



# Whai Rawa: a tikanga Māori grounded economy

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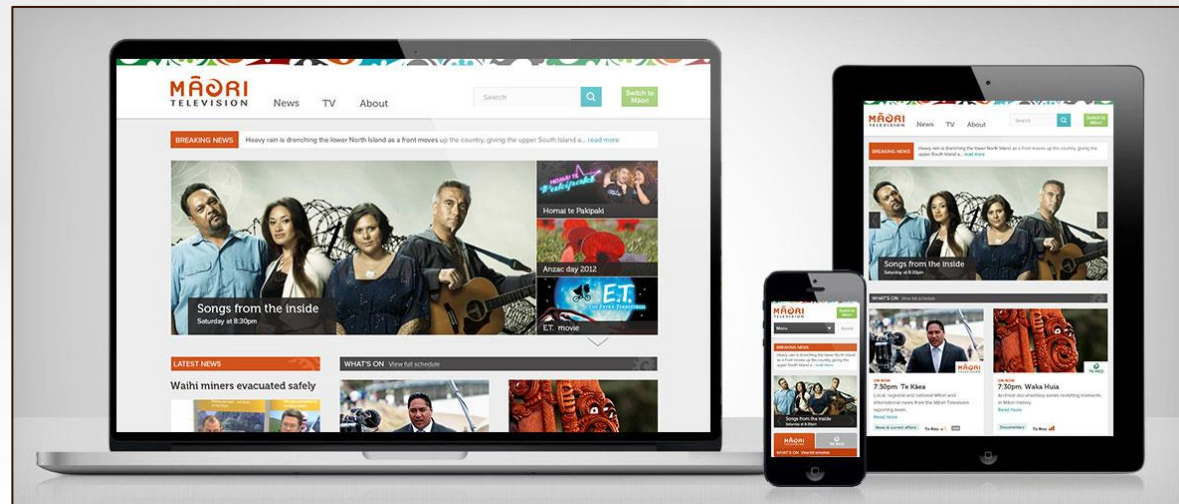
# THE MĀORI ECONOMY



NGĀ PAE O TE  
**MĀRAMATANGA**  
*Flourishing Māori Futures*

# WHAI RAWA – RESEARCH FOR THE MĀORI ECONOMY

- Outcome 2: The Māori Economy
- Outcome 3: Te Reo Māori me ngā Tikanga



# WHAI RAWA OBJECTIVES

1. Foster and support cross-institutional research team
2. Conceptualise and apply innovative models and strategies
3. Develop strategies to enhance te reo Māori and tikanga Māori
4. Develop capacity and better capabilities





# FOUNDATIONAL PROJECTS



NGĀ PAE O TE  
**MĀRAMATANGA**  
Flourishing Māori Futures

# MĀORI SMEs

- The intergenerational reality for Māori Small and Medium sized Enterprises (SME): Building resilience of Māori SMEs for the future





# MĀORI SMEs – KEY OUTPUTS

Using the framework of diverse economies the project identified more flexible forms of understanding economic practice and the aspirations of Indigenous people

Maria Amoamo, Katharina Ruckstuhl & Diane Ruwhiu (2018) Balancing Indigenous Values Through Diverse Economies: A Case Study of Māori Ecotourism, *Tourism Planning & Development*, 15:5, 478-495, DOI: [10.1080/21568316.2018.1481452](https://doi.org/10.1080/21568316.2018.1481452)

Amoamo, Maria, Diane Ruwhiu, and Lynette Carter. "Framing the Māori economy: The complex business of Māori business." *MAI Journal* 7.1 (2018): 66-78.



# GOVERNANCE

- Persisting inequalities and the potential for intervention through “new” governance models





# GOVERNANCE – KEY FINDINGS

- Identified four unfolding tensions:
  - how do tribes create culturally grounded global citizens;
  - how do tribes rebalance wealth creation and wealth distribution;
  - how do tribes recalibrate tribal institutions; and
  - how do tribes embed entrepreneurship and innovation within their economies?

Mika, J. P., Smith, G. H., Gillies, A., & Wiremu, F. (2019). Unfolding tensions within post-settlement governance and tribal economies in Aotearoa New Zealand. *Journal of Enterprising Communities: People and Places in the Global Economy*. Vol. 13 No. 3, pp. 296-318.

<https://doi.org/10.1108/JEC-12-2018-0104>

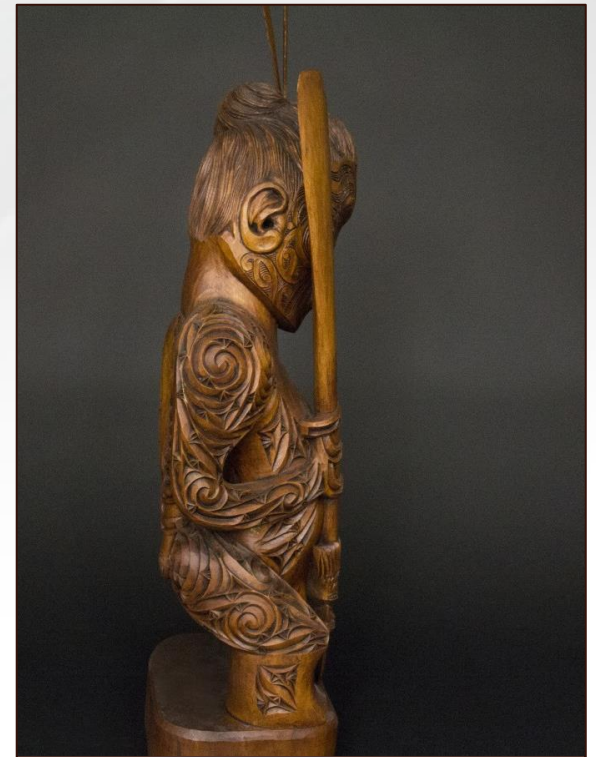
# GOVERNANCE – KEY FINDINGS

- Indigenous people are working in silos across a broad range of governance areas including: corporate, natural resources, constitutional, public institutions, treaty settlements and traditional governance.

Forthcoming book: **Māori Self-Determination and Good Corporate Governance** edited by Robert Joseph

# TRIBAL DEVELOPMENT

- Identifying Frameworks for Effective Iwi and Hapū Development



# TRIBAL DEVELOPMENT – KEY FINDINGS



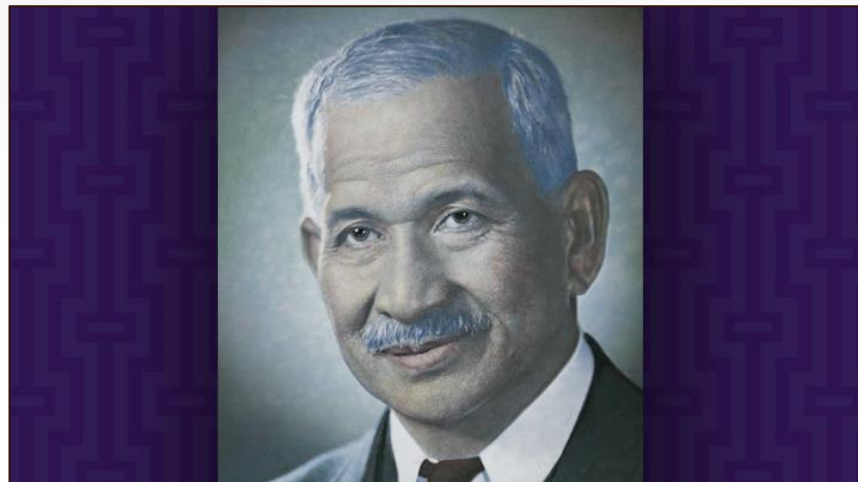
Rout, M., Reid, J., Te Aika, B., & Davis, R. (2017). Muttonbirding: Loss of executive authority and its impact on entrepreneurship. *Journal of Management & Organization*, 23(6), 857-872.

Kawharu, M., Tapsell, P., & Woods, C. (2017). Indigenous entrepreneurship in Aotearoa New Zealand. *Journal of Enterprising Communities: People and Places in the Global Economy*.

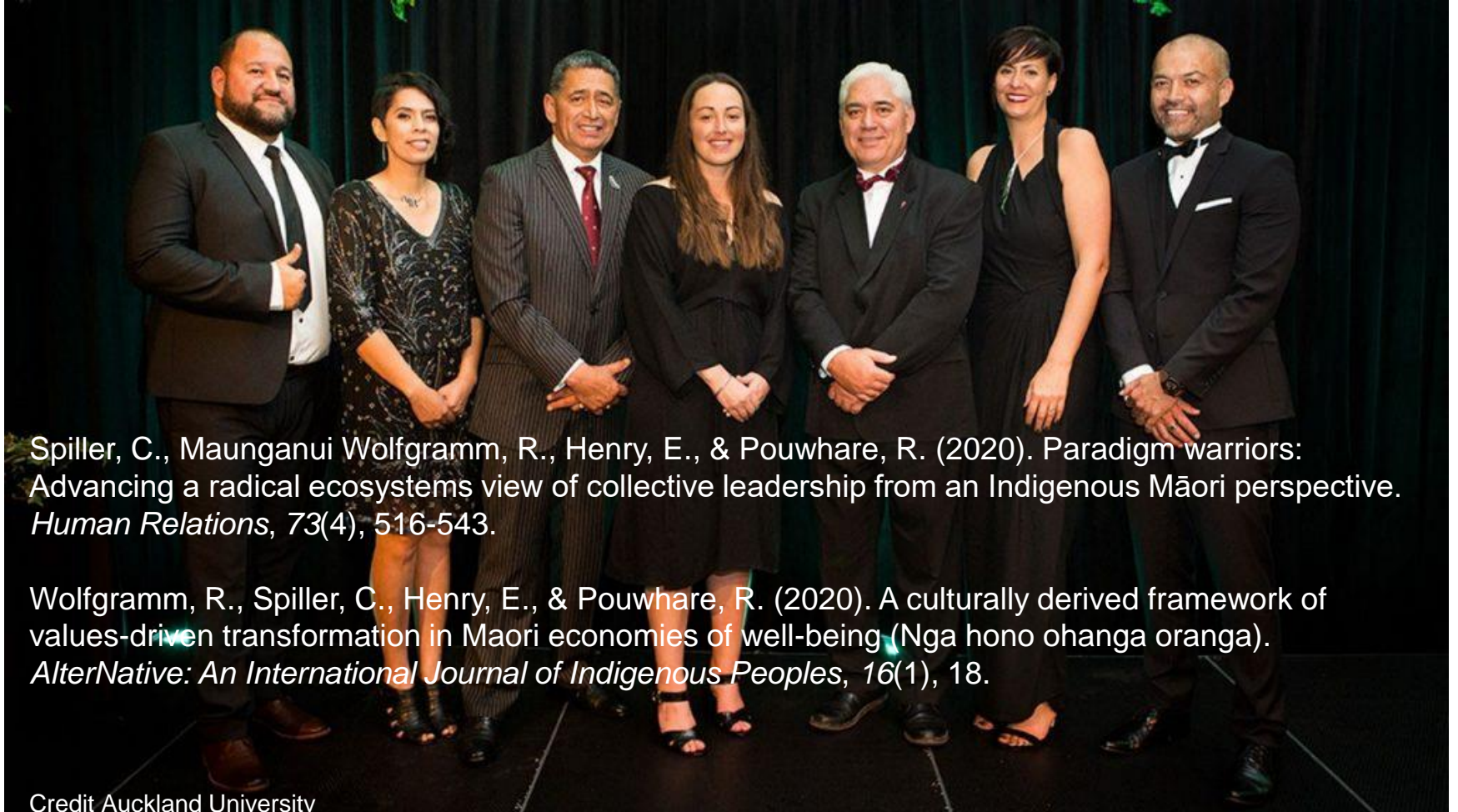


# LEADERSHIP – KEY FINDINGS

- Promoting effective Māori leadership and decision making



# LEADERSHIP



Spiller, C., Maunganui Wolfgramm, R., Henry, E., & Pouwhare, R. (2020). Paradigm warriors: Advancing a radical ecosystems view of collective leadership from an Indigenous Māori perspective. *Human Relations*, 73(4), 516-543.

Wolfgramm, R., Spiller, C., Henry, E., & Pouwhare, R. (2020). A culturally derived framework of values-driven transformation in Maori economies of well-being (Nga hono ohanga orange). *AlterNative: An International Journal of Indigenous Peoples*, 16(1), 18.

Credit Auckland University

# SUSTAINABLE SEAS<sub>NSC</sub>



Whai rawa,  
whai mana,  
whai oranga  
Creating a  
world-leading  
indigenous blue  
marine  
economy



#### Literature

Past and present approaches used by Māori and indigenous people to manage marine ecosystems and economic activity



#### Case Studies

Case studies of Māori businesses and organizations in the marine economy: iwi, hapū, whānau. Activities: commercial, customary, and marine governance.



#### Survey

Undertaking a survey across different stakeholders in the Māori marine economy



#### Engagement

Kāwhiri ki te kāwhiri – Face to face relationships and connections



# SUSTAINABLE SEAS<sup>NSC</sup>



Reid, J., Rout, M., & Mika, J. P. (2019). Mapping the Māori marine economy. Wellington, New Zealand: Sustainable Seas National Science Challenge

Rout, M., Lythberg, B., Mika, J. P., Gillies, A., Bodwitch, H., Hikuroa, D., Awatere, S., Wiremu, F., Rakena, M., Reid, J. (2019). Kaitiaki-centred business models: Case studies of Māori marine-based enterprises in Aotearoa New Zealand. Wellington, New Zealand: Sustainable Seas National Science Challenge



# OUR LAND & WATER NSC

- Whenua, life, values!
  - Developed a qualitative approach to progress an indigenous sustainability indicator suite for measuring sustainability targets for Māori engaged in primary industries

Reid, J., & Rout, M. (2020). Developing sustainability indicators—The need for radical transparency. *Ecological Indicators*, 110, 105941.

Reid, J., & Rout, M. (2018). Can sustainability auditing be indigenized?. *Agriculture and Human Values*, 35(2), 283-294.

# SEED AND SCOPING EXAMPLES

- Entrepreneurial ecosystem efficacy for indigenous entrepreneurs – *J.Mika*
- Kaupapa Māori approach to HRM – *J.Harr*
- Taking Control: Māori Responses to Money, Wealth and Savings – *C.Houkamau*
- Te Hononga: Modelling Indigenous Collaborative Enterprise – *M.Roskrudge*

# PLATFORM PROJECT

- Future Proofing Māori Development Opportunities: Climate Change – *Awatere, S., King, D., Reid, J., Williams, I., Masters-Awatere, B., Harris, P., Tassel-Matamua, N., Pirker, J., Jones, R., Jackson, A., Eastwood, K.*

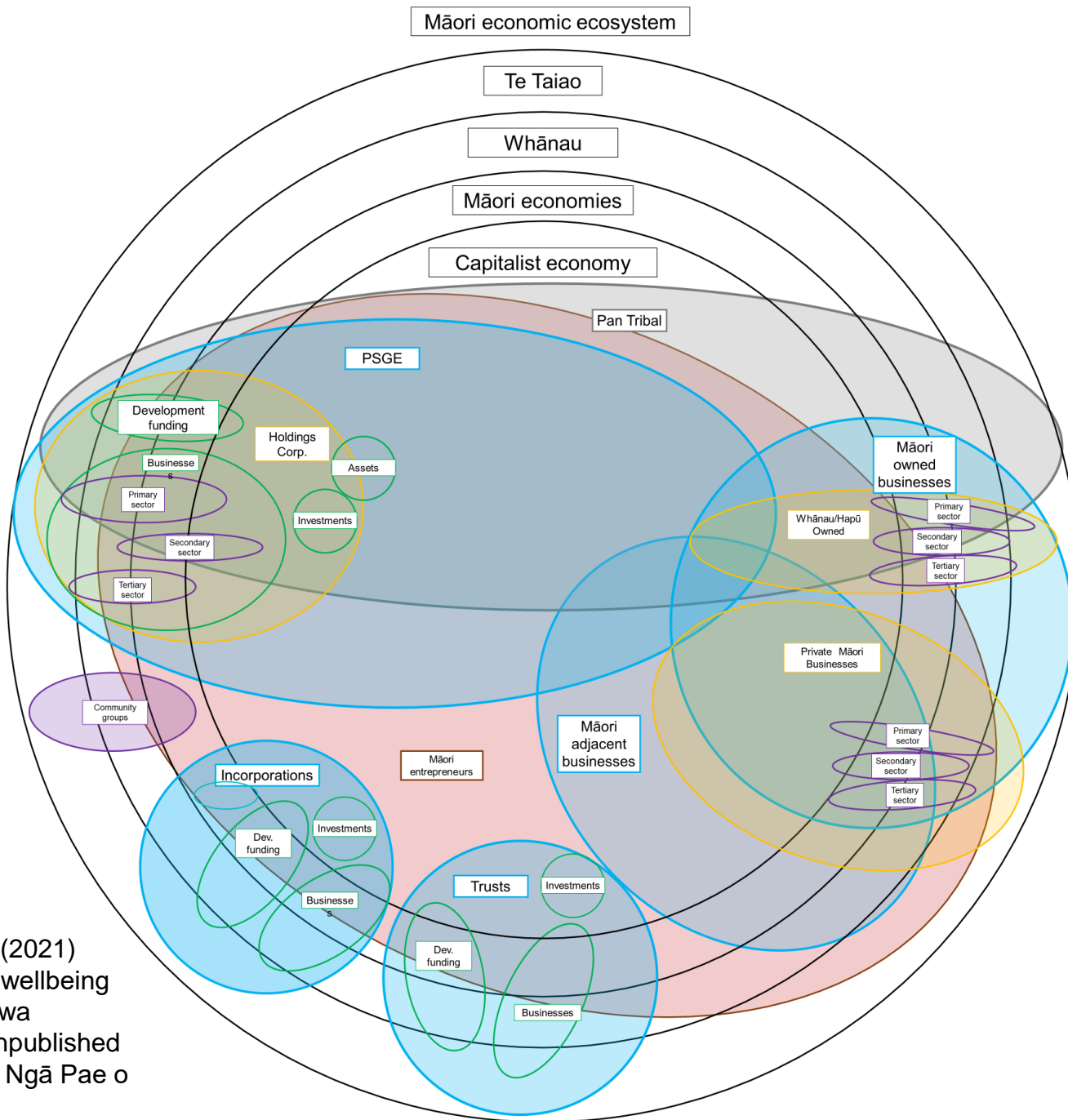
<http://www.maramatanga.ac.nz/te-arotahi-07>

<http://www.maramatanga.co.nz/report/he-huringa-huarangi-he-huringa-ao-changing-climate-changing-world>



Source NZ Herald





**Source:** Matt Rout (2021)  
 Towards a whānau wellbeing  
 economy: Whai Rawa  
 synthesis report. Unpublished  
 report produced for Ngā Pae o  
 te Māramatanga



# KIA TITIRO WHAKAMURI KIA ANGA WHAKAMUA

