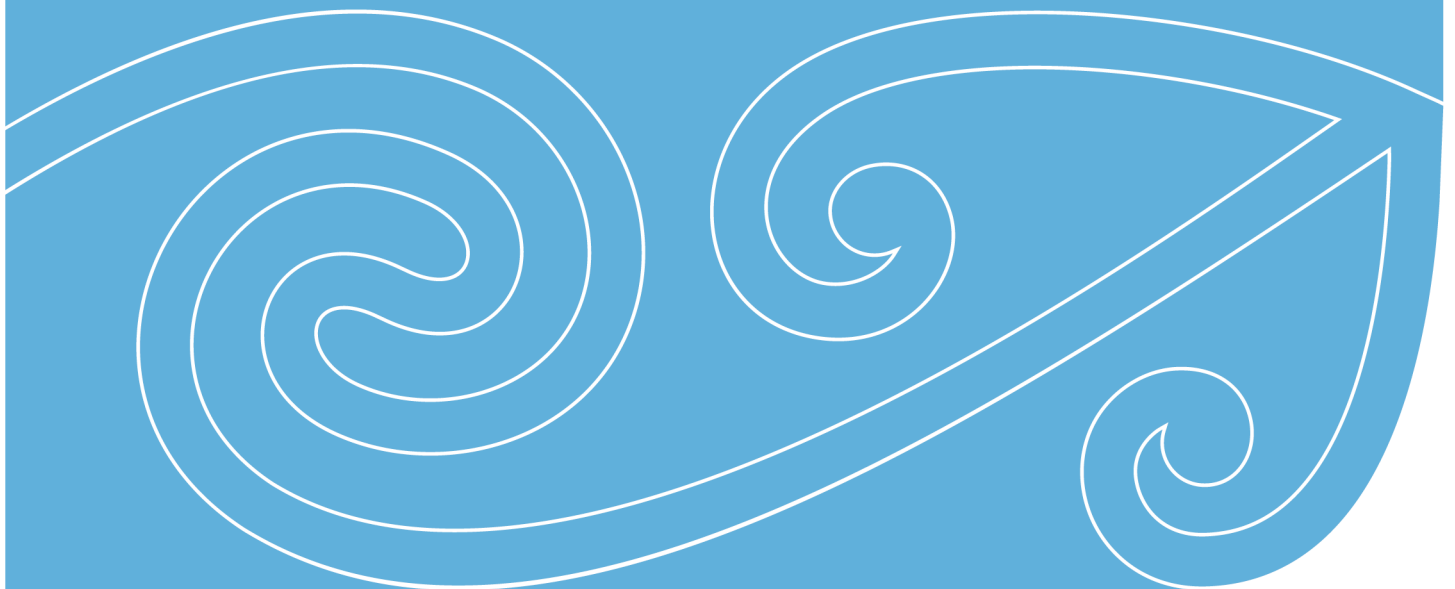




Te Puni Kōkiri
REALISING MĀORI POTENTIAL

Tirohanga Ohanga mo Te Moana ā Toi
*Māori Entrepreneurship in Te Moana ā Toi
and New Zealand for 2001 and 2006*



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Tēnei rā ka tuku i te pūrongo nei mō ngā mahi ohanga ki Te Moana a Toi hei titiro, hei wherawhera mā ngā iwi. Ko Te Moana a Toi tēnei, te waka Mataatua mai i Ngā Kurī a Whareī ki Tikirau, Te Arawa mai i Maketu ki Tongariro. Ko ōna iwi ēnei i heke mai i ngā waka o Te Arawa me Mataatua. Kua roa noa atu ēnei iwi e whai ana i ngā mahi ohaoha, ā, ka riro mā tēnei pūrongo e whakaatu ngā mahi i ngā tau 2001 me 2006. Mā kōnei e kitea ai ngā momo mahi a ngā iwi nei, ā, ka takoto hoki he kaupapa e tirohia ai te piki, te heke rānei o ngā mahi nei ki roto i ngā tau. Heoi ano, ko te mihi tēnei a Te Puni Kōkiri ki ngā iwi nei e taki noho ana ki o rātau marae kainga, me te hunga ano hoki i āwhina i tēnei kaupapa.

This report sets out information about economic activity in the Bay of Plenty region for consideration by our people. This is the Bay of Plenty, from Ngā Kurī a Whareī ki Tikirau, from Maketū to Tongariro. These are the people of the Bay of Plenty, the descendants of the Te Arawa and Mataatua canoes. These iwi have been engaged in economic activities for many generations, and this report describes activities in 2001 and 2006. This will present a picture of the various economic activities that are undertaken and provide a platform for longitudinal study. Te Puni Kōkiri would like to acknowledge these iwi, located at their various marae, and to thank the people who supported this research.

Te Puni Kōkiri intends that this report provides evidence of the importance of Māori entrepreneurs and their significant contribution to the economy of the Bay of Plenty region and New Zealand's economy.

Described as an inherently intangible concept, a complex and dynamic activity; entrepreneurship is often interlinked with other business activities and outcomes in the economy. It is difficult to draw firm conclusions about the true nature of entrepreneurial activity, but the strong link between entrepreneurship and innovation and its role as a critical link in the transfer of new knowledge and economic growth is often emphasised.

Given the likely effect of entrepreneurship on economic growth, capturing its innovative nature will be important for Māori, especially in an open economy like New Zealand.

It is crucial therefore that we create an evidence base of Māori entrepreneurship to inform future decision making.

The purpose of this report is to contribute towards the region's evidence base of Māori businesses and help support Māori policy making decisions, fact sheets and regional profiles.

It should be used in conjunction with other information that measures, builds and encourages Māori entrepreneurship including the report Te Ripoata Ohanga Māori mo Te Waiariki, The Report on the Māori Asset Base in the Waiariki Economy.

Te Puni Kōkiri acknowledges the individuals and organisations who have contributed to the development of this report.

Wally Tangohau
Regional Director
Te Puni Kōkiri Te Arawa and Te Moana ā Toi

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KEY FACTS

IN NEW ZEALAND

In 2006, there were 21,069 Māori entrepreneurs. This was made-up of 7,062 Māori employers (or 33.5% of Māori entrepreneurs) and 14,007 Māori self-employed and without employees (or 66.5% of Māori entrepreneurs).

The change from 2001 and 2006, in the number of Māori entrepreneurs increased by 3,978, or 23.3%.

Māori entrepreneurs made up nearly 10% of employed Māori in 2001 and 2006.

There are more Māori male entrepreneurs than Māori female entrepreneurs at a ratio near 2:1.

In 2001 and 2006, more Māori entrepreneurs worked in the construction industry than any other industry.

In 2006, the median total personal income of Māori entrepreneurs was \$36,300, an increase of 27.0% (\$7,800) from 2001.

In 2006, Māori entrepreneurs were more likely to have a post-school qualification than in 2001.

IN THE BAY OF PLENTY REGION

In 2006, there were 2,274 Māori entrepreneurs. This was made-up of 807 Māori employers (or 35.5% of Māori entrepreneurs) and 1,467 Māori self-employed and without employees (64.5% of Māori entrepreneurs).

The change from 2001 and 2006, in the number of Māori entrepreneurs increased by 435, or 23.7%.

In 2001 and 2006, Māori entrepreneurs (full-time¹) were most likely to be in the construction² and property and business services³ industries.

In 2006, Māori entrepreneurs in the following three industries received median total personal incomes of⁴:

1. \$60,000 in finance and insurance;
2. \$54,000 in communication services; and
3. \$47,800 in property and business services.

In comparison with 2001, Māori entrepreneurs in the following three industries received median total personal income of⁵:

¹ Defined as working 30 hours or more per week.

² 2006: 20.1% (333); 2001: 16.6% (225).

³ 2006: 15.6% (258); 2001: 13.2% (180).

⁴ Income data is collected for all sources, not just the main job of the individual and therefore cannot necessarily be attributed to the industry they work in. For example, some entrepreneurs may get some of their income from investments rather than the industry in which they are working.

⁵ Ibid

1. \$44,300 in health and community services;
2. \$42,000 in wholesale trade; and
3. \$38,000 in property and business services.

There was a 10.3 percentage point increase in Māori entrepreneurs with post-school qualifications or higher from 2001 and 2006. Similarly for the same period, there was a 7.6 percentage point decline in Maori entrepreneurs without a qualification.

DEFINING AND MEASURING ENTREPRENEURSHIP

Entrepreneurship has long been seen as a key driving force of a free market economy. Modern definitions of entrepreneurship emphasize a strong link between entrepreneurship and innovation and distinguish entrepreneurship from a simple form of management. Entrepreneurship is also seen as a critical link between new knowledge and economic growth as it facilitates the transfer of knowledge.

In the absence of internationally comparable indicators that capture the real innovative nature of entrepreneurship it is difficult to draw firm conclusions about the true level of entrepreneurial activity in New Zealand or any other country. Given the likely effect of entrepreneurship on economic growth, indicators that capture its innovative nature will be important for good policy outcomes for Māori⁶, especially in a small open economy like New Zealand.

The measurement of Māori entrepreneurs⁷ in this report will be focused on self employed without employees as well as self employed with employees. These are the most robust official data sources available to measure entrepreneurship at present. Although we acknowledge other definitions of entrepreneurship exist as well.

MĀORI ENTREPRENEURSHIP IN NEW ZEALAND AND THE BAY OF PLENTY REGION, FOR 2001 AND 2006

The number of Māori entrepreneurs in New Zealand increased by 3,978 or 23.3%⁸ from 2001 to 2006 (see table 1 below). Measuring the number of Māori entrepreneurs is one proxy indicator of Māori participation in the Bay of Plenty region⁹ and the New Zealand economy, and also a possible indicator of Māori entrepreneurship¹⁰.

This report will focus on comparing Māori entrepreneurship in 2001 and 2006.

Māori entrepreneurs are a significant contributor to:

the Māori commercial asset base; and

⁶ Māori for the purposes of this report refers to the Māori ethnic group. The Māori ethnic population is the count for people of the Māori ethnic group. It includes those people who stated Māori as being either their sole ethnic group or one of several ethnic groups. Where a person reported more than one ethnic group, they have been counted in each applicable group. See the Ethnicity/Ethnic group definition under the Technical notes at the end of this report for more detail.

⁷ Entrepreneurship for the purposes of this report uses the combined totals of two Statistics New Zealand's census employment status categories, namely: (a) self-employed without employees; and (b) employer. This data relates to employed people aged 15 years of age and over.

⁸ This includes both employed full-time and part-time Māori entrepreneurs. Full-time is equal to Māori working 30 or more hours per week in business. Part-time is equal to Māori working 1-29 hours per week. Also, employed is related to work in the 7 days prior to 5th March 2006 and 6th March 2001. The analysis shown in tables and graphs is for the job a person worked the most hours in.

⁹ For the purposes of the data used in this report, the Bay of Plenty region refers to the Bay of Plenty regional council boundaries and includes the following areas: Taupo District, Western Bay of Plenty District, Tauranga City, Rotorua District, Whakatane District, Kawerau District and Opotiki District. For more details refer to "Regional Council" in the Technical notes at the end of this report.

¹⁰ Kukoc and Regan (2008), states: "The job of finding the right indicators of entrepreneurship is not an easy one. Entrepreneurship is an inherently intangible concept: a complex and dynamic activity that is often interlinked with a range of other business activities and outcomes in the economy. Thus, the key issue in measuring entrepreneurship is how to disentangle the entrepreneurial activity from other, more ordinary business activities." (p. 19).

Māori participation in the New Zealand economy in terms of value added¹¹ to New Zealand's Gross Domestic Product (GDP).

Moreover, Audretsch (2007) argues in his research that entrepreneurship represents a critical link between research and development and economic growth as it facilitates the transfer of knowledge created in incumbent organisations to other organisations.

NEW STATISTICAL KNOWLEDGE ON MĀORI ENTREPRENEURS:

Refinements made in customising Statistics New Zealand's (Tatauranga Aotearoa) census datasets have enabled the creation of new knowledge on Māori entrepreneurs (or self-employed individuals with and without employees) with statistical breakdowns by: regional council; industry, and median total personal income. This will enable policy makers to identify:

Counts of Māori entrepreneurs by industry in the Bay of Plenty region and New Zealand for 2001 and 2006, and

Māori entrepreneurs' median total personal incomes for each major industry in the Bay of Plenty region and New Zealand.

This new knowledge will enable a better understanding of Māori entrepreneurial activity, including the industries that Māori entrepreneurs are engaged in, their total personal incomes, and the growth in Māori entrepreneurial activity from 2001 to 2006.

PURPOSE OF THE REPORT

The purpose of reporting on Māori entrepreneur statistics for the Bay of Plenty region was to add value to Te Puni Kōkiri's regional evidence base of Māori entrepreneurs in Te Moana a Toi and Te Arawa.

This information will contribute towards the region's evidence base of Māori businesses and to help support Māori policy making decisions, fact sheets and regional profiles.

These statistics provide evidence of the importance of Maori entrepreneurs and their significant contribution to New Zealand's economy. Also these statistics are an important contribution to the compilation of nationwide Maori commercial asset base statistics.¹²

BACKGROUND

This report builds on the work that Te Puni Kōkiri has been focusing on in relation to economic growth and development. Te Puni Kōkiri published Ngā Kaihanga Hou: For Māori Future Makers a discussion document in October 2007¹³. The purpose of this document was to create an informed understanding of the possible drivers of influence affecting how Māori will participate in the future

¹¹ Value added refers to the value of a firm's output minus the value of intermediate goods bought from other firms.

¹² For New Zealand, the Māori commercial asset base has increased from \$9 billion to \$16.5 billion from 2001 to 2005/2006. An increase of 84%, this represents 1.5% of the value of the New Zealand business sector in 2005/06, just slightly better than the 1.2% in 2001.

¹³ This Te Puni Kōkiri report can be found at the following link: <http://www.tpk.govt.nz/en/in-focus/future-makers/> accessed on 13 August 2009.

New Zealand and global economic systems, and focus attention on the decisions that need to be made today to ensure active participation and shareholding of Māori in future economic systems.

One of the key enablers identified in the document was that Māori need to build and encourage entrepreneurship. To understand the impact of entrepreneurs on the economy, it is crucial that we create an evidence base of entrepreneurship to inform future decision making.

METHODOLOGY

This report brings together quantitative information drawn from Statistics New Zealand's 2001 and 2006 Censuses. The analysis is limited to changes over this timeframe with information based on New Zealand and the Bay of Plenty¹⁴ Regional Council area.

This report includes information on Māori entrepreneurs at a New Zealand level, and each regional council (with a few exceptions), with a particular focus on Māori entrepreneurs in the Bay of Plenty region who were employed full-time. It will highlight numerical and percentage changes in Māori entrepreneurial activity from 2001 and 2006 for each of the following variables:

Industry;

Median personal income; and

Highest qualification

NEW ZEALAND'S GROWTH OF THE MĀORI WORKFORCE AND ENTREPRENEURS

From 2001 to 2006 (see table 1 below), the number of Māori entrepreneurs increased by 23.3%, which was marginally greater than the increase of 21.3% for the total Māori workforce. The percentage of Māori entrepreneurs in the total Māori workforce remained near 10% in both 2001 and 2006. In other words, growth in Māori entrepreneurs has kept pace with the growth in the total Māori workforce (with a 0.2 percentage point improvement).

• **TABLE 1: MĀORI ENTREPRENEURS AND THE MĀORI WORKFORCE IN NEW ZEALAND, 2001 AND 2006 CENSUSES**

Workforce Status*	2001	2006	Absolute change	% change
Entrepreneurs	17,091	21,069	3,978	23.3
Paid Employee	156,723	189,483	32,760	20.9
Unpaid Family Worker	3,996	4,008	12	0.3
Not Elsewhere Included+	8,007	10,797	2,790	34.8
Total Māori workforce	185,820	225,357	39,537	21.3
% of entrepreneurs	9.6	9.8		

Source: Statistics New Zealand's, Census of Population and Dwellings, 2001 and 2006.

+Not Elsewhere included refers to those people in the workforce who did not state their employment status.

*Refers to people aged 15 years and over who are usually resident in New Zealand and employed in either the full-time or part-time labour force. It excludes people who are unemployed and seeking work, and those people not in the labour force.

FOCUS ON BAY OF PLENTY REGION:

The Bay of Plenty region was selected because of its large proportion of Māori population in this region, and its contribution to New Zealand's GDP. Its Māori population ranks third in size out of the 16 regions in New Zealand.

¹⁴ For the purposes of this report the Bay of Plenty region includes: Western Bay of Plenty District; Tauranga City, Rotorua District, Taupo District, Whakatane District, Kawerau District, and Opotiki District.

According to research by Statistics New Zealand (2006), the Bay of Plenty region contributed approximately 5.1% of New Zealand's total GDP (at current prices) for year ended March 2003¹⁵. In 2006, the Māori ethnic group made-up 27.5% of people in the Bay of Plenty region, compared with 14.6% for all of New Zealand. However, at a national level in 2006 the Bay of Plenty region made-up 12.0% (or 67,662) of the total Māori population (565,329).

The number of Māori entrepreneurs (see table 2 below) had increased from 1,839 in 2001 to 2,274 in 2006. This is an increase of 23.7%, or increase of 435 Māori entrepreneurs.

The growth rate of Māori entrepreneurs of 23.7% (or an increase of 435), over this period, was slightly more than the 23.3% (or an increase of 3,978) growth in Māori entrepreneurs for New Zealand.

The Bay of Plenty region's growth in the number of Māori entrepreneurs (435) accounted for 10.9% of the increase of Māori entrepreneurs across New Zealand (an increase of 3,978 overall). However, the increase in the Māori workforce in the Bay of Plenty region contributed approximately 12.4% of the total growth in the Māori workforce nationwide (39,537).

• **TABLE 2: MĀORI ENTREPRENEURS AND THE MĀORI WORKFORCE* IN THE BAY OF PLENTY REGION, 2001 AND 2006 CENSUSES.**

Workforce Status*	2001	2006	Absolute change	% change
Entrepreneurs	1,839	2,274	435	23.7
Paid Employee	17,022	21,081	4,059	23.8
Unpaid Family Worker	573	564	-9	-1.6
Not Elsewhere Included/Not Stated+	966	1,383	417	43.2
Total Māori workforce	20,400	25,302	4,902	24.0
% of entrepreneurs	9.5	9.5		

Source: Statistics New Zealand's, Census of Population and Dwellings, 2001 and 2006.

+Not Elsewhere included refers to those people in the workforce who did not state their employment status.

* Refers to employed people aged 15 years and over who are usually resident in New Zealand and employed in either the full-time or part-time labour force. It excludes people who are unemployed and seeking work, and those people not in the labour force.

INCREASE IN THE PROPORTION OF MĀORI FEMALE ENTREPRENEURS

Nationwide in both 2001 and 2006 (see table 3 below) there were approximately twice as many male Māori entrepreneurs as there were female Māori entrepreneurs. There was an increase in the proportion of female Māori entrepreneurs, from 32.1% in 2001 to 34.9% in 2006, accompanied by a corresponding decrease in the proportion of male Māori entrepreneurs, from 67.9% in 2001 to 65.1% in 2006.

¹⁵ Refer to link: <http://www.stats.govt.nz/~media/statistics/publications/analytical-reports/regional%20gross%20domestic%20product/regional-gdp-research-report.aspx> accessed on 18 September 2009.

• **TABLE 3: NUMBER OF MĀORI ENTREPRENEURS IN NEW ZEALAND BY GENDER FOR 2001 AND 2006 CENSUSES**

Gender	Numbers		Percent	
	2001 Census	2006 Census	2001 Census	2006 Census
Males	11,604	13,710	67.9	65.1
Females	5,490	7,356	32.1	34.9
Total	17,091	21,069	100.0	100.0

Source: Statistics New Zealand's, Census of Population and Dwellings, 2001 and 2006. Note: Totals may not add due to random rounding. *These figures use data for the employed working age population only, i.e. people 15 years of age and over.

In the Bay of Plenty region for 2001 (see table 4 below) there were almost twice as many male Māori entrepreneurs as there were female Māori entrepreneurs. By 2006, there were approximately 1.8 male Maori entrepreneurs for every female Maori entrepreneur in this region, reflecting an increase in the proportion of female Māori entrepreneurs, from 33.9% in 2001 to 36.1 % in 2006¹⁶.

• **TABLE 4: NUMBER OF MĀORI ENTREPRENEURS IN THE BAY OF PLENTY REGION BY GENDER FOR 2001 AND 2006 CENSUSES**

Gender	Numbers		Percent	
	2001 Census	2006 Census	2001 Census	2006 Census
Males	1,218	1,449	66.2	63.7
Females	624	822	33.9	36.1
Total	1,839	2,274	100.2	99.9

Source: Statistics New Zealand's, Census of Population and Dwellings, 2001 and 2006. Note: Totals may not add due to random rounding. *These figures use data for the employed working age population only, i.e. people 15 years of age and over.

ENTREPRENEURS PER REGION

Table 5 shows that in 2001 and 2006, there were more Māori entrepreneurs living in Auckland than any other region. Next in size were the Waikato, Bay of Plenty and Wellington region's in terms of its entrepreneurial counts. The percentage change from 2001 and 2006 shows an increase in Māori entrepreneurs in the Bay of Plenty region of 23.7%, this is slightly higher than the Maori entrepreneur national average increase of 23.3%.

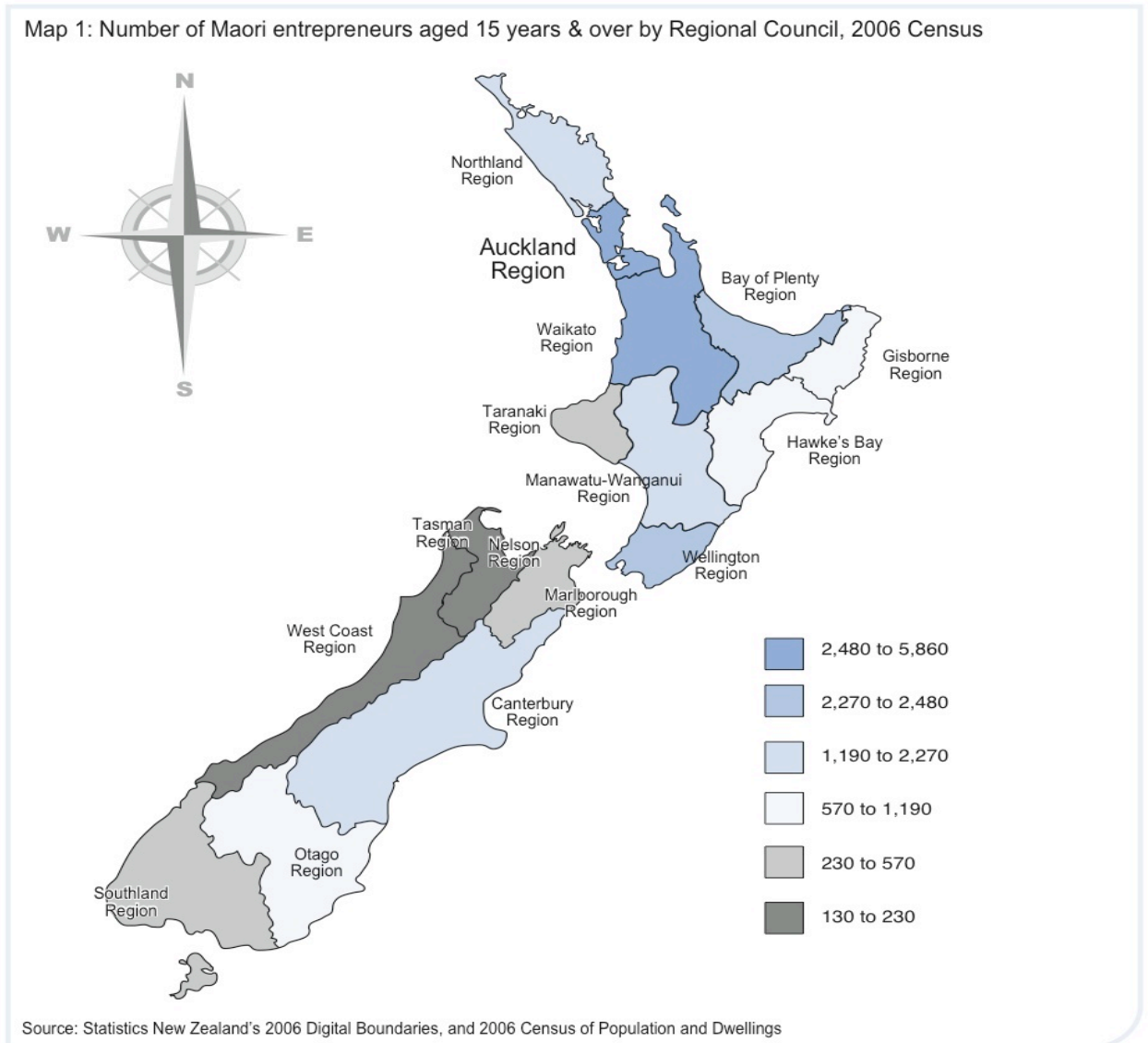
¹⁶ In other words, a 2.2 percentage point increases over this period.

• **TABLE 5: NUMBER OF MĀORI ENTREPRENEURS* AND MĀORI POPULATION BY REGIONAL COUNCIL, 2001 AND 2006 CENSUSES**

Region	Number of Māori Entrepreneurs*		Increase in Māori Entrepreneurs 2001 - 2006		Māori regional population (aged 15 years and over)		Increase/Decrease in Māori regional population 2001 - 2006		Māori Entrepreneurs as a % of Māori regional population (aged 15 yrs and over)		
	2001	2006	Absolute change	% change	2001	2006	Absolute change	% change	2001	2006	% point change
Northland	1,257	1,602	345	27.4	25,155	27,948	2,793	11.1	5.0	5.7	0.7
Auckland	4,806	5,856	1,050	21.8	80,835	88,806	7,971	9.9	5.9	6.6	0.6
Waikato	2,046	2,484	438	21.4	45,408	49,407	3,999	8.8	4.5	5.0	0.5
Bay of Plenty	1,839	2,274	435	23.7	39,648	43,539	3,891	9.8	4.6	5.2	0.6
Gisborne	507	576	69	13.6	12,378	12,954	576	4.7	4.1	4.4	0.4
Hawke's Bay	669	870	201	30.0	19,923	21,483	1,560	7.8	3.4	4.0	0.7
Taranaki	441	492	51	11.6	8,913	10,128	1,215	13.6	4.9	4.9	-0.1
Manawatu-Wanganui	990	1,191	201	20.3	24,171	26,859	2,688	11.1	4.1	4.4	0.3
Wellington	1,887	2,274	387	20.5	32,493	36,396	3,903	12.0	5.8	6.2	0.4
West Coast	132	135	3	2.3	1,518	1,821	303	20.0	8.7	7.4	-1.3
Canterbury	1,182	1,569	387	32.7	19,941	23,655	3,714	18.6	5.9	6.6	0.7
Otago	462	651	189	40.9	6,864	8,286	1,422	20.7	6.7	7.9	1.1
Southland	372	477	105	28.2	6,213	6,720	507	8.2	6.0	7.1	1.1
Tasman	135	159	24	17.8	1,647	1,932	285	17.3	8.2	8.2	0.0
Nelson	111	159	48	43.2	1,977	2,331	354	17.9	5.6	6.8	1.2
Marlborough	201	234	33	16.4	2,442	2,877	435	17.8	8.2	8.1	-0.1
Area Outside Region	60	63	3	5.0	279	264	-15	-5.4	21.5	23.9	2.4
Total	17,091	21,069	3,978	23.3	329,799	365,406	35,607	10.8			

Source: Statistics New Zealand's, Census of Population and Dwellings, 2001 and 2006. *Employed people aged 15 years of age and over. Note: This data has been randomly rounded to protect confidentiality. Individual figures may not add up to totals, and values for the same data may vary in different tables.

• **MAP 1: NUMBER OF MĀORI ENTREPRENEURS BY REGIONAL COUNCIL, 2006 CENSUS**

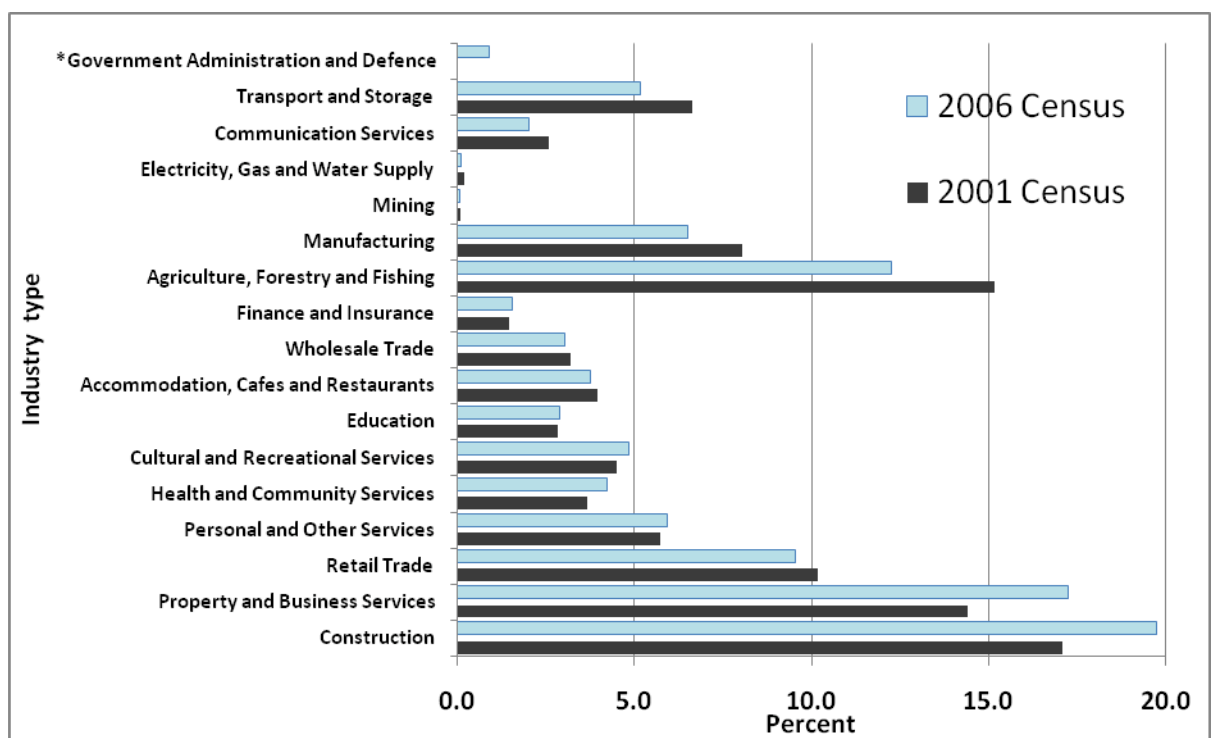


Map 1 above graphically depicts the number of Māori entrepreneurs in New Zealand by regional council areas for the 2006 Census. The Auckland and Waikato regions have the highest counts of Māori entrepreneurs in New Zealand followed by the Bay of Plenty and Wellington regions. The larger counts of Māori entrepreneurs in these regions can be explained in part by the large numbers of Māori in these regions. In 2006, Māori entrepreneurs in the Bay of Plenty region made up 5.2% of the total Māori in this region (aged 15 years and over).

FOCUS ON INDUSTRIES:

In 2001 and 2006, almost half of Māori entrepreneurs worked in either of the following industries: construction (2001, 17.1%; 2006, 19.7%); property and business services (2001, 14.4%; 2006, 17.3%); or agriculture, forestry and fishing (2001, 15.2%; 2006, 12.3%). Worked refers to both employers and the self employed without employees. From 2001 and 2006, the biggest increases occurred in the property and business service and construction industries (both 3 percentage points). The largest decreases were in the agriculture, forestry and fishing (-3 percentage points) and manufacturing (-2 percentage points) industries. Graph 1 below shows the % of Māori entrepreneurs working in each industry in 2001 and 2006¹⁷. The underlying data behind graph 1 can be found in appendix 1 towards the end of this report.

• **GRAPH 1: MĀORI ENTREPRENEURS¹ AS A % OF INDUSTRY TYPE² FOR NEW ZEALAND, 2001 AND 2006 CENSUSES.**



• Source: Statistics New Zealand's Census of Population and Dwellings, 2001 and 2006.

*These figures use data for the employed working age population only, i.e. people 15 years of age and over.

The percentage of Māori entrepreneurs involved in the government administration and defence industry in 2001 is not available because of Statistics New Zealand's data confidentiality rules applied to low numbers.

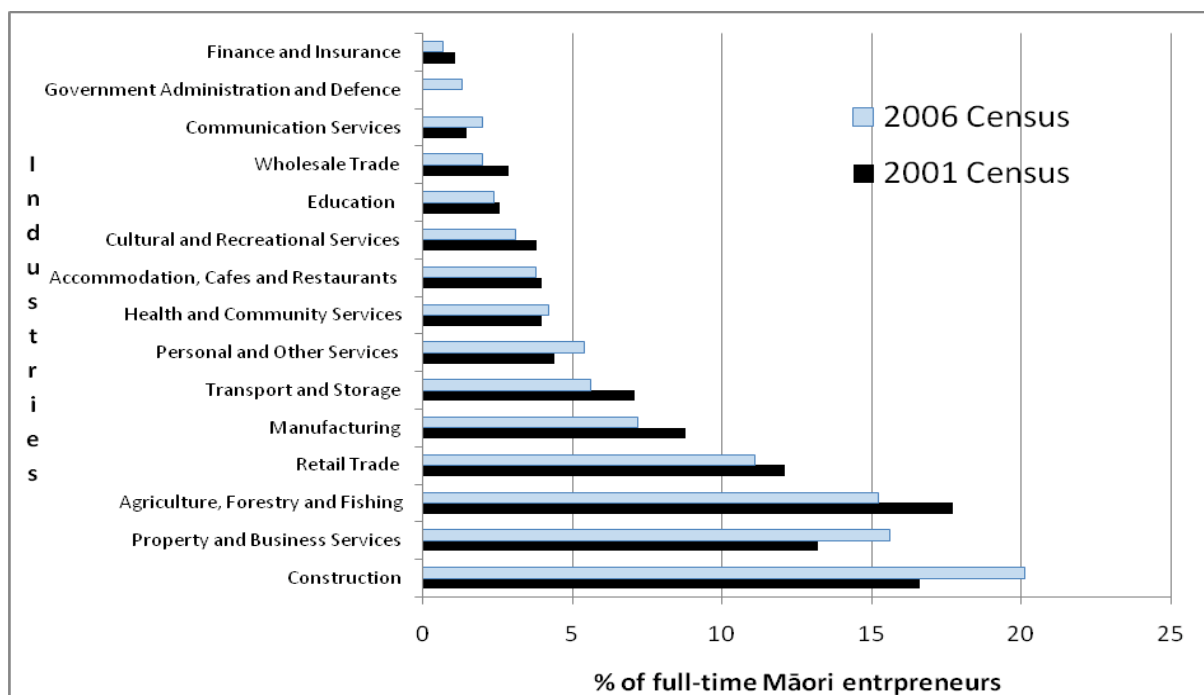
1 = Entrepreneurs are defined in this report includes: Māori employers and Māori self-employed and without employees.

2 = ANZSIC is the Australian and New Zealand Standard Industrial Classification. The ANZSIC96 version used for this analysis is version 4.1.

¹⁷ Refer to [appendix 1](#) (near the end of this report) to see the data behind graph 1).

MĀORI ENTREPRENEURS IN THE BAY OF PLENTY REGION BY INDUSTRY (FULL-TIME)

• **GRAPH 2: PROPORTION OF MĀORI ENTREPRENEURS¹ WORKING FULL-TIME², AGED 15 YEARS AND OVER, FOR THE BAY OF PLENTY REGION³ BY INDUSTRY⁴, 2001 & 2006 CENSUSES.**



Source: Statistics New Zealand's 2001 & 2006 Censuses of Population and Dwellings. All data relates to the employed working age population aged 15 years and over.

Excludes the Mining; and Electricity, Gas and Water supply, #Government Administration & Defence (for 2001 only) industries due to Statistics New Zealand's confidentiality rules.

1 = Entrepreneurs used this report includes: Māori employers and Māori self-employed and without employees.

2 = Employed includes: Full-time and Part-time employed. Full-time is equal to people working 30 or more hours per week. Also, employed is related to work in the 7 days prior 5th March 2006. The analysis shown in tables and graphs is for the job a person worked the most hours in.

3 = the Bay of Plenty region refers to the Bay of Plenty regional council and includes the following areas: Taupo District; Western Bay of Plenty District, Tauranga City, Rotorua District, Whakatane District, Kawerau District, and Opotiki District.

4 = ANZSIC is the Australian and New Zealand Standard Industrial Classification. The ANZSIC96 version used for this analysis is version 4.1.

Graph 2 above shows the proportion of full-time Māori entrepreneurs by industry in the Bay of Plenty region for 2001 & 2006¹⁸. It shows the following three industries in this region had a high proportion of Māori entrepreneurs:

- (1) Construction, 16.6% (or 225) in 2001, compared to 20.1% (or 333) in 2006;
- (2) Property and business services, 13.2% (or 180) in 2001, compared to 15.6% (or 258) in 2006; and
- (3) Agriculture, forestry and fishing, 17.7% (or 240) in 2001, compared to 15.2% (or 252) in 2006.

¹⁸ For the data related to the percentages used in graph 2 refer to [appendix 2](#) located towards the end of this report.

The growth rate¹⁹ increases from 2001 and 2006 for full-time Māori entrepreneurs in the Bay of Plenty region were the highest in the following four industries:

- (1) Communication services, 57.1%;
- (2) Personal and other services, 50.0%;
- (3) Construction, 48.0%; and
- (4) Property and business services, 43.3%.

Conversely, over this period, the largest growth rate decreases occurred in the following two industries:

- (1) Finance and insurance, -20.0 %; and
- (2) Wholesale trade, -15.4 %.

The three industries with the largest percentage point changes²⁰ from 2001 and 2006 were:

- (1) Construction, 3.6 percentage points;
- (2) Property and business services, 2.3 percentage points; and
- (3) Personal and other services, 1.0 percentage points.

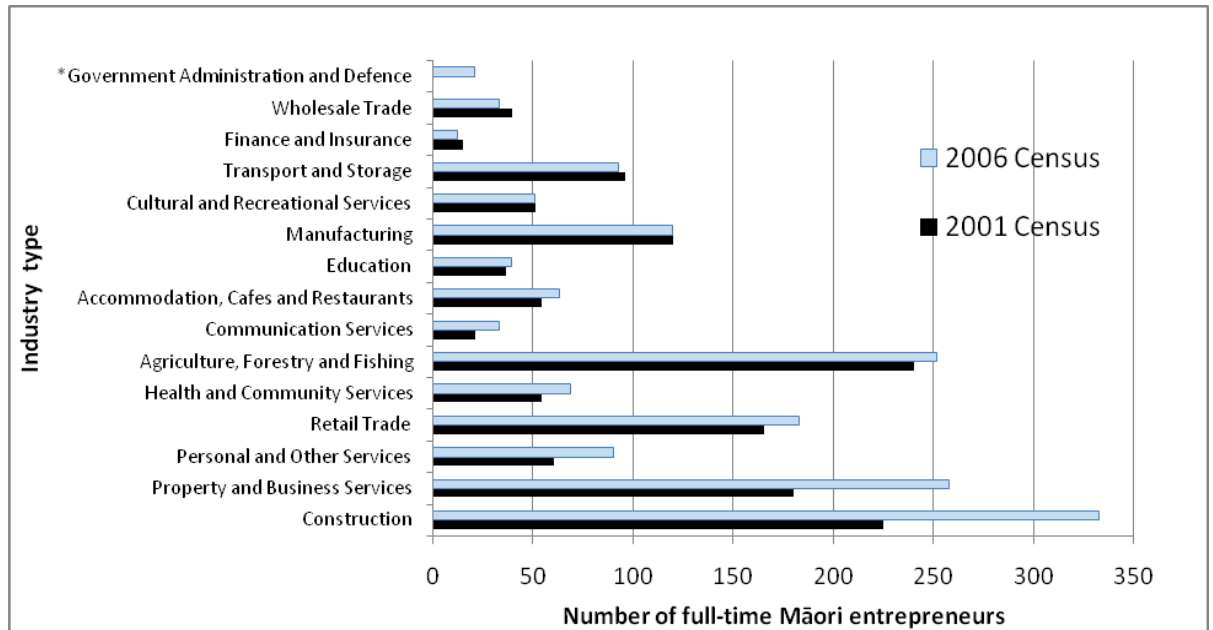
Similarly, the four industries with the largest negative percentage point changes over this period were:

- (1) Agriculture, forestry and fishing, -2.4 percentage points;
- (2) Manufacturing, -1.6 percentage points;
- (3) Transport and storage, -1.4 percentage points; and
- (4) Retail trade, -1.1 percentage points.

¹⁹ The growth rate (or crude growth rate) in this case shows the numeric change in the number of entrepreneurs between 2001 and 2006, and represents this change as a proportion or percentage of 2001. Also note that some industries have been excluded due to Statistics New Zealand's data confidentiality rules applied to low numbers. Therefore, no information is available for some industries in Graphs 1 and 2. The industries affected are mentioned at the foot of each relevant graph.

²⁰ Percentage point change is defined as the simple subtraction or difference of two percentages. In this case the difference between the percentages for each industry for 2001 and 2006. Also note that some industries have been excluded due to Statistics New Zealand's data confidentiality rules applied to low numbers. Therefore, no information is available for some industries in Graphs 1 and 2. The industries affected are mentioned at the foot of each relevant graph.

• **GRAPH 3: NUMBER OF MĀORI ENTREPRENEURS¹ WORKING FULL-TIME² AGED 15 YEARS AND OVER IN THE BAY OF PLENTY REGION³ BY INDUSTRY TYPE⁴, 2001 AND 2006 CENSUSES.**



Source: Statistics New Zealand's 2001 and 2006 Censuses. Note: Excludes the mining, and Electricity, Gas and Water Supply industries for both 2001 and 2006, and also excludes *2001 data for the Government Administration industry due to Statistics New Zealand's confidentiality rules applied to low numbers.

All data relates to the employed working age population aged 15 years and over, who are working 30 or more hours per week (full-time).

1 = Entrepreneurs used this report includes: Māori employers and Māori self-employed and without employees.

2 = Employed includes: Full-time and Part-time employed. Full-time is equal to people working 30 or more hours per week. Also, employed is related to work in the 7 days prior to 6 March 2001 and 5th March 2006. The analysis shown in tables and graphs is for the job a person worked the most hours in.

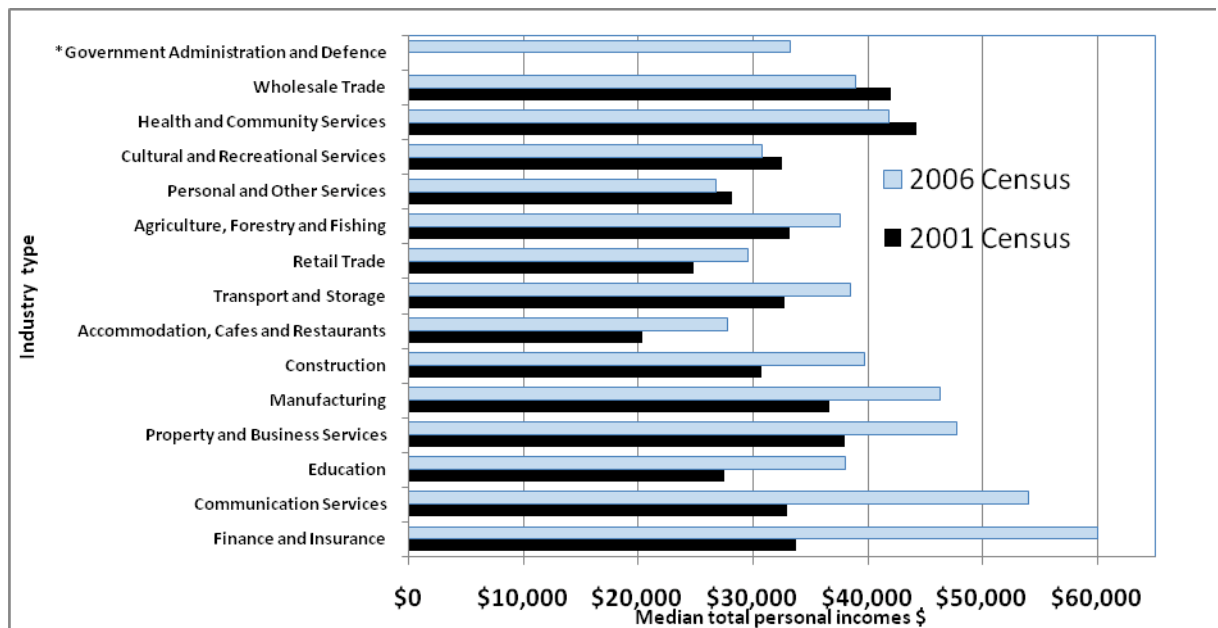
3 = the Bay of Plenty region refers to the Bay of Plenty regional council and includes the following areas: Taupo District; Western Bay of Plenty District, Tauranga City, Rotorua District, Whakatane District, Kawerau District, and Opotiki District.

4 = ANZSIC is the Australian and New Zealand Standard Industrial Classification. The ANZSIC96 version used for this analysis is version 4.1.

Graph 3 above shows the number of full-time Māori entrepreneurs in the Bay of Plenty region by industry type, for both 2001 and 2006. A key highlight of this graph shows the numerical significance of the construction; property and business services; and agriculture, forestry and fishing industries and the changes in these numbers from 2001 and 2006. Whereas in percentage terms the following industries showed the largest increase from 2001 to 2006: Communication services (57.1%); Personal and other services (50%); Construction (48%); and Property and Business Services (43.3%). Similarly, the largest percentage declines were in the following industries: Finance and Insurance (-20.0%); and wholesale trade (-15.4%).

MĀORI ENTREPRENEURS (FULL-TIME) MEDIAN TOTAL PERSONAL INCOME IN THE BAY OF PLENTY REGION

• **GRAPH 4: MĀORI ENTREPRENEURS¹ EMPLOYED FULL-TIME² AGED 15 YEARS AND OVER, MEDIAN TOTAL PERSONAL INCOMES³ FOR THE BAY OF PLENTY REGION⁴ BY INDUSTRY TYPE⁵ FOR 2001 AND 2006 CENSUSES.**



Source: Statistics New Zealand's 2001 and 2006 Censuses. *Excludes 2001 data for Government Administration and Defence industry due to Statistics New Zealand's confidentiality rules applied to low numbers.

Note: The mining; and Electricity, Gas and Water industry data for both 2001 and 2006 has been excluded due to Statistics New Zealand's confidentiality rules applied to low numbers.

All data relates to the employed working age population aged 15 years and over, and those people working 30 hours or more per week (full-time).

1 = Entrepreneurs used this report includes: Māori employers and Māori self-employed and without employees.

2 = Employed includes: Full-time and Part-time employed. Full-time is equal to people working 30 or more hours per week. Also, employed is related to work in the 7 days prior to 6 March 2001 and 5th March 2006. The analysis shown in tables and graphs is for the job a person worked the most hours in.

3 = Information on total personal income received was collected from individuals in the 2001 and 2006 Censuses. It represents the before-tax income for the respondent in the 12 months ending 31 March 2006 and 2001. Dollar amounts shown are not inflation-adjusted. Note: The data shown in this graph is for median total personal income. The median income is the amount where half earn more, and half earn less than this amount, rounded to the nearest \$100.

4 = the Bay of Plenty region refers to the Bay of Plenty regional council and includes the following areas: Taupo District; Western Bay of Plenty District, Tauranga City, Rotorua District, Whakatane District, Kawerau District, and Opotiki District.

5 = ANZSIC is the Australian and New Zealand Standard Industrial Classification. The ANZSIC96 version used for this analysis is version 4.1.

Graph 4 above shows the median personal income of full-time Māori entrepreneurs by industry type for the Bay of Plenty region for both 2001 and 2006. The median income is the amount where half earn more, and half earn less than this amount, rounded to the nearest \$100.

Graph 4 for 2006 shows the median total personal incomes that full-time Māori entrepreneurs in the following three industries received²¹:

²¹ Although income data is collected for all sources, not just the main job of the individual and therefore cannot necessarily be attributed to the industry they working in. For example, some entrepreneurs may get some of their income from investments rather than the industry in which they are working. In other words, part of a person's income may not necessarily come from their industry of employment, but maybe sourced from somewhere else.

- (1) Finance and insurance at \$60,000;
- (2) Communication services at \$54,000; and
- (3) Property and business services at \$47,800.

Similarly for 2001, the median total personal incomes of full-time Māori entrepreneurs in the following three industries²²:

- (1) Health and community services at \$44,300;
- (2) Wholesale trade at \$42,000; and
- (3) Property and business Services at \$38,000.

Moreover, the following four industries have shown the largest increases in median total personal incomes for full-time Māori entrepreneurs from 2001 and 2006:

- (1) Finance and insurance at 77.5%;
- (2) Communication services at 63.6%;
- (3) Education at 38.5%; and
- (4) Accommodation, cafes and restaurants at 36.3%.

NEW ZEALAND MEDIAN TOTAL PERSONAL INCOME²³

See graph 5 below, for New Zealand in 2006, Māori entrepreneurs working in the mining industry had a higher median income than those working in other industries. The median personal income of Māori in this group was \$55,000 compared to the national median of \$36,300 for all Māori entrepreneurs. The industries with the next highest median personal incomes were the finance and insurance industry, at \$53,100, and the electricity, gas and water supply industry, at \$51,700.

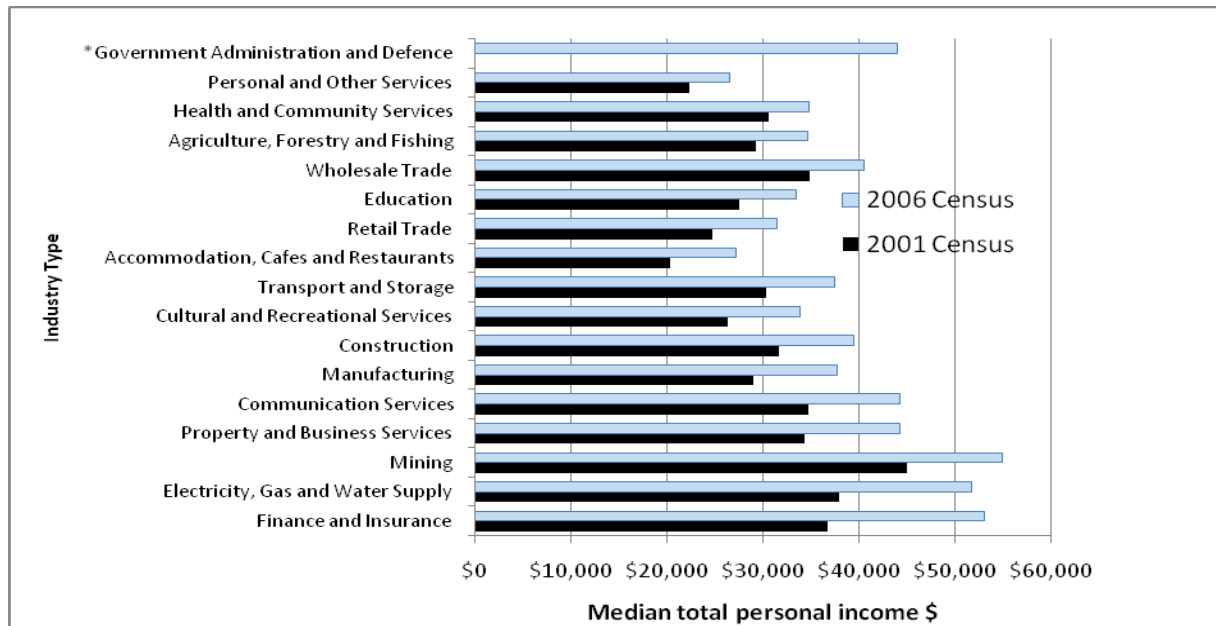
From 2001 and 2006, the median personal income of all Māori entrepreneurs increased by \$7,800 or 27.4%. The three industries with the biggest percentage increases were:

- (1) Finance and insurance, at 44.7%;
- (2) Electricity, gas and water supply, at 36.4%; and
- (3) Accommodation, cafes and restaurants, at 34.0%.

²² Note: Due to Statistics New Zealand's confidentiality provisions we do not have 2001 data for the following three industries: Mining; Electricity, Gas and Water supply; and Government Administration and Defence.

²³ Median income is the amount where half earn more, and half earn less than this amount, rounded to the nearest \$100.

• **GRAPH 5: MĀORI ENTREPRENEURS FOR NEW ZEALAND BY MEDIAN TOTAL PERSONAL INCOME FOR 2001 AND 2006²⁴ CENSUSES.**



Source: Statistics New Zealand's, Census of Population and Dwellings, 2001 and 2006. *Government Administration and Defence industry data was excluded for 2001 because of Statistics New Zealand's confidentiality rules.

This figure uses data for the employed people aged 15 years of age and over, who worked part-time and full-time.

ANZSIC is the Australian and New Zealand Standard Industrial Classification. The ANZSIC96 version used for this analysis is version 4.1.

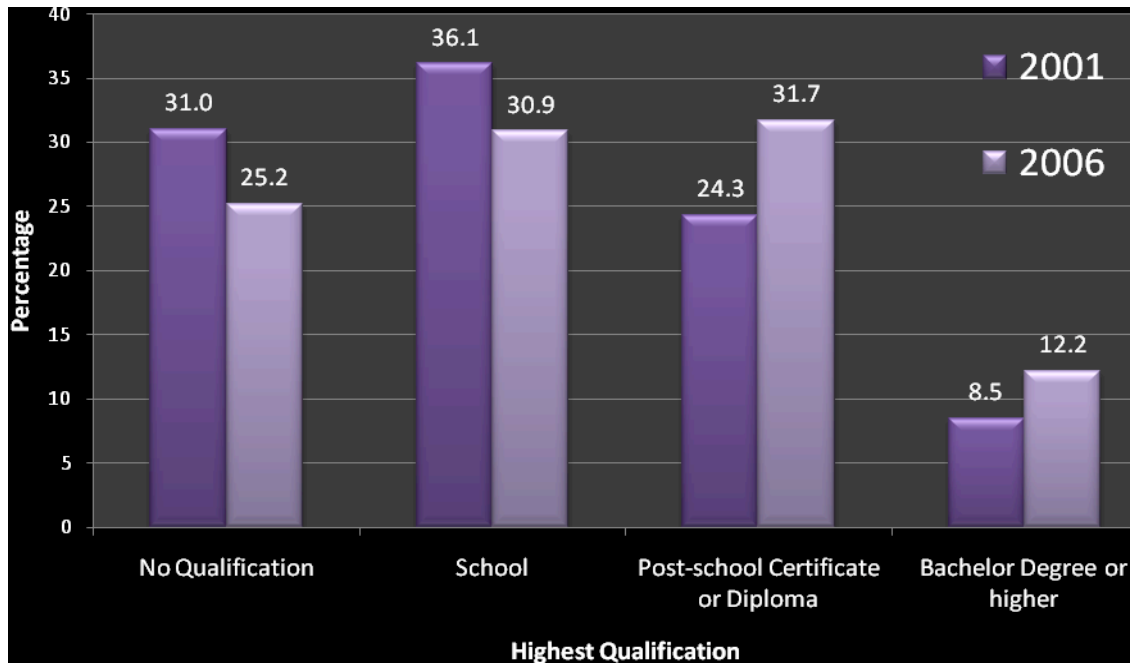
HIGHEST QUALIFICATION

For New Zealand in 2006 Māori entrepreneurs were more likely to have either a school qualification (30.9 %) or a post-school certificate or diploma (31.7%) as their highest qualification. In contrast with 2001, where most Māori entrepreneurs either had no qualifications (31.0%) or a school qualification (36.2%) as their highest qualification.

From 2001 and 2006, there was an increase in the proportion of those Māori entrepreneurs with post-school qualifications. Graph's 6 and 7 shows these changes for New Zealand and the Bay of Plenty region.

²⁴ Please refer to Confidentiality Rules under Technical Notes regarding data that is not shown in Graph 7.

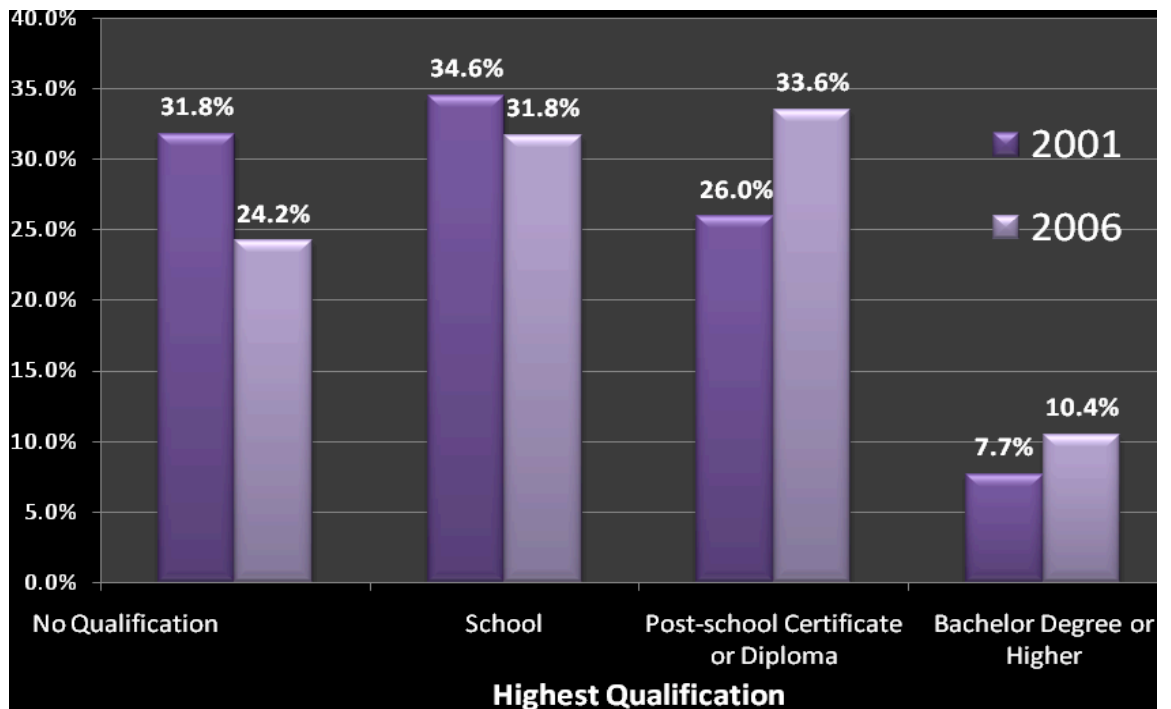
• **GRAPH 6: HIGHEST QUALIFICATION FOR MĀORI ENTREPRENEURS* IN NEW ZEALAND, 2001 AND 2006 CENSUSES**



• Source: Statistics New Zealand's, Census of Population and Dwellings, 2001 and 2006.

*This figure uses data for the employed people aged 15 years of age and over.

• **GRAPH 7: HIGHEST QUALIFICATION FOR MĀORI ENTREPRENEURS* IN THE BAY OF PLENTY REGION, 2001 AND 2006 CENSUSES**



• Source: Statistics New Zealand's, Census of Population and Dwellings, 2001 and 2006.

*This figure uses data for the employed people aged 15 years of age and over.

For the Bay of Plenty region in 2006, Māori entrepreneurs were more likely to have either a school qualification (31.8%) or a post school certificate or diploma (33.6%) as their highest qualification.

This is slightly higher than nationwide proportions of Māori entrepreneurs for 2006 of 30.9% (school qualifications) and 31.7% (post school certificate or diploma) respectively. This was in contrast with 2001, where just over two-thirds of Māori entrepreneurs either had no qualifications (31.8%) or a school qualification (34.6%) as their highest qualification.

From 2001 and 2006, there was an increase in the proportion of Māori entrepreneurs in the Bay of Plenty region with post-school qualifications. Graph 7 shows these changes.

A lower proportion of Māori entrepreneurs in the Bay of Plenty region had a Bachelor degree or higher as their highest qualification in both 2001 and 2006, compared with their nationwide Māori entrepreneur counterparts. However, there has been an increase in the proportion of Māori entrepreneurs in the Bay of Plenty region with a Bachelor degree or higher, from 7.7% in 2001 to 10.4% in 2006.

TECHNICAL NOTES

RANDOM ROUNDING

In order to protect confidentiality, Statistics New Zealand's policy is to randomly round figures to base three. As a result, individual rows and columns may not add up to totals, and figures in tables may differ slightly to figures in other publications.

CONFIDENTIALITY RULES

The number of Māori entrepreneurs involved in the government administration and defence industry in 2001 is not available because of Statistics New Zealand's data confidentiality rules applied to low numbers. Therefore, no information is available for this industry in Graph 1. Also other industries are affected and these are mentioned at the foot of each relevant graph.

INDUSTRY CLASSIFICATION STANDARD (INDUSTRY)

ANZSIC is the Australian and New Zealand Standard Industrial Classification. In 1996 New Zealand published ANZSIC 1996 (New Zealand use version). The ANZSIC96 version used for this analysis is version 4.1.²⁵ It is closely based on the International Standard Industrial Classification 3 (United Nations 1990).

ENTREPRENEURS

"Employer with or without employees" combines "Employer" and "Self employed without employees" statistics from Statistics New Zealand's 2001 and 2006 Censuses of Population and Dwellings.

ETHNICITY/ETHNIC GROUP²⁶

Total Responses: includes all of the people who stated each ethnic group, whether as their only ethnic group or as one of several ethnic groups. Where a person reported more than one ethnic group, they have been counted in each applicable group.

Ethnicity is the ethnic group or groups that people identify with or feel they belong to. Ethnicity is a measure of cultural affiliation, as opposed to race, ancestry, nationality or citizenship. Ethnicity is self-perceived and people can belong to more than one ethnic group.

²⁵ <http://www2.stats.govt.nz/domino/external/omni/omni.nsf/wwwglsry/ANZSIC> accessed on 13 August 2009.

²⁶ <http://www.stats.govt.nz/Census/2006-census-data/2006-census-definitions-questionnaires/definitions/e.aspx> accessed on 7 October 2009

An ethnic group is made up of people who have some or all of the following characteristics:

- a common proper name
- one or more elements of common culture that need not be specified, but may include religion, customs, or language
- unique community of interests, feelings and actions
- a shared sense of common origins or ancestry, and
- a common geographic origin.

Māori in this report refers to the Māori ethnic group.

TOTAL PERSONAL INCOME²⁷

Information on total personal income received was collected from individuals in the 2001 and 2006 Censuses. It represents the before-tax income for the respondent in the 12 months ending 31 March 2001 and 2006. Dollar amounts shown are not inflation-adjusted.

Total personal income is aggregated to form a number of other income outputs including:

- Grouped total personal income
- Total household income
- Grouped total household income
- Total family income
- Grouped total family income
- Combined parental income for couples with child(ren)
- Grouped combined parental income for couples with child(ren)
- Total extended family income
- Grouped total extended family income.

HIGHEST QUALIFICATION

Highest qualification is derived for people aged 15 years and over, and combines highest secondary school qualification and post-school qualification to derive a single highest qualification by category of attainment.

Table 6 below shows the concordances that map Statistics New Zealand's 2001 and 2006 Census data on Highest qualifications with the Equivalent Highest qualifications used in this report.

²⁷ <http://www.stats.govt.nz/Census/2006-census-data/information-by-variable/total-income-personal-family-combined-parental-extended-family-and-household.aspx> accessed on 7 October 2009.

• **TABLE 6: STATISTICS NEW ZEALAND'S CONCORDANCES OF HIGHEST QUALIFICATION²⁸**

2001 Census: Education Highest Qualification	2006 Census: 2001 Equivalent Highest Qualification	Maps to the following Equivalent Highest Qualifications used in this report	Examples of qualifications
No Qualification	No Qualification	No Qualification	
Fifth Form Qualification	Level 1 Certificate gained at school	School	School certificate, NCEA Level 1
Sixth Form Qualification	Level 2 Certificate gained at school	School	Sixth form certificate, NCEA Level 2
Higher School Qualification	Level 3 or 4 Certificate gained at school	School	Bursary, scholarship, NCEA level 3
Overseas Secondary School Qualification	Overseas Secondary School	School	O level, A level, GCE
Basic Vocational Qualification	Level 1, 2 or 3 Certificate gained post-school	Post-school Certificate or Diploma	Pre-vocational certificates, bridging certificates
Skilled Vocational Qualification	Level 4 Certificate gained post-school	Post-school Certificate or Diploma	Trade certificate, national certificate
Intermediate Vocational Qualification	Level 5 Diploma	Post-school Certificate or Diploma	Advanced trade certificate
Advanced Vocational Qualification	Level 6 Diploma	Post-school Certificate or Diploma	Undergraduate diploma/certificate, national diploma, NZ diploma.
Bachelor Degree	Bachelor Degree and level 7 qualifications	Bachelor Degree or higher	BA, BSc, BCA
Higher Degree	Post-Graduate and Honours degree	Bachelor Degree or higher	Post-graduate diploma, post-graduate certificate
Higher Degree	Master's Degree	Bachelor Degree or higher	MĀ, MSc, MBA, MCA
Higher Degree	Doctorate Degree	Bachelor Degree or higher	PhD
Highest Qualification Unidentifiable	Not Elsewhere Included		
Not Stated/Not Elsewhere included - includes other New Zealand secondary school qualification			

Source: Statistics New Zealand's, Census of Population and Dwellings, 2001 and 2006.

QUALIFICATION

A qualification is a formally recognised award for attainment resulting from a full-time (20 hours per week) learning course of at least three months, or from part-time study that, when completed, is equivalent to three months full time, or from on-the-job training.

Formal recognition means that the qualification is:

awarded by a New Zealand secondary school or institution as defined by the Education Act,
or

awarded under the auspices of the New Zealand Qualifications Authority (NZQA), that is, by
a registered qualifications provider, or

awarded by a publicly recognised New Zealand authority of a profession, academic discipline
or trade, or

awarded by a New Zealand recognised overseas authority of a profession, academic
discipline or trade.

Category of attainment is an indication of the amount and type of learning required to gain a qualification.

The amount of learning is the total learning time usually necessary to obtain a qualification. Included are any previous learning or educational attainment required for admission to the educational course leading to the qualification and the amount of learning time necessary to complete the qualification.

The type of learning is the blend of theoretical knowledge and understanding and the attainment of practical skills. For example, academic qualifications have greater theoretical content than vocational qualifications; vocational qualifications have greater applied skills content than academic qualifications.

CENSUS USUALLY RESIDENT POPULATION COUNT

The census usually resident population count of New Zealand is all people counted in New Zealand on census night, excluding overseas visitors and New Zealand residents temporarily overseas.

The census usually resident population count of an area in New Zealand is a count of all people who usually live in that area and are present in New Zealand on census night. This count excludes visitors from overseas, visitors from elsewhere in New Zealand, and residents temporarily overseas on census night.

For example, a person who usually lives in Christchurch city but was in Wellington city on census night will be included in the census usually resident population count of Christchurch city and also will be included in the census night population count of Wellington city. They will be excluded from the census night population count of Christchurch city and from the census usually resident population count of Wellington city.

For the purposes of the data used in this report, the “usually resident” definition was refined with the help of Statistics New Zealand to include: Employed Census Usually Resident Population Count Aged 15 Years and over. See below for definition of Employed.

EMPLOYED

Employed includes: Full-time and Part-time employed. Full-time is equal to people working 30 or more hours per week. Part-time is equal to people working 1-29 hours per week. Also, employed is related to work in the 7 days prior to 6th March 2001 and 5th March 2006. The analysis shown in tables and graphs is for the job a person worked the most hours in.

REGIONAL COUNCIL²⁹

Regional councils were established by the Local Government Commission in November 1989 after the abolition of the 22 local government regions. A total of 14 regional councils were defined by the local government commission. In 1992 this was increased to 16.

Regional councils cover every territorial authority in New Zealand with the exception of the Chatham Islands Territory. Generally, regional councils contain complete territorial authorities. Where territorial authorities straddle regional council boundaries, the affected area has been statistically defined in complete area units. For 2006 boundaries, there are eight instances of territorial authority boundaries straddling regional council boundaries.

The Local Government Amendment Act (No. 3) 1988 requires the boundaries of regions to conform as far as possible to one or more water catchments. When determining regional boundaries, the Local Government Commission also gave consideration to regional communities of interest, natural resource management, land use planning and environmental matters.

Regional councils are defined at meshblock and area unit level. The seaward boundary of the regions is the 12-mile (19.3km) New Zealand territorial limit.

For the purposes of the data used in this report, the Bay of Plenty region refers to the Bay of Plenty regional council and includes the following areas:

- Taupo District
- Western Bay of Plenty District
- Tauranga City
- Rotorua District
- Whakatane District
- Kawerau District
- Opotiki District
- Area Outside Territorial Authority³⁰

²⁹ <http://www2.stats.govt.nz/domino/external/omni/omni.nsf/wwwglsry/Regional+Council> accessed on 13 August 2009.

³⁰ This includes the following: Moutohora Island, Oceanic Bay of Plenty Region, White Island, Motiti Island, and Mayor Island.

APPENDICES

APPENDIX 1:

Māori entrepreneurs working full and part-time in New Zealand by industry	2001 Census	% of 01 Total	2006 Census	% of 06 Total
Construction	2,682	17.1	3,855	19.7
Property and Business Services	2,256	14.4	3,369	17.3
Agriculture, Forestry and Fishing	2,376	15.2	2,394	12.3
Retail Trade	1,596	10.2	1,869	9.6
Manufacturing	1,257	8.0	1,275	6.5
Personal and Other Services	897	5.7	1,161	5.9
Transport and Storage	1,041	6.7	1,011	5.2
Cultural and Recreational Services	702	4.5	945	4.8
Health and Community Services	576	3.7	828	4.2
Accommodation, Cafes and Restaurants	624	4.0	738	3.8
Wholesale Trade	504	3.2	597	3.1
Education	447	2.9	564	2.9
Communication Services	408	2.6	399	2.0
Finance and Insurance	234	1.5	303	1.6
Government Administration and Defence	0	0.0	177	0.9
Electricity, Gas and Water Supply	33	0.2	24	0.1
Mining	12	0.1	12	0.1
Total All Industries	17,094		21,069	

Source: Statistics New Zealand's 2006 Census of Population and Dwellings. All data relates to the employed working age population aged 15 years and over.

Excludes not elsewhere included.

1 = Entrepreneurs used this report includes: Māori employers and Māori self-employed and without employees.

2 = Employed includes: Full-time and Part-time employed. Full-time is equal to people working 30 or more hours per week. Also, employed is related to work in the 7 days prior to 6 March 2001 and 5th March 2006. The analysis shown in tables and graphs is for the job a person worked the most hours in.

Industry uses the ANZSIC – the Australian and New Zealand Standard Industrial Classification. The ANZSIC 96 version used for this analysis is version 4.1.

APPENDIX 2:

Māori entrepreneurs working full-time in the Bay of Plenty region by industry	2001 Census	% of 01 Total	2006 Census	% of 06 Total
Construction	225	16.6	333	20.1
Property and Business Services	180	13.2	258	15.6
Agriculture, Forestry and Fishing	240	17.7	252	15.2
Retail Trade	165	12.1	183	11.1
Manufacturing	120	8.8	120	7.2
Transport and Storage	96	7.1	93	5.6
Personal and Other Services	60	4.4	90	5.4
Health and Community Services	54	4.0	69	4.2
Accommodation, Cafes and Restaurants	54	4.0	63	3.8
Cultural and Recreational Services	51	3.8	51	3.1
Education	36	2.6	39	2.4
Wholesale Trade	39	2.9	33	2.0
Communication Services	21	1.5	33	2.0
Government Administration and Defence	c	c	21	1.3
Finance and Insurance	15	1.1	12	0.7
Total *	1,458	100.0	1,758	100.0

Source: Statistics New Zealand's 2001 & 2006 Censuses of Population and Dwellings. All data relates to the employed working age population aged 15 years and over.

*Excludes the following industries for 2001 and 2006 due to Statistics New Zealand's confidentiality reasons (low numbers): Mining; Electricity, Gas and Water Supply; Government Administration & Defence (for 2006 only). Also excludes not elsewhere included.

1 = Entrepreneurs used this report includes: Māori employers and Māori self-employed and without employees.

2 = Employed includes: Full-time and Part-time employed. Full-time is equal to people working 30 or more hours per week. Also, employed is related to work in the 7 days prior 5th March 2006. The analysis shown in tables and graphs is for the job a person worked the most hours in.

3 = the Bay of Plenty region includes the following areas: Taupo District, Western Bay of Plenty District, Tauranga City, Rotorua District, Whakatane District, Kawerau District, Opotiki District, and Area Outside Territorial Authority (Moutohora Island, Oceanic Bay of Plenty Region, White Island, Motiti Island, and Mayor Island).

4 = ANZSIC is the Australian and New Zealand Standard Industrial Classification. The ANZSIC96 version used for this analysis is version 4.1.

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