



KEY FACTS

- The Māori workforce has increased by 32,490 since 2001, approximately 9.8 percent.
- Self-employment constitutes about 9.8 percent of the total Māori workforce aged 15 and over.
- Overall, the South Island tends to have a higher proportion of self-employed.
- Self-employment figures in the South Island grew at an average of 30 percent, with especially strong growth in Nelson, Canterbury, Otago and Southland.

NB: The figures discussed in this fact sheet do not include 'Not Elsewhere Included' and 'Not Stated' data from the 2001 and 2006 Census

Since 2001, the Māori working age population has increased by 30,130. The number of Māori employees increased by 32,490 to 192,330 and the number of self-employed Māori grew by 3,950 to 21,000. However, self-employment has remained steady as a percentage of the Māori workforce, having increased only slightly from 9.6 percent to 9.8 percent between 2001 and 2006. Within this, the 2006 Census snapshot of Māori self-employed provides a more in-depth picture, and some differences between regions in small business ownership.

NATIONAL OVERVIEW OF MĀORI WORKFORCE

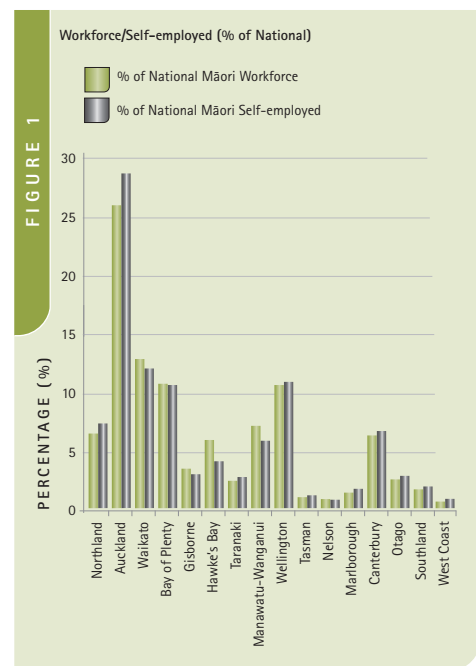
This table shows the national picture for 2006 broken down into regions.

| Māori Workforce by Region, 2006 | | | |
|---------------------------------|------------------------|---------------|------------------------------|
| Region | Total stated workforce | Self-employed | Self-employed % of workforce |
| Northland | 14,436 | 1,602 | 11.1% |
| Auckland | 53,106 | 5,856 | 11.0% |
| Waikato | 28,323 | 2,484 | 8.8% |
| Bay of Plenty | 23,919 | 2,274 | 9.5% |
| Gisborne | 6,900 | 576 | 8.3% |
| Hawke's Bay | 12,480 | 870 | 6.9% |
| Taranaki | 5,688 | 492 | 8.6% |
| Manawatu-Wanganui | 15,462 | 1,191 | 7.7% |
| Wellington | 23,034 | 2,274 | 9.9% |
| Tasman | 1,350 | 159 | 11.8% |
| Nelson | 1,476 | 159 | 10.8% |
| Marlborough | 1,971 | 234 | 11.9% |
| Canterbury | 15,318 | 1,569 | 10.2% |
| Otago | 5,373 | 651 | 12.1% |
| Southland | 4,359 | 477 | 10.9% |
| West Coast | 1,143 | 135 | 11.8% |
| Total | 214,338 | 21,003 | 9.8% |

Source: Statistics New Zealand, Census 2006

These figures are shown as a percentage of the national total in Figure 1.

Figure 1 shows the percentage of the total Māori workforce and the Māori self-employed in each region. Auckland supports about a quarter of the Māori workforce, but 28.5 percent of Māori self-employed, and Northland too supports slightly more self-employed, proportionally, than general workforce. By contrast, in Hawke's Bay, Waikato and Manawatu self-employed are slightly under-represented in comparison with the general workforce.



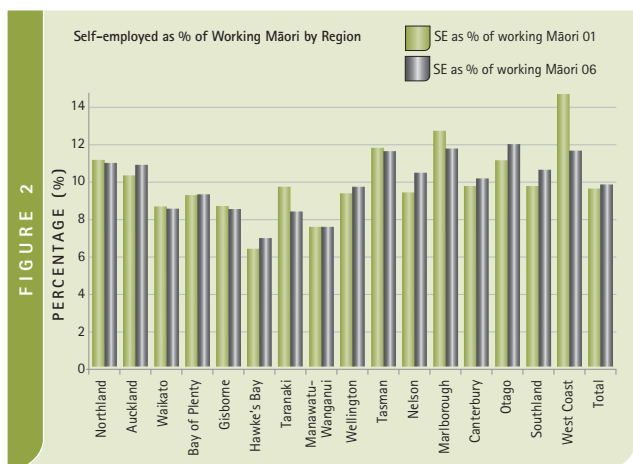
Source: Statistics New Zealand, Census 2006





SELF-EMPLOYMENT

Māori self-employment levels vary across the regions. The national total of Māori in self-employment in 2006 was 9.8 percent of the Māori workforce aged 15 years and over. Figure 2 shows this proportion in each region.

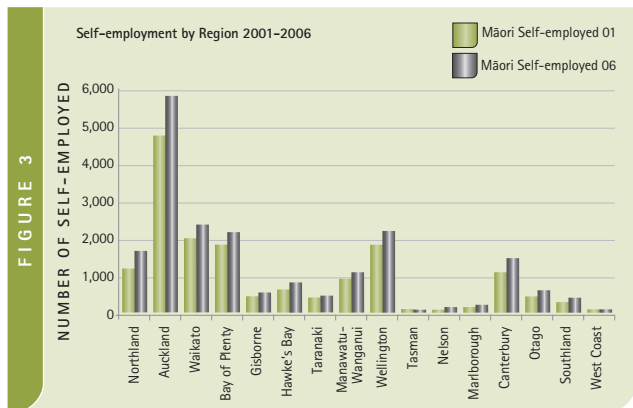


Source: Statistics New Zealand, Census 2001, 2006

Nelson, Marlborough and Otago exceed the national total percentage by approximately 3 percent, and Hawke's Bay is noticeably supporting a smaller percentage of self-employed than anywhere else in New Zealand. Figure 2 also shows us the growth or decline of self-employed Māori as a percentage of the Māori work force in each region, with Auckland, Nelson, Otago and Southland showing fairly strong increases and the West Coast showing the greatest drop.

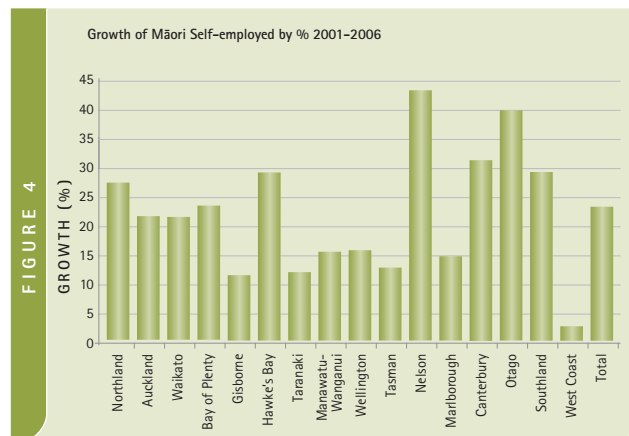
GROWTH IN SELF-EMPLOYMENT

Māori self-employment enjoyed significant growth in many areas of the country between 2001 and 2006, as shown in Figure 3.



Source: Statistics New Zealand, Census 2001, 2006

In percentage terms, the growth in Māori self-employment for the individual regions can be seen more clearly.

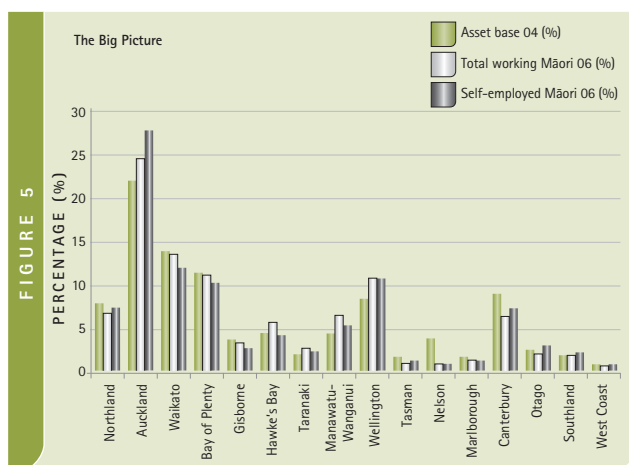


Source: Statistics New Zealand, Census 2001, 2006

In general, there has been a greater increase in most of the South Island Regions, Hawke's Bay and Northland, while Gisborne and Taranaki and the West Coast had the lowest percentage growth of self-employed.

EMPLOYMENT COMPARED TO ASSET BASE

The Māori asset base, estimated in 2004 to be \$9.46 billion, is not directly linked to Māori employment or self-employment. However, it is interesting to compare the relative scope and depth of Māori economic drivers across the regions.



Source: Statistics New Zealand, Census 2006
 NZIER: Māori Business and Economic performance, 2004

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