



**Te Puni Kōkiri**  
REALISING MĀORI POTENTIAL

## Tāmaki Makaurau – He Tirohanga Mo Āpōpō Making Ngā Kaihanga Hou a reality in Auckland



In October 2007, Te Puni Kōkiri published *Ngā Kaihanga Hou: For Māori Future Makers*; the culmination of an 18-month Māori futures thinking exercise.

Futures thinking is a process of creating a vision for a preferred future and then identifying issues, trends, and choices to be addressed in order to achieve that future.<sup>1</sup>

Drawing insights from extrapolation linked to known demographic, scientific and attitudinal trends, Ngā Kaihanga Hou identified key drivers that would influence Māori participation in the economy towards 2030.

Ngā Kaihanga Hou considered the impact of the new technologies: nanotechnology, biotechnology and neurotechnology and discussed a course for growing Māori prosperity even further. This could be achieved by leveraging their businesses into growth and strategic industries, nurturing innovation, improving their qualifications base, and promoting higher levels of entrepreneurship.

For the past year, Te Puni Kōkiri has focused its futures lens on the Tāmaki makaurau region to explore Making Ngā Kaihanga Hou a reality in Auckland. A large proportion of Māori live in Auckland, and overall Auckland also makes an important contribution to New Zealand's Gross Domestic Product.

The result of Te Puni Kōkiri's Auckland-focused futures thinking is an electronic toolkit made up of a number of evidence base reports. The toolkit will be available from [www.tpk.govt.nz](http://www.tpk.govt.nz)

### MĀORI DEMOGRAPHICS AND POPULATION PROJECTIONS<sup>2</sup>

For New Zealand, the Māori<sup>3</sup> population has a young age structure, with relatively high proportions in the child and childbearing ages, and low proportions at the older ages. This provides a built-in momentum for future growth.

- In 2006, 46% of Māori in the Auckland region were under 20 years of age, whereas for non-Māori it was 28%.
- In 2006, 3% of Māori in the Auckland region were in the age group 65 years and over, whereas for non-Māori it was 11%.
- The Māori population is projected to increase in all regions and most territorial authority areas during 2006–21<sup>4</sup>.
- Among territorial authority areas, Manukau City had the largest Māori population in 2006. It is projected to experience the largest numerical increase in Māori population, up 17,000, from 54,000 in 2006 to 71,000 in 2021.
- However, the proportion of the Manukau City population who are Māori is projected to remain about 16 percent.
- Between 2006 and 2021, Manukau City will contain 9 percent of New Zealand's Māori population.

1 Menzies M (1997) What is futures thinking? from: <http://www.futurestrust.org.nz/content/view/27/41/>

2 These results are based on Statistics NZ's 'medium' series of the subnational ethnic population projections unless otherwise stated. Derived figures, such as percentage changes, have been produced using data of greater precision than what is published. The figures may differ slightly from those derived using rounded data. This is for selected territorial authorities in the Auckland region.

3 Māori 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.

4 The growth is driven by the high rates of Māori birth and natural increase, which generally offsets any population losses due to migration and inter-ethnic mobility (people changing their ethnic identity). Ethnic 'inter-marriage' also makes an important contribution to population growth: about one-quarter of Māori births have a Māori father and a non-Māori mother.



- Increases in the Māori population are projected in the Waitakere City: Up 9,000, from 26,000 in 2006 to 35,000 in 2021.
- Average annual growth in the Māori population of 2 percent or more is projected for the Papakura and Rodney districts within the Auckland region.

## ■ ACCORDING TO STATISTICS NZ'S 2006 CENSUS: IMPORTANCE OF MĀORI

When rural Māori first began migrating to the cities; Auckland was the destination for many of them. The single largest concentration of Māori reside in the Auckland region and they are just over 11 percent of the total population of Auckland.

- The Māori population in the Auckland region ranks 1st in size out of all the 16 regions in New Zealand.
- Almost ¼ or 24.3% of New Zealand's total Māori population resides in the Auckland region
- 137,133 Māori usually live in the Auckland region out of a total Auckland region population of 1,303,068.
- 11.1% of people in the Auckland region belong to the Māori ethnic group, compared with 14.6% for all of NZ.
- Apart from English, the next common language spoken by Māori in the Auckland region is Māori, which is spoken by 20.1% of Māori.
- For Māori aged 15 years and over, the median income in the Auckland region is \$24,600, compared with a median of \$20,900 for all Māori in New Zealand.
- 42.6% of Māori aged 15 years and over in the Auckland region have an annual income<sup>5</sup> of \$20,000 or less, compared with 48.3% of Māori throughout New Zealand.
- 13.6% of Māori aged 15 years and over in Auckland region have an annual income of more than \$50,000, compared with 10.2% of all Māori in New Zealand.

## ■ FOR CONTEXTUAL REASONS

There is no doubt of Auckland's importance to New Zealand overall. Nearly one third of all New Zealanders live there and the numbers are growing; while its contribution to the country's economy proportionally, almost mirrors its share of the total population.

- In 2006, the Auckland region has 32.4% of New Zealand's total population
- By 2021 the Auckland region is predicted to grow to 1.7 million people, a growth of 31% since the last census in 2006.
- The Auckland region contributed almost a third of total exports in the most recent financial year, with 31.8% of total exports.
- Auckland regions share of NZ's GDP (at current prices) for year ended March 2003 was 36.5%.<sup>6</sup>

## ■ MĀORI PARTICIPATION IN THE AUCKLAND REGIONAL ECONOMY

For 2005/06, Māori participation in terms of value added<sup>7</sup> by Māori producer enterprises to the Auckland region's domestic product was \$1.4 billion (or 2.8%), whereas Māori participation in NZ's GDP was 5.3% (or \$8.3 billion).<sup>8</sup>

Māori producer enterprises<sup>9</sup> are estimated to have generated more than \$8.3 billion in value added to New Zealand, with nearly \$1.4 billion being from the Auckland region.

## ■ WHAT IS MĀORI PARTICIPATION IN NEW ZEALAND'S GDP?

Between 2003 and 2006, the Māori participation in New Zealand's GDP has lifted significantly from \$2.6 billion (or 1.96%) to \$8.3 billion (or 5.35%).<sup>10 11 12</sup>

5.35% share of NZ's total GDP - this proportion provides an indication of the size and participation of Māori producer enterprises relative to NZ's total GDP<sup>13</sup>.

Within the \$8.3 billion value added from Māori producer enterprises, nearly \$2.6 billion is attributable to Māori producer enterprises in the agriculture industry.

5 Median incomes (half earn more, and half earn less than this amount).

6 Refer to link: <http://www.stats.govt.nz/~media/statistics/publications/analytical-reports/regional%20gross%20domestic%20product/regional-gdp-research-report.aspx> accessed on 10 September 2009.

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

8 BERL (May 2008), Māori Participation in the Auckland and New Zealand economies 2006, report commissioned by Te Puni Kōkiri.

9 Māori producer enterprises are businesses with a Māori employer and businesses comprising a self-employed Māori individual with no employees.

10 BERL (May 2008), Māori Participation in the Auckland and New Zealand economies 2006, report commissioned by Te Puni Kōkiri.

11 These proportions provide an indication of the size of Māori producer enterprises relative to the total production activity of the New Zealand economy.

12 When looking at the proportions of Māori contribution to NZ's GDP for 1996, 2003, and 2006 it's important not to assert that the remaining 98.77%, 98.04%, and 94.65% respectively arises from non-Māori enterprises. Such an interpretation would be incorrect. This is because it is difficult to assign ethnicity to some industries, e.g., finance and banking.

13 Including non-production elements of GDP, such as indirect taxes (e.g. GST).

**TABLE 1: MĀORI PARTICIPATION IN NEW ZEALAND'S GDP**

	1996*	2003*	2006*	% change 2003/06
Māori participation in NZ's GDP (\$b)	1.2	2.6	8.3	219.2
NZ's GDP (\$b)	93.4	130.7	156.1	19.4
Māori participation in NZ's GDP (%)	1.23	1.96	5.35	

Note: Includes the components of GDP not allocated to industries, such as: indirect taxes on final demand, e.g. GST and bank service charges.

Sources used: NZIER\*, BERL+, and Statistics New Zealand.

### WHAT IS THE AUCKLAND REGIONS SHARE OF THE MĀORI COMMERCIAL ASSET BASE?

The Auckland regions share of the Māori commercial asset base is \$2.5 billion (or 15.2%) from an estimated Māori commercial asset base for New Zealand of \$16.5 billion for 2006.

\$1.2 billion<sup>14</sup> of the Māori commercial assets base in the Auckland region resides in the property and business services industry.

### ARE MĀORI IN THE AUCKLAND REGION MORE ENTREPRENEURIAL?

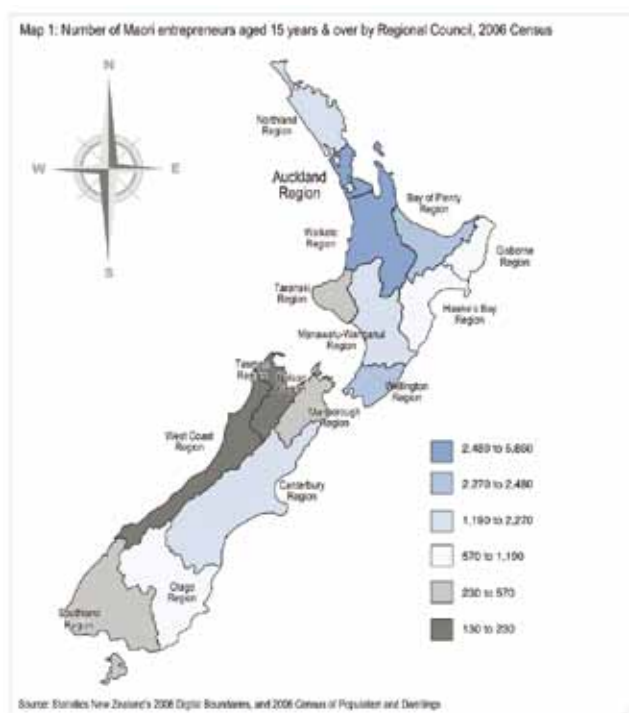
Measuring entrepreneurship is a complex and dynamic activity that involves disentangling entrepreneurial activity from other, more ordinary business activity.<sup>15</sup> But it is important to attempt it because entrepreneurship represents a critical link between research and development and economic growth as it facilitates the transfer of knowledge created in incumbent organisations to other organisations.<sup>16</sup>

Measuring the number of Māori entrepreneurs<sup>17</sup> in the Auckland region<sup>18</sup> is one proxy indicator of Māori participation in this region, and the New Zealand economy.

- In 2001 and 2006, there were more Māori entrepreneurs in Auckland than any other region.
- From 2001 and 2006, Auckland had the largest increase in numbers of Māori entrepreneurs, and Nelson had the biggest proportional increase of Māori entrepreneurs.

- There were 5,856 Māori entrepreneurs<sup>19</sup>. This was made-up of 1,788 Māori employers (or 30.5%) and 4,806 Māori self-employed and without employees (or 69.5%).
- The change from 2001 and 2006, in the number of Māori entrepreneurs increased by 1,050, or 21.8%.
- In 2001 and 2006, Māori entrepreneurs were most likely to be in the construction<sup>20</sup>, and property and business services<sup>21</sup> industries.

Map 1 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.



14 The property and business services industry represents 48% of the Auckland share of the Māori commercial asset base.

15 Kukoc, K., and Regan, D. (2008). Measuring entrepreneurship. Economic Roundup, Summer, Australian Treasury.

16 Audretsch, B. D. (2007). Entrepreneurship Capital and Economic Growth, Oxford Review of Economic Policy, 23, pp 63-78.

17 Entrepreneurs or entrepreneurship uses the combined totals of two Statistics NZ's census employment categories, namely: (a) self-employed without employees; and (b) employer. This data relates to employed people aged 15 years of age and over.

18 For the purposes of data used in this fact sheet, the Auckland region refers to the Auckland regional council and includes the following areas: Rodney district, North Shore City, Auckland city, Manukau city, Papakura district, Franklin and Waitakere city.

19 Māori entrepreneurs for this research comprises of Māori employers and Maori self-employed and without employees. Information purchased from Statistics NZ's 2001 & 2006 Censuses.

20 2006: 24.3% (1,326); 2001: 24.3% (1,077).

21 2006: 21.6% (1,182); 2001: 18.1% (804).





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## Tāmaki of a hundred lovers

Tāmaki Makaurau means “Tāmaki of a hundred lovers” and talks of the great treasures, plentiful kai, vibrant history and constant migrations of people.

According to the 2006 census a quarter of the Māori population resides in Tāmaki Makaurau (139,990) and this presents some exciting opportunities and challenges for iwi Māori, Auckland and New Zealand, says Te Puni Kōkiri regional director Pauline Kingi.

Māori in Tāmaki Makaurau are a vital work force behind some of Auckland’s key industries like service and sales, clerical and administration, factory workers and professionals.

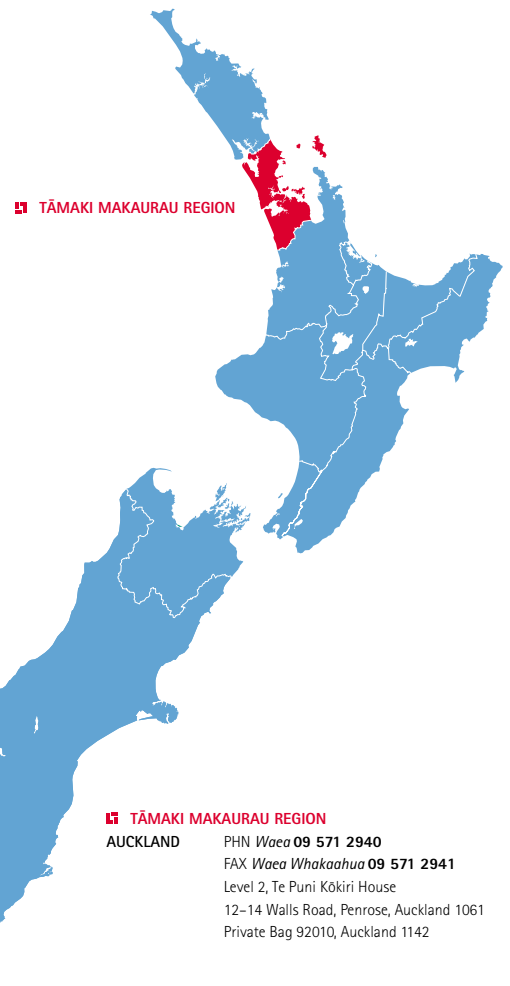
The Tāmaki Makaurau region covers seven local authorities, one regional council and three district health boards.

There are two principal iwi in Tāmaki Makaurau – Ngāti Whātua and Tainui. Other iwi interests include Ngāti Paoa, Ngāti Wai and Ngāi Tai. Taura Here interests include Ngāpuhi Ngāti Porou, Ngāti Kahungunu and Mataatua. There are also two urban iwi authorities Manukau Urban Māori Authority and Te Whānau o Waipareira Trust, as well as a cross section of providers involved in health, social services and education.

The region extends from Te Hana in the North through to Meremere in the south, across to the eastern seaboard bounded by Kaiaua, including the Hauraki Gulf Islands to Helensville in the west.

“The role of our office is to be an enabler and work for iwi Māori in the community to ensure their dreams, aspirations and opportunities are realised,” says Pauline.

“This role represents an exciting paradigm shift from a negative intervention to a positive affirmation of the dreams and visions of our people in our region.”



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