of the most important things I can do as Minister for Māori Development.

Change is happening in our tribal and private sector boardrooms and businesses across the country. The growing contribution of Māori women creates a powerful signal that it is time for an intergenerational approach to lift wellbeing.

This report serves to remind us that the traditional values of Te Ao Māori and mana wāhine are supporting the impetus for change, underpinned by Māori culture, history and tradition.

Our Government is committed to creating the conditions for a productive, inclusive and sustainable economy that recognises Te Ao Māori. An important part of this is integrating Māori investment and supporting initiatives that foster our human potential and build the capacity of Māori enterprise.

This report, *Ngā wāhine kaipakihī: He tirohanga: Māori women in business: Insights*, is a crucial first step in understanding our wāhine Māori contribution to the economy. The supporting case studies show us how Māori women are impacting real outcomes in our regions and through the businesses they run.

Their areas of business span from agriculture to forestry and fishing, professional, scientific and technical services and construction. They are self-starters, employ whānau and contribute to lifting household incomes.

As the whakataukī says, *Me aro ki te hā o Hine-ahu-one*, which means pay heed to the mana of women. I would personally like to recognise the significance of the 6,500 wāhine Māori highlighted in this report who contribute to the Māori economy and our whole economy.

Kua puāwai ngā whakaaro, kia ea! Pai mārire.

2 Introduction



Message from Traci Houpapa CNZM *Chair, National Advisory Council on the Employment of Women*

Māori business women play a significant role in creating new opportunities for their whānau and communities. Pre-colonisation, Māori women led tribes and communities, owned land and resources, and were actively involved in trade and enterprise.

Today, there are increasing numbers of Māori women in business across all regions of New Zealand. They are increasingly part of the developing Māori economy, which is largely made up of forestry and fishing, red meat and dairy, and horticulture.

This report, *Ngā wāhine kaupakihi: He tirohanga, Māori women in business: Insights*, provides us with new information into the business owned by Māori women. The success stories in this report are inspirational for other Māori women currently working or wanting to start a business. From the data we can start to understand the sort of businesses in which Māori women are involved in Aotearoa New Zealand.

We need to promote better recognition of Māori women as employers and contributors to the economy, particularly the regional economy. We need to identify where greater investment can be made in wāhine businesses, now, and in the future, to improve the wellbeing of wāhine Māori and their whānau and communities.



3

About this report

The Māori economy is substantial and growing. In 2017, its estimated value was over \$50 billion. Māori own a significant proportion of assets in the primary sectors, and are increasingly investing in new growth areas such as geothermal, digital, services, education, tourism and housing. This provides an important contribution to Aotearoa New Zealand's economic and social outcomes. The success of Māori businesses cannot be separated from the success of all of Aotearoa New Zealand.

The participation rate for Māori in the labour force is 69.7 percent (men and women combined). This has been driven by strong participation growth from women and young people. Māori representation in skilled occupations has also increased. About 43.6 percent of Māori employed in Aotearoa New Zealand were in skilled occupations while 17 percent were in low-skilled occupations.¹ However, Māori still have a higher proportion of workers employed in lower-skilled occupations and in industries particularly vulnerable to changes in technology.

Wāhine Māori in business play a substantial role in Aotearoa New Zealand business. They run creative and innovative businesses across all forms of industry. This report, *Ngā wāhine kaupakihi: He tirohanga: wāhine Māori in business: Insights* provides insights into the businesses owned by 6,500 wāhine Māori in Aotearoa New Zealand, what types of businesses they run, who they employ, how long their businesses have been running and where these businesses are by region.

This new information shows that business is a viable option for wāhine Māori and highlights the economic and social contribution wāhine Māori are making to their communities. The self-employed income for these wāhine exceeds the minimum wage. The majority of businesses in this study have been operating for six years or more, while more than half of construction businesses have been operating for more than 11 years.

The data shows wāhine Māori businesses are not just urban-based, but also contribute to regional and rural economies, including Northland, Otago, and Southland. The main businesses wāhine Māori are involved in include agriculture, forestry and fishing; professional, scientific and technical services; construction, and healthcare and social assistance.

Nearly half of sole parent beneficiaries are wāhine Māori and supporting these women to get into business has potential to lead to their personal independence as well as positive outcomes for their whānau. Further, the data shows that some wāhine Māori in business employ other whānau, which impacts and contributes broadly to the economic independence of the communities they live in.

The report shows that wāhine Māori in businesses are balancing their work and childcare responsibilities. 67 percent of wāhine Māori in businesses aged between 20 and 35 years of age have at least one child, and 72 percent of these have a child under 5 years of age. Increased childcare options for this group may be

important for their businesses to succeed, especially if they work outside the standard working hours most childcare is available.

Despite business being a viable option, there is limited specialist financial support or incentives available to wāhine Māori who want to establish a business. The information in this report could assist government to understand the economic and social contribution wāhine Māori are

making to their communities, and where government could maximise its investment potential across Aotearoa New Zealand; for example through initiatives such as the Provincial Growth Fund and the Māori Development Fund.

Supporting more wāhine Māori businesses to thrive and become sustainable is about future-proofing and growing the social and economic wellbeing of whānau and their communities.

Summary of the key insights

- The Ministry for Women's report, *Ngā wāhine kaipakihi: He tirohanga: wāhine Māori in business: Insights* provides new data about the businesses owned in full, or in part, by wāhine Māori aged 20 to 65, by income, educational qualifications, industry by region, business type, employees, age of the business.
- This new information will help us to better understand the economic and social contribution of wāhine Māori in business across Aotearoa New Zealand.
- The report found that wāhine Māori are active in businesses across all regions of Aotearoa New Zealand. Their businesses employ others and provide income for wāhine Māori and their whānau.
- Wāhine Māori in business work in agriculture, forestry and fishing; professional, scientific and technical services; construction, healthcare and social services.
- In Auckland, nearly 400 wāhine Māori in business are involved in professional, scientific and technical services and 200 are involved in the construction industry.
- Wāhine Māori in business employ people. These businesses are sustainable.
- The majority of businesses in this study have been operating for six years or more.
- More than half of the construction businesses have been operating for more than 11 years.
- Wāhine Māori from rural areas make up one third of the women identified by the data.
- Nearly all Māori business women aged between 20 and 35 years with (birth) children have at least one child under the age of 15.

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Perspectives on wāhine Māori in business



Dr Riri Ellis

*Director, Maori Business Programmes,
Victoria Business School, Victoria University of Wellington*

This section of the report provides perspectives on Māori women in business in Aotearoa New Zealand by Dr Riri Ellis, Director, Māori Business Programmes, Victoria Business School, Victoria University of Wellington and Teresa Tepania-Ashton, Chief Executive Officer, Māori Women's Development Incorporation.

Māori women and land development

Māori women continue to carve out a space for themselves as strong, independent business leaders in Aotearoa New Zealand. Their proactive approach to social transformation is playing out in the world of business across a multitude of various industries. The roles and responsibilities held by Māori women leaders extend to tribal protection and land oversight and care. The interrelationship of Māori women with land development was borne from their whakapapa but driven, at times, by political causes. Women such as Dame Whina Cooper, Te Puea Herangi and Tuaiwa Eva Rickard were fearless in their pursuit of social justice, the return of whenua and the recognition and celebration of things important to Māori society, hapū and whānau.

Land development assumed land protection matters had been settled in order to allow opportunities for economic development and prosperity. As Māori became accustomed

to the post-war environment and growing recognition of women taking on greater leadership roles, land development opportunities began to emerge. The most prominent vehicle through which this land development activity occurred was Māori collectives, such as Māori trusts and incorporations. In other cases, whānau leased land from owners for their own whānau ventures.

On the collective front, Ingrid Collins, a trustee and chairperson of Whangara B5 for over 45 years is a prime example. She was instrumental in assisting Whangara B5 to develop as a viable business unit, working multiple business operations including forestry, beef, sheep and native bush, and forming a partnership between with neighbouring Pakarae Trust. Mavis Mullins, another woman of exemplary leadership capability, began as a shearer in business with her husband, before becoming actively involved as a trustee and then chairperson of a number of major Māori incorporations such as Te Ati Hau Whanganui Incorporation. Traci Houpapa, a highly skilled business consultant, also holds corporate governance and Māori incorporation roles nationwide. All of these people are successful Māori women straddling the challenges of everyday business, whilst also committing to Māori collectives, operating businesses worth millions of dollars alongside their fellow trustees.

Māori women are expanding their breadth of business activities beyond land development into leases operated by their whānau. They are often engaged in ancillary activities complementing the core operation. For instance, farms require shearers, orchards require contractor gangs and forests require logging contractors. This same type of ancillary activity occurs within tourism, hospitality and also retail, whereby businesses are created through catering at the marae for tourism visitors or extending into hāngi delivery businesses. In other cases, whānau enterprise in business is seen as another approach, such as Kai Ora Honey led by Blanche Morrogh.

Support for Māori women in business

As a growing number of Māori women establish businesses, avenues are needed for support beyond immediate whānau networks. Established in 1987, the Māori Women's Development Incorporation (MWDI) provides micro-enterprise loans as last resort assistance for women turned away from mainstream banks. MWDI has assisted hundreds of ventures to get going, most predominantly in food and hospitality. In addition, wāhine Māori have also been provided capacity building assistance by way of

'hinepreneur' coaching and training. Another supporter of Māori business women, Poutama Trust, is a charitable trust that facilitates Māori business development with Māori women. It provides investigatory assistance by way of financial support to undertake feasibility studies, market investigation and/or capability development and business growth.

Māori women in business conferences have emerged, such as Huihuinga Wāhine facilitated by the Federation of Māori Authorities and MWDI-facilitated Māori women business awards. Te Puni Kōkiri has also been instrumental in providing support to Māori women in business through its Māori business facilitation service and the 2016 special issue of Kōkiri focusing on Māori in business.

Māori women in business are entrepreneurs

Entrepreneurship is the innovative process that involves multifaceted and diverse activities to bring new things to society and an entrepreneur is the person who does all this work to establish a new business. A growing number of Māori women entrepreneurs are turning their hand to establishing start-up businesses as their entrepreneurial spirit works its way into their hearts and minds. The internationally renowned artist Shona Tawhiao is one such example. Typically, her area of expertise would only be seen in the realm of art, yet her work has the potential to go well beyond the creative industry sphere she now occupies. Gaming expert Manu Nihoniho epitomises the creativity of Māori women entrepreneurs to be trail blazers in their respective areas of expertise. The realm of possibilities for Māori women in business is endless and well beyond conventional industries such as agriculture, forestry and fisheries, construction and professional, scientific and technical services. Traditional roles for Māori women in healthcare and social assistance are no longer the norm.

Māori business women are no longer shackled by traditional norms and boundaries, nor should they be. When a Māori business woman emerges from within a culturally influenced identity, her brand and approach are clear for all to see. When a business woman who is Māori traverses from a purely commercial model into one that embraces her Māori identity later in her journey, that, too, is welcomed. What is clear and exciting is that there is a growing number of Māori women from all walks of life, ages and experiences who are stepping out into the business world ready to make a lasting imprint on the world, and they are taking their whānau with them on the journey.



Teresa Tepania-Ashton

Chief Executive Officer,
Māori Women's Development Incorporation

Māori Women's Development Incorporation (MWDI) is a development and lending corporation for wāhine Māori in Aotearoa. MWDI was established in 1997; prior to that it was known as the Māori Women's Development Fund (MWDF). MWDI encourages the economic development of Māori and their whānau to ensure that wāhine Māori contribute equitably to this nation's cultural, spiritual, economic, social and political achievements.

MWDI's core business is to provide second-chance lending to wāhine Māori, while also providing access to training programmes and support. This includes MWDI HineBoss™, a three day business training programme, financial capability training and access to Te Aka specialists (life coaches, business coaches, business mentors and advisors).

In the 2018–19 financial year, MWDI funded just under \$500,000 as a financial boost to either start or expand wāhine Māori in business. More than 450 people participated in our 3-day business training programme, MWDI HineBoss™, and 100+ women accessed our Te Aka specialists, providing a lifeline of support.

It is well recognised that lack of finances and security can be barriers for Māori business women and that these factors impact negatively on the overall health and wellbeing of whānau. Micro-finance enables women who may not have access to traditional financial services to engage in business activities. As a second-chance lender, MWDI has led the way in this regard in New Zealand.

Māori women in business

The report *Ngā wāhine kaupakihi: He tirohanga, Māori women in business: Insights* is a welcome resource. To date, there is little or no available data that looks at Māori women in business and limited gender-based data on Māori business owners and entrepreneurs (Statistics New Zealand, 2012). Self-employment and employer data are best approximations for Māori entrepreneurs and small business owners (Statistics New Zealand, 2016). The report both informs and validates our own data in relation to outreach and participation of Māori women accessing our services.

A recent evaluation of our MWDI HineBoss™ programme showed that the largest age range participating in the programme was 35–44, followed by 45–54, indicating that participants were experienced people. We do, however, see a steady rise in the 25–35 age group. When we examine the number of inquiries for loans within regions, it almost mirrors the *Insights* report. The majority seeking assistance reside in Auckland, secondly Waikato, with the Bay of Plenty a close third.

The Ministry of Business, Innovation and Employment (MBIE) (2014) reports that, in 2013, 21,700 Māori ran their own business. Of these, 14,900 were sole traders (self-employed people with no employees), while 6,800 were firms that employed others (employers). There were 8,100 self-employed Māori females in 2013 (37 percent of all Māori self-employed) and 2,500 (30.8 percent) Māori female employers (MBIE, 2014).

Māori are half as likely to be self-employed (10 percent) compared to the total population (19.8 percent) (MBIE, 2014). Self-employment among Māori females was 7.6 percent and 12.4 percent for Māori males as proportions of the total population of self-employed. MBIE attributes differences in Māori self-employment rates to demographics (younger population), lower qualification levels and predominance (63 percent) of Māori businesses in service industries (MBIE, 2014).

Colonisation has had an impact on the social and economic development of Māori, which has been a motivation for wāhine Māori to become self-employed and succeed. Wolfgramm and Henry (2015) studied a group of successful women in the creative sector and found that culture, whānau and Māori identity were strong influences on their careers and leadership, but that training and education were also important. There is ample evidence that Māori identity and culture are important aspects of Māori business. Business training and education are high on MWDI's agenda, ensuring wāhine Māori have access to key knowledge and support throughout the business cycle.

MWDI continues to provide financial capability programmes for wāhine Māori and their whānau, spurred by early research conducted by MWDI which identified lack of financial management as a primary cause of businesses struggling.

Māori women's entrepreneurship

In recent research, Zapalska and Brozik (2017) discuss factors influencing Māori female entrepreneurship in Aotearoa New Zealand. The authors interviewed 10 Māori female entrepreneurs who own and operate tourism enterprises. They make three important points.

The first is that Māori entrepreneurs are driven by both cultural and commercial imperatives, seeking wellbeing across five dimensions (social, cultural, economic, environmental and spiritual). This paradigm is activated through emphasis on a fair distribution of benefits among the collective which come from entrepreneurship.

The second point is that Māori female entrepreneurs regarded Māori male entrepreneurs as having less concern for spiritual wellbeing, emphasising instead commercial success.

The third point is that Māori entrepreneurship, while characterised as disadvantageous, has become less constrained by cultural norms and traditional land holdings.

The Māori economy is of increasing importance to New Zealand, and there is a growing awareness of the significant contribution that Māori women make to our communities and businesses. MWDI has a clear and distinct role, delivering programmes and capacity to Māori women, and thereby enhancing their contribution – not only to the economy, but also to the wellbeing of their whānau.

MWDI is open to business opportunities for wāhine Māori and welcomes inquiries from a full range of industries.

Of those seeking our assistance, we can see that the majority of our small-to-medium enterprises are involved in (but not limited to) the beauty and fashion industries, health, wellbeing and fitness and the hospitality, food and tourism industries.

However, we are also witnessing participation in more male-dominated industries such as forestry, building and construction, transport services and engineering (civil, mechanical, biomedical and agricultural).

5

Success stories of Māori women in business²



This section of the report shares stories of wāhine Māori in business exploring their background, reasons for entering business, the challenges and positive reflections of being in business and their future business goals.

Carla Seymour Mansell

The keys to success are the workers

Carla Seymour Mansell owns a logistics company based in Tairāwhiti that transports logs. She contracts to a company that services the East Coast and Bay of Plenty regions. The company was started by Carla in 2011 with the purchase of a logging truck and trailer unit from personal investment. The business has now been running for 8 years and Carla sought a loan from MWDI to upgrade her existing unit and purchase a new truck with trailer. The upgraded vehicle is versatile so Carla is able to expand the types of loads that can be taken and this directly increases margins. Two additional 5-year contracts were sought and achieved for the East Coast region.

The company's goal is to achieve strong annual revenue close to or exceeding \$4 million within 3 years with the two trucks operating. Carla says that the keys to success for TC Logistics are her workers and the relationships she's formed within industry. Health and safety is just as important and is her passion which ensures her drivers are home safely after every shift, every day. Administration systems, forecasting and daily cash flow review are also important to achieving her goals. The forecast for log-hauling is optimistic for the area of Bay of Plenty and East Coast region forests and, in recent times, the log price decrease has made things uncertain for some competitors. More recently, in October 2019, Carla received the coveted EROAD Award for Outstanding Contribution to Health & Safety from Road Transport Forum New Zealand which shows recognition for her efforts in an industry that she is proud to be a part of.



Blanche McMath

Greater flexibility for whānau was key

Blanche McMath hails from Ngāi Te Rangi, Ngāti Ranginui and Ngāti Pūkenga. She was born in Tauranga Moana and currently resides there. Blanche has over 17 years of experience as a chief executive and in general management roles, mainly in advertising and marketing. Her governance experience stretches across private and public sector boards, locally and nationally.

She is the founder and managing director of Platform Advertising, a full-service digital marketing agency founded in 2013, which provides strategic communications and business advice to small-to-medium businesses throughout New Zealand as well as iwi, hapū and other Māori organisations and enterprises. She has also provided strategic communications to several mandated authorities, both through the Treaty settlement process and post-settlement.

Blanche got into business for greater flexibility while raising her whānau. Although she was offered a very senior role in her previous employment, staying in Tauranga meant

more to her than the greater role. She was also convinced that opportunity prevailed in digital marketing and found the change appealing. The added aspect of working with other Māori businesses was a bonus. The challenges for her have centred around balancing growth with profitability and finding staff with the necessary skills to meet the demands of her clientele. Her business has now been established as an expert in its field. At the same time, by embracing a four-day working week, it has been transformed into a strong working environment. Staff are happy and very productive and that makes her happy.

She says, "The future for Platform Advertising is bright; but trends in this industry mean processes and technology are two key areas of constant improvement." She is hoping that, over time, the business will operate without her and develop its own sense of sustainability in clientele who are largely 75 percent Māori enterprises and organisations. Her ability to relate and work comfortably in a kaupapa Māori environment ensures that client needs can be met without having to explore what being Māori is all about.



Lohnet Murray

It's a 24/7 business

Lohnet Murray is a producer of mānuka honey in Ahipara, Northland. Her operation runs around 4,500 hives and recently branched out into processing and packaging mānuka honey for export. Success for Lohnet is defined as "being able to stay in this region and offer employment to our whānau and working with the whenua and people".

The main challenge for Lohnet is financial. "There have been times where we have been up till midnight communicating with honey buyers." MWDI supported Lohnet with a loan in 2014. "It takes up all your time. It's a 24/7 business."

"MWDI helped support us through our times of hardship. Our 10-year plan aims to increase our hive number by approximately 20 percent per annum, with the ultimate goal

of a 10,000-hive operation. This will be achieved through re-queening and splitting hives we currently own. We also have an annual budget of \$150,000 for the purchase of new hives that will be used to increase our business." Lohnet says having networks and support are crucial to business. "As local people to the district we have long-established, extensive networks amongst local landowners. We also work closely with Te Rarawa and Ngati Hine. We also have a business mentor who is a beekeeper and business man with more than 50 years' experience providing ongoing knowledge and support."

Lohnet was an MWDI Awards recipient in 2018 winning the Te Taitokerau Region, Employment & Growth as well as the overall Supreme Winner.



Miriana Stephens

It's an honour to serve

Miriana Stephens hails from Ngāi Te Rangī, Ngāti Ranginui and Ngāti Rārua. Born in Motueka and raised by her grandparents as a marae girl, she lives every day knowing that she not only carries her whānau in her heart, but that she has been taught the ways of old that ensured she had a strong cultural upbringing. She is a lawyer, a director, a business woman but, most importantly, she is a mum of four outgoing young achievers.

Aotahi Ltd (Aotahi) was her first education-related start-up. As the executive director working in partnership with Te Wānanga o Aotearoa, she not only created small business and personal financial management programmes, she also delivered them out into the wider community. Tired of using outdated teaching resources, she established a series of case study books that provided business context across Aotearoa, Australia and North America. It was during those days that she honed her governance skills by becoming a director at Wakatū Incorporation and Kono, a Nelson-based Māori venture with an asset base of over \$300 million.

Business has always been a part of what we she does. Her grandparents grew hops and tobacco, and she is involved with land trusts that own and manage an extensive collection of businesses. Business to her is not just commercial; it also entails being a kaitiaki of our whenua, our moana and our economy. Some of the challenges for her relate to the way in which Māori serve. She says, "We live in unprecedented times where Māori are seen as leaders in our industries, because the real risk we face is continuing to do the same things that we have done in the past." According to Miriana, Māori businesses can lead the way. We need to enter into purposeful partnerships that share risk and rewards, we must deploy agile methodologies to update our products and services and we need greater investment in innovation, science and technology. "Change can be painful and rewarding. It requires leadership that is courageous, bold and ambitious," she says.

In the future, Miriana says that the taiao and our relationship with the natural world need to be at the centre of everything we do. The broader notion of business and working for our communities is essential. "Having a connection with each other as whānau, and our whenua and moana makes me feel proud and secure. I have an identity, I belong and I feel loved," she concludes.



Liz Mellish

Being Māori means we are inter-generational business owners with a quadruple bottom line

I live in Featherston, Wairarapa, and have commuted daily to Wellington for more than fifty years on and off. My major current business is as Chair of Palmerston North Māori Reserve Trust (PNMRT), a property business with assets in Palmerston North, Wellington, and the Hutt Valley.

I am also the Chair of Te Raukura, the Wharewaka convention centre and Māori tourism venture in central Wellington. Both businesses are whānau businesses and I am elected by the owners/shareholders to this role.

I have been a businesswomen for most of my adult life, starting out at age 24 as a milkman in Featherston. I have had many diverse businesses since then and when the whānau asked, I responded positively.

My first goal as Chair of PNMRT was to set a strategic plan for 10 years around the properties and to grow the land asset to improve the distribution for our owners. We have raised the asset base from 50 million to over 100 million in six years. We will grow that more now we have such a strong portfolio.

Being Māori means we are inter-generational business owners with a quadruple bottom line: environmental, social, cultural, and economic. We report on these bottom lines annually to owners. We are risk averse because our asset is Māori land. Liz is Te Atiawa and Ngāti Ruanui.

Wyndi Tagi



When Māori business thrive, so do whānau, communities, our environment, and our economy

Eight and a half years ago, my husband and I founded the chartered accounting firm, WE Accounting. WE started with providing a tax compliance services to small to medium enterprises (SMEs) in a way that was understandable and affordable. We have since evolved our practice including business development services, helping business owners to grow in a way that is holistic and sustainable. We started in business because we wanted to be role models to our sons, to show what is achievable when you follow your passion and put in the dedication. We also wanted more time with them. Once we got into business, we realised the impact that we could make on SMEs, particularly Māori and Pacific businesses, which has become our driving force.

WE has continued to grow year upon year, which has come with many growing pains, including having to resource anticipated growth. This year, we opened a second branch

in Samoa, which has been challenging trying to be across two businesses, in two different countries. While times have been challenging, what is apparent is that what we are offering is much needed and sought after. This has helped us to push through the challenges and continue to develop and grow.

Being a Māori and Pacific owned business, with the majority of staff being Māori and Pacific, means our values and ways of doing business are more aligned with Māori and Pacific practices and ways of being. One of our goals is to take Māori business practices to the world, with a key focus on helping Indigenous business worldwide. I feel me being Māori has really contributed to the success of WE.

When Māori business thrive, so do whānau, communities, our environment, and our economy. The future of Aotearoa New Zealand and our whānau relies on the reduction of the bad statistics where we are prominent. Business is one of the best ways of doing this. Māori people are entrepreneurial people and we focus on more than just the bottom line. Wyndi is Te Atihaunui a Pāpārangi.

6

Māori business women – what the data tell us

The following section looks at the new data on businesses owned in full, or in part, by Māori women aged 20–65, by income, educational qualifications, industry by region, business type, employees and age of the business.

The data shows that three percent of Māori women own their own business (in full or part) and that business ownership is higher in the age range 45–60 years. More women own businesses in rural and provisional areas. In Auckland, nearly 400 Māori women in business are involved in professional, scientific and technical services and 200 are involved in the construction industry.

The top industries that Māori women in business are involved in are: agriculture, forestry and fishing; professional, scientific and technical services and construction. Healthcare and social assistance is also an important area for Māori women's business. Māori women in business employ people. For instance, six in ten construction businesses Māori women are involved with employ others. Nearly 20 percent of these construction businesses employ five or more people.

These businesses are sustainable. The majority of businesses in this study have been operating for six years or more. More than half of the construction businesses have been operating for more than 11 years.

In looking at personal characteristics of Māori women in business, overall, 28 percent of these women have qualifications at degree level or above, with a higher proportion (approximately 34 percent) for the younger 20–34-year age group. Nearly all Māori women in this age range with a child have a child under 15 years.

Definitions

For the purpose of identifying these data, 'Māori women in business' are defined as Māori women who own or co-own their own businesses. The report does not consider Māori women working within businesses that are owned collectively; for example, by trusts or iwi entities.

A definition of 'working proprietor' has been used to report on Māori women in business. These are women (other than employees) who have received income from the business and who have also worked for the business. As much as possible, women who have only received a passive income (e.g., women who are investors in a business but don't do any paid work) have been excluded from the data. Businesses that have very low economic activity have also been excluded.

Data sources

The report uses data from the Integrated Data Infrastructure (IDI) and the Longitudinal Business Database (LBD). It uses some intermediate tables that have been constructed from multiple sources, which can be accessed through the IDI sandpit. Main data sources include census and administrative data from Inland Revenue and the Ministry of Education.

These tables are available for researchers who wish to conduct further work on these data.

Data disclaimer

Disclaimer statements must be published alongside all results from the IDI.

The results in this report are not official statistics. They have been created for research purposes from the IDI, managed by Statistics New Zealand. The opinions, findings, recommendations, and conclusions expressed in this report are those of the author(s), Vertical Research Ltd, not Statistics New Zealand or the Ministry for Women.

Access to the anonymised data used in this study was provided by Statistics New Zealand in accordance with the security and confidentiality provisions of the Statistics Act 1975. Only people authorised by the Statistics Act 1975 are allowed to see data about a particular person, household, business or organisation, and the results in this report are confidential to protect these groups from identification. Careful consideration has been given to the privacy, security and confidentiality issues associated with using administrative and survey data in the IDI. Further detail can be found in the Privacy Impact Assessment for the IDI, available from www.stats.govt.nz.

The results are based in part on tax data supplied by Inland Revenue to Statistics New Zealand under the Tax Administration Act 1994. These tax data must be used only for statistical purposes, and no individual information may be published or disclosed in any other form, or provided to Inland Revenue for administrative or regulatory purposes. Any person who has had access to the unit record data has certified that they have been shown, have read and have understood section 81 of the Tax Administration Act 1994, which relates to secrecy. Any discussion of data limitations or weaknesses is in the context of using the IDI for statistical purposes, and is not related to the data's ability to support Inland Revenue's core operational requirements.



Results of the data on Māori women in business

Māori women as a ‘working proprietor’

The table below shows the number and rate of Māori women working proprietors by age group.

Table 1: Māori women working proprietor by age group NZ Māori women, 2017

Age group	Working proprietor				All	
	No		Yes		N	%
	N	%	N	%		
20–24	33,702	99.8	54	0.2	33,756	100.0
25–29	30,417	99.2	252	0.8	30,669	100.0
30–34	23,616	98.0	486	2.0	24,105	100.0
35–39	21,918	96.8	729	3.2	22,650	100.0
40–44	22,008	95.5	1,038	4.5	23,046	100.0
45–49	22,422	95.3	1,104	4.7	23,526	100.0
50–54	20,778	95.0	1,086	5.0	21,867	100.0
55–59	18,663	95.1	966	4.9	19,629	100.0
60–65	16,086	95.4	777	4.6	16,863	100.0
All	209,619	97.0	6,492	3.0	216,114	100.0

* Percentages are row percentages * Figures have been random rounded (to base 3) to protect the privacy of individuals

Table 1 shows whether Māori women in the age range from 20–65 years work in a business that they own (i.e., whether they are a working proprietor). Overall, the proportion of Māori women working proprietors is 3 percent, but, as shown, this proportion is higher in the age range 45–60 years.

Māori women in regions

The tables below show Māori women working proprietors by rural/urban areas and by region.

Table 2: Māori women working proprietor by rural/urban NZ Māori women, 20 to 65 years old, 2017

Rural/urban	Working proprietor				All	
	Yes		No			
	N	%	N	%	N	%
Rural settlement/rural other	2,445	6.9	33,006	93.1	35,451	100.0
Small/medium urban area	1,248	2.6	46,989	97.4	48,237	100.0
Large urban area	801	1.8	43,887	98.2	44,688	100.0
Major urban area	1,974	2.3	85,410	97.7	87,384	100.0
Not specified	24	6.8	330	93.2	354	100.0
All	6,492	3.0	209,622	97.0	216,114	100.0

* Percentages are row percentages * Figures have been random rounded

Table 2 shows the number and percentage of Māori women working proprietors for different rural/urban groups. The working proprietor rate is a higher for the rural settlement/rural other group. There are no particularly notable differences between the other groups.

Table 3: Māori women in regions by working proprietor NZ Māori women, 2017

Region	Working proprietor				All	
	No		Yes		N	%
	N	%	N	%		
Northland	16,788	96.7	570	3.3	17,358	100.0
Auckland	51,966	97.4	1,407	2.6	53,373	100.0
Waikato	29,199	97.2	849	2.8	30,045	100.0
Bay of Plenty	24,387	97.2	699	2.8	25,083	100.0
Gisborne	7,080	97.8	156	2.2	7,236	100.0
Hawke's Bay	12,144	97.9	264	2.1	12,408	100.0
Taranaki	5,697	96.3	216	3.7	5,913	100.0
Manawatū - Whanganui	14,583	97.6	360	2.4	14,943	100.0
Wellington	20,121	97.0	615	3.0	20,736	100.0
West Coast	1,008	95.2	51	4.8	1,059	100.0
Canterbury	14,019	95.9	600	4.1	14,622	100.0
Otago	4,632	94.8	252	5.2	4,887	100.0
Southland	3,546	95.4	174	4.7	3,717	100.0
Tasman	1,086	92.3	90	7.7	1,176	100.0
Nelson	1,389	95.9	60	4.1	1,449	100.0
Marlborough	1,596	94.7	90	5.3	1,686	100.0
Area outside region	48	76.2	15	23.8	63	100.0
Not specified	330	93.2	24	6.8	354	100.0
All	209,619	97.0	6,492	3.0	216,114	100.0

* Percentages are row percentages * Figures have been random rounded

Table 3 shows that each region with a percentage of Māori women working proprietors over 4 percent (where a region has been specified) is in the South Island. On the whole, the proportion of Māori women working proprietors appears to be higher in South Island regions.

Table 4: Māori women working proprietors in region by age group NZ Māori women in business, 2017

Region	Age group				All	
	20-34		35-65			
	N	%	N	%	N	%
Northland	66	8.3	501	8.8	570	8.8
Auckland	174	22.0	1,236	21.7	1,407	21.7
Waikato	111	14.0	735	12.9	846	13.0
Bay of Plenty	87	11.0	612	10.7	699	10.8
Gisborne	15	1.9	141	2.5	156	2.4
Hawke's Bay	24	3.0	240	4.2	264	4.1
Taranaki	42	5.3	174	3.1	216	3.3
Manawatū - Whanganui	45	5.7	312	5.5	360	5.5
Wellington	63	8.0	552	9.7	615	9.5
West Coast	9	1.1	42	0.7	48	0.7
Canterbury	69	8.7	531	9.3	600	9.2
Otago	33	4.2	219	3.8	252	3.9
Southland	21	2.7	153	2.7	174	2.7
Tasman	9	1.1	81	1.4	90	1.4
Nelson	6	0.8	54	0.9	60	0.9
Marlborough	15	1.9	78	1.4	90	1.4
Area outside region	..S	..S	..S	..S	15	0.2
Not specified	..S	..S	..S	..S	24	0.4
All	792	100.0	5,700	100.0	6,492	100.0

* Percentages are column percentages * Figures have been random rounded ..S = small counts have been suppressed to protect the privacy of individuals

Table 4 examines the regions where Māori women in business live, by age group. As we would expect, areas of higher population have a greater proportion of the total number of Māori women in business. This pattern is relatively consistent between younger Māori business women (i.e., those aged 20–34 years) and the older group (aged 35–65 years).

Māori women by education

Table 5: Māori women by highest qualification level by age group NZ Māori women in business, 2017

Highest qualification level	Age group				All	
	20–34		35–65			
	N	%	N	%	N	%
Certificate	390	49.2	2,655	46.6	3,039	46.8
Diploma	84	10.6	696	12.2	777	12.0
Bachelor Degree, Graduate Diploma, Graduate Certificate	210	26.5	960	16.8	1,170	18.0
Bachelor Honours Degree, Postgraduate Diploma, Postgraduate Certificate	39	4.9	315	5.5	354	5.5
Master Degree	18	2.3	225	3.9	243	3.7
Doctoral Degree	..S	..S	..S	..S	66	1.0
Not specified	..S	..S	..S	..S	273	4.2
Unknown	39	4.9	522	9.2	561	8.6
All	792	100.0	5,700	100.0	6,492	100.0

* Percentages are column percentages * Figures have been random rounded ..S = suppressed

Table 5 shows the highest level of education attained by Māori business women by broad age groupings. This variable (highest level of qualification) has been constructed from multiple possible sources that are available in the IDI. These sources include results from schools, tertiary institutions, industry training organisations, the Census and Ministry of Social Development (MSD) records.

Overall, 28 percent of Māori women in business have qualifications at degree level or above. This proportion is higher (approximately 34 percent) for the younger 20–34 year age group. Currently, we have no comparable figures for Māori women in these age ranges who are not in business, or for non-Māori women who are in business.

Māori women by income

The following two tables provide information on the self-employed income of Māori women in business.

Table 6: Māori women median self-employed income by age NZ Māori women in business, 2017

Age group	Median self-employed income \$
20–24	24,198
25–29	30,132
30–34	33,456
35–39	39,246
40–44	39,369
45–49	35,943
50–54	32,700
55–59	27,393
60–65	23,280

Table 6 shows the average (median) income for Māori women in business. The median income increases to a maximum of just under \$40,000 in the age range 35–44, before decreasing again for the older age groups.

Table 7: Māori women self-employed income by age group NZ Māori women in business, 2017

Self-employed income	Age group				All	
	20–34		35–65			
	N	%	N	%	N	%
Loss	63	8.0	645	11.3	711	11.0
\$1–\$10,000	108	13.6	714	12.5	822	12.7
\$10,001–\$20,000	90	11.4	687	12.1	777	12.0
\$20,001–\$30,000	108	13.6	600	10.5	705	10.9
\$30,001–\$40,000	117	14.8	579	10.2	696	10.7
\$40,001–\$50,000	102	12.9	564	9.9	666	10.3
\$50,001–\$60,000	51	6.4	366	6.4	417	6.4
\$60,001–\$70,000	42	5.3	321	5.6	366	5.6
\$70,001–\$80,000	33	4.2	309	5.4	342	5.3
\$80,001–\$90,000	24	3.0	174	3.1	198	3.0
\$90,001–\$100,000	..S	..S	..S	..S	156	2.4
\$100,001+	39	4.9	585	10.3	624	9.6
Not specified	..S	..S	..S	..S	15	0.2
All	792	100.0	5,700	100.0	6,492	100.0

* Percentages are column percentages * Figures have been random rounded ..S = suppressed

Table 7 shows the self-employed income of Māori women in business. Note that a Māori woman working proprietor could potentially have both self-employed income (that she got through the business) and other forms of income (e.g., wage and salary income that she got from another job).

The median self-employed income for those who have not registered a loss is in the \$40,000–\$50,000 range. This is also true for those in the 35–65 year age group. However, for those in the 20–34 year age group, the median is between \$30,000 and \$40,000.

Māori women by industry

The following two tables provide information on the industries in which Māori women working proprietors operate.

Table 8: Māori women in industry by age group NZ Māori women in business, 2017

Industry	Age group				All	
	20-34		35-65			
	N	%	N	%	N	%
Agriculture, Forestry and Fishing	180	22.5	1,200	21.1	1,300	20.0
Mining	..S	..S	..S	..S	..S	..S
Manufacturing	20	2.5	210	3.7	230	3.5
Electricity, Gas, Water and Waste Services	..S	..S	..S	..S	30	0.5
Construction	110	13.8	650	11.4	760	11.7
Wholesale Trade	6	0.8	110	1.9	120	1.8
Retail Trade	30	3.8	340	6.0	360	5.5
Accommodation and Food Services	25	3.1	250	4.4	280	4.3
Transport, Postal and Warehousing	25	3.1	250	4.4	280	4.3
Information Media and Telecommunications	18	2.3	70	1.2	85	1.3
Financial and Insurance Services	6	0.8	45	0.8	55	0.8
Rental, Hiring and Real Estate Services	40	5.0	290	5.1	330	5.1
Professional, Scientific and Technical Services	90	11.3	960	16.8	1,100	16.9
Administrative and Support Services	40	5.0	270	4.7	320	4.9
Public Administration and Safety	..S	..S	..S	..S	15	0.2
Education and Training	..S	..S	..S	..S	140	2.2
Healthcare and Social Assistance	80	10.0	410	7.2	480	7.4
Arts and Recreation Services	20	2.5	150	2.6	170	2.6
Other services	85	10.6	340	6.0	420	6.5
Not specified	..S	..S	..S	..S	..S	..S
All		100.0		100.0		100.0

* Percentages are column percentages * Figures have been random rounded ..S = suppressed

Table 8 shows the most common industries are agriculture, forestry and fishing; professional, scientific and technical services; and construction.

Construction may seem an unlikely industry for women in business as the difficulties in getting women into trade professions is well known. However, there were two factors that may explain the high proportion of women in construction.

First, the construction classification includes a number of sub-categories that tend to have a higher proportion of women in them (e.g., painting and decorating services and plastering and ceiling services).

Second, a woman may be in business with a partner/spouse who is in one of the 'traditionally male' construction services. Some additional investigation may be able to be done in this area by identifying which of these businesses are two working proprietor businesses. It may even be possible in the future to identify situations where a woman is in business with her partner/spouse.

Table 9: Māori women in regions by the most common industries NZ Māori women in business, 2017

Region	Most common industries							
	Agriculture, Forestry and Fishing		Construction		Professional, Scientific and Technical Services		Healthcare and Social Assistance	
	N	%	N	%	N	%	N	%
Northland	190	14.6	55	7.2	50	5.0	35	7.1
Auckland	55	4.2	200	26.3	370	37.0	140	28.6
Waikato	210	16.2	90	11.8	100	10.0	65	13.3
Bay of Plenty	160	12.3	90	11.8	100	10.0	40	8.2
Gisborne	40	3.1	12	1.6	15	1.5	9	1.8
Hawke's Bay	60	4.6	25	3.3	25	2.5	25	5.1
Taranaki	65	5.0	25	3.3	20	2.0	12	2.4
Manawatū - Whanganui	120	9.2	30	3.9	35	3.5	25	5.1
Wellington	50	3.8	65	8.6	200	20.0	50	10.2
West Coast	12	0.9	..S	..S	..S	..S	..S	..S
Canterbury	120	9.2	80	10.5	75	7.5	50	10.2
Otago	65	5.0	30	3.9	20	2.0	15	3.1
Southland	90	6.9	18	2.4	12	1.2	12	2.4
Tasman	30	2.3	6	0.8	..S	..S	..S	..S
Nelson	..S	..S	6	0.8	..S	..S	..S	..S
Marlborough	40	3.1	9	1.2	..S	..S	..S	..S
Area outside region	12	0.9	..S	..S	..S	..S	..S	..S
Not specified	..S	..S	..S	..S	..S	..S	..S	..S
		100.0		100.0		100.0		100.0

* Percentages are column percentages * Figures have been random rounded ..S = suppressed

Table 9 provides a breakdown for the four most common industries by region.

Māori women in business: numbers of employees and working proprietors

The two tables below provide information by industry on the number of employees and the number of working proprietors per business.

Table 10: Māori women in industry by the number of employees NZ Māori women in business, 2017

Industry	Number of employees							
	0		0+ to 5		5+ to 20		More than 20	
	N	%	N	%	N	%	N	%
Agriculture, Forestry and Fishing	790	56.4	430	30.7	95	6.8	30	2.1
Mining	..S	..S	..S	..S	..S	..S	..S	..S
Manufacturing	120	50.0	..S	..S	40	16.7	..S	..S
Electricity, Gas, Water and Waste Services	18	51.4	..S	..S	..S	..S	..S	..S
Construction	310	41.3	330	44.0	110	14.7	12	1.6
Wholesale Trade	55	45.8	30	25.0	25	20.8	9	7.5
Retail Trade	170	47.2	130	36.1	50	13.9	15	4.2
Accommodation and Food Services	100	35.7	95	33.9	65	23.2	18	6.4
Transport, Postal and Warehousing	170	60.7	..S	..S	25	8.9	..S	..S
Information Media and Telecommunications	75	88.2	..S	..S	..S	..S	..S	..S
Financial and Insurance Services	40	72.7	..S	..S	..S	..S	..S	..S
Rental, Hiring and Real Estate Services	270	81.8	..S	..S	6	1.8	..S	..S
Professional, Scientific and Technical Services	830	83.0	160	16.0	40	4.0	12	1.2
Administrative and Support Services	220	68.8	75	23.4	15	4.7	9	2.8
Public Administration and Safety	..S	..S	..S	..S	..S	..S	..S	..S
Education and Training	100	71.4	..S	..S	18	12.9	..S	..S
Healthcare and Social Assistance	360	75.0	50	10.4	55	11.5	9	1.9
Arts and Recreation Services	150	83.3	..S	..S	12	6.7	..S	..S
Other services	200	47.6	..S	..S	45	10.7	..S	..S
Not specified	..S	..S	..S	..S	..S	..S	..S	..S

* Percentages are row percentages

* Figures have been random rounded

..S = suppressed. Note that because these data have been suppressed, the current report cannot comment on number of employees within Māori women's business in the fields of Mining or Public Administration and Safety.

Table 10 shows that Māori business women in accommodation and food services were most likely to employ staff.

Those in information media and telecommunications; arts and recreation services; professional, scientific and technical services; and rental, hiring and real estate services were most likely to have no employees.

Table 11: Māori women in industry by the number of working proprietors NZ Māori women in business, 2017

Industry	Number of working proprietors									
	1		2		3-5		6-20		21+	
	N	%	N	%	N	%	N	%	N	%
Agriculture, Forestry and Fishing	150	10.7	1,100	78.6	55	3.9	..S	..S	..S	..S
Mining	..S	..S	..S	..S	..S	..S	..S	..S	..S	..S
Manufacturing	60	25.0	170	70.8	12	5.0	..S	..S	..S	..S
Electricity, Gas, Water and Waste Services	..S	..S	..S	..S	..S	..S	..S	..S	..S	..S
Construction	75	9.9	640	84.2	35	4.6	..S	..S	..S	..S
Wholesale Trade	35	29.2	75	62.5	12	10.0	..S	..S	..S	..S
Retail Trade	170	45.9	190	51.4	9	2.4	..S	..S	..S	..S
Accommodation and Food Services	130	46.4	150	53.6	9	3.2	..S	..S	..S	..S
Transport, Postal and Warehousing	110	39.3	170	60.7	6	2.1	..S	..S	..S	..S
Information Media and Telecommunications	55	61.1	30	33.3	..S	..S	..S	..S	..S	..S
Financial and Insurance Services	25	45.5	25	45.5	..S	..S	..S	..S	..S	..S
Rental, Hiring and Real Estate Services	150	45.5	170	51.5	6	1.8	..S	..S	..S	..S
Professional, Scientific and Technical Services	690	62.7	320	29.1	25	2.3	..S	..S	..S	..S
Administrative and Support Services	180	56.3	130	40.6	..S	..S	..S	..S	..S	..S
Public Administration and Safety	..S	..S	15	100.0	..S	..S	..S	..S	..S	..S
Education and Training	90	64.3	50	35.7	..S	..S	..S	..S	..S	..S
Healthcare and Social Assistance	380	79.2	95	19.8	9	1.9	..S	..S	..S	..S
Arts and Recreation Services	110	64.7	70	41.2	..S	..S	..S	..S	..S	..S
Other services	250	58.1	160	37.2	15	3.5	..S	..S	..S	..S
Not specified	..S	..S	..S	..S	..S	..S	..S	..S	..S	..S

* Percentages are row percentages * Figures have been random rounded ..S = suppressed

Table 11 shows the number of working proprietors in the businesses in which Māori business women were involved. It was common to have two working proprietors, particularly in agriculture, forestry and fishing and construction. These were two of the most common industry groupings for women to work in. This may indicate businesses that are operated jointly by a Māori woman and her partner/spouse.

Māori women and the age of their business

Across all industries, the majority of businesses in which Māori women are involved, in any particular industry, have been operating for 6 or more years. In most industries, the majority of these businesses have been operating for more than 10 years.

Table 12: Māori women in industry by age of business NZ Māori women in business, 2017

Industry	Age of business						Age of business							
	0		1		2		3-5		6-10		11+		Not specified	
	N	%	N	%	N	%	N	%	N	%	N	%	N	%
Agriculture, Forestry and Fishing	..S	..S	70	5.0	65	4.6	140	10.0	230	16.4	830	59.3	..S	..S
Mining	..S	..S	..S	..S	..S	..S	..S	..S	..S	..S	..S	..S	..S	..S
Manufacturing	..S	..S	9	3.8	12	5.0	35	14.6	30	12.5	140	58.3	..S	..S
Electricity, Gas, Water and Waste Services	..S	..S	..S	..S	..S	..S	..S	..S	..S	..S	18	60.0	..S	..S
Construction	..S	..S	35	4.7	45	6.0	80	10.7	170	22.7	410	54.7	..S	..S
Wholesale Trade	..S	..S	..S	..S	..S	..S	9	7.5	18	15.0	90	75.0	..S	..S
Retail Trade	..S	..S	15	4.2	25	6.9	50	13.9	75	20.8	190	52.8	..S	..S
Accommodation and Food Services	9	3.2	25	8.9	35	12.5	35	12.5	45	16.1	120	42.9	6	2.1
Transport, Postal and Warehousing	..S	..S	25	8.9	25	8.9	40	14.3	50	17.9	140	50.0	..S	..S
Information Media and Telecommunications	..S	..S	6	7.1	9	10.6	9	10.6	25	29.4	30	35.3	..S	..S
Financial and Insurance Services	..S	..S	..S	..S	6	10.9	9	16.4	15	27.3	18	32.7	..S	..S
Rental, Hiring and Real Estate Services	9	2.7	20	6.1	18	5.5	30	9.1	60	18.2	190	57.6	..S	..S
Professional, Scientific and Technical Services	20	2.0	95	9.5	95	9.5	140	14.0	260	26.0	420	42.0	12	1.2
Administrative and Support Services	6	1.9	35	10.9	30	9.4	60	18.8	70	21.9	110	34.4	12	3.8
Public Administration and Safety	..S	..S	..S	..S	..S	..S	..S	..S	..S	..S	9	50.0	..S	..S
Education and Training	..S	..S	15	10.7	9	6.4	20	14.3	25	17.9	60	42.9	..S	..S
Healthcare and Social Assistance	15	3.1	55	11.2	35	7.1	75	15.3	110	22.4	190	38.8	9	1.8
Arts and Recreation Services	..S	..S	20	11.8	9	5.3	20	11.8	35	20.6	85	50.0	..S	..S
Other services	12	2.9	25	6.0	30	7.1	60	14.3	70	16.7	220	52.4	9	2.1
Not specified	..S	..S	..S	..S	..S	..S	..S	..S	..S	..S	..S	..S	..S	..S

* Percentages are row percentages * Figures have been random rounded ..S = suppressed

Māori women as a ‘working proprietor’: with children

Table 13: Māori women, aged 20 to 35; working proprietor by age of youngest (birth) child
NZ Māori women, 2017

Age of youngest (birth) child	Working proprietor				All	
	Yes		No			
	N	%	N	%	N	%
0-4	387	1.1	34,323	98.9	34,710	100.0
5-9	111	0.9	11,874	99.1	11,985	100.0
10-14	33	1.3	2,490	98.7	2,523	100.0
15-19	..S	..S	..S	..S	..S	100.0
20-24	..S	..S	..S	..S	..S	100.0
No recorded child	258	0.7	38,805	99.3	39,063	100.0
All	792	0.9	87,738	99.1	88,533	100.0

* Percentages are row percentages * Figures have been random rounded ..S = suppressed

Table 13 shows that there were 534 Māori women working proprietors aged 20 to 35 with a recorded (birth) child. It also shows that there were 531 with a child under the age of 15 (i.e. the sum of the first three categories). Allowing for rounding, this means all, or very nearly all, Māori women working proprietors aged between 20 and 35 with (birth) children have at least one child under the age of 15. Approximately a third of Māori women working proprietors aged between 20 and 35 had no recorded child.

Table 14: Māori women, aged 20 to 35; working proprietor by number of (birth) children under 5 years
NZ Māori women, 2017

Number of (birth) children under 5	Working proprietor				All	
	Yes		No			
	N	%	N	%	N	%
0	147	1.0	14,610	99.0	14,757	100.0
1	249	1.1	23,043	98.9	23,292	100.0
2	123	1.3	9,312	98.7	9,435	100.0
3	9	0.5	1,776	99.5	1,785	100.0
4	..S	..S	..S	..S	180	100.0
5	..S	..S	..S	..S	12	100.0
No recorded child	258	0.7	38,808	99.3	39,066	100.0
All	792	0.9	87,738	99.1	88,533	100.0

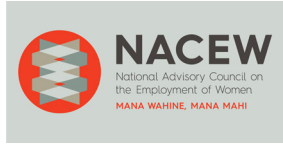
* Percentages are row percentages * Figures have been random rounded ..S = suppressed

Table 14 shows similar results to Table 13. That is, there is not much of a difference in the working proprietor rate for different numbers of (birth) children under 5 years or for those without any recorded child. The table also shows that approximately 387 (72%) out of the 534 Māori women working proprietors aged between 20 and 35 with a (birth) child had a child under 5 years.



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