



# Tatauranga umanga Māori

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# Tatauranga umanga Māori

## Abstract

Tatauranga umanga Māori 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).

## Variables

## Concepts

### Tatauranga Umanga Māori Concepts

Name	Description
Māori authorities	<p data-bbox="491 786 667 813"><b>Māori authorities</b></p> <p data-bbox="491 815 1152 936">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.</p> <p data-bbox="491 960 1152 1059">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.</p> <p data-bbox="491 1084 1152 1133">We identify a 'Māori authority' as having a Māori business flag on the Business Register. This flag denotes:</p> <ul data-bbox="491 1158 1152 1400" style="list-style-type: none"> <li data-bbox="491 1158 1152 1256">• business with a collectively managed asset, which uses current Inland Revenue eligibility criteria to be a Māori authority (irrespective of whether the enterprise elects to be a Māori authority for tax purposes);</li> <li data-bbox="491 1281 1152 1352">• commercial business that supports the Māori authority's business and social activities, and sustains or builds a Māori authority's asset base;</li> <li data-bbox="491 1377 1152 1400">• business that is at least 50 percent owned by a Māori authority.</li> </ul>

## Māori SMEs

**Māori SMEs**

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 at least one employee (including any proprietor paid as an employee) and fewer than 100 employees.

This is our second reporting of Māori SME statistics. To find our Māori SME population we pooled all of the self-identified Māori businesses identified from our partners Poutama Trust and NZ Māori Tourism together with those identified in the Business Operations Surveys; 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.

Our Business Operations Survey incorporates a two-part question, asking Māori businesses to self-identify and to indicate what factors significantly influenced that identification.

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.

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.

## How we identified and measured aspects of Māori agriculture

**How we identified and measured aspects of Māori agriculture**

In Tatauranga Umanga Māori: 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 our Agriculture Production Survey to: any Māori enterprise found from Māori authorities (above); self-identified Māori business (BOS above); or through our partner Poutama Trust. The majority are Māori authorities and a small minority are from the other sources.

How we identified and measured Māori tourism

### How we identified and measured Māori tourism

The Māori tourism business information presented in Tatauranga Umanga Māori 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, or a business location belonging to those enterprises, was engaged in a selected range of ANZIC06 industry:

All of division H Accommodation and food services

I4621 Interurban and rural bus transport

I472 Rail passenger transport

I482 Water passenger transport

I501 Scenic and sightseeing transport

L661 Motor vehicle and transport equipment rental and hiring

N722 Travel agency services

All of division R Arts and recreation services

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.

**Business Register  
Identification****Business Register Identification**

The Māori business flag is known inside the Business Register team as the Māori Business Indicator or MBI. Updates to this flag, in the Business Register, occur automatically from Inland Revenue taxation status criteria, and manually otherwise.

**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.

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.

These criteria also involve using the rolling average of an enterprise's returns as at the lower border some enterprises would "dolphin" in and out of eligibility.

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

**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.