



Te Puni Kōkiri
REALISING MĀORI POTENTIAL

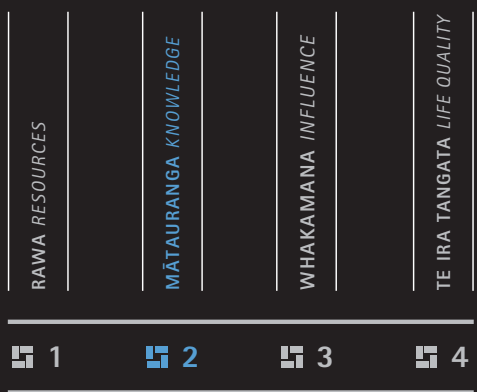


Te Ripoata Ohanga Māori mō Te Waiariki

*Report on the Māori Asset Base in the Waiariki Economy:
An Economic Growth Strategy for a Sustainable Future*



REALISING MĀORI POTENTIAL



The four enablers of the Māori Potential Approach are shown in the illustration above. All our written information has been organised within these enabler areas. The enablers are as described opposite.

1	<i>Rawa – The resources to realise potential.</i>
2	<i>Mātauranga – The knowledge to realise potential. This area acknowledges the importance of knowledge to building confidence and identity, growing skills and talents and generating innovation and creativity. Knowledge and skills are considered as a key enabler of Māori potential as they underpin choice and the power to act to improve life quality.</i>
3	<i>Whakamana – The authoritative capacity to realise potential.</i>
4	<i>Te Ira Tangata – The quality of life to realise potential.</i>

DISCLAIMER This publication is intended to provide information on the matters contained herein. It has been written, edited and published and made available to all persons and entities strictly on the basis that its authors, editors and publishers are fully excluded from any liability or responsibility by all or any of them in any way to any person or entity for anything done or omitted to be done by any person or entity in reliance, whether totally or partially, on the contents of this publication for any purposes whatsoever.

© Te Puni Kōkiri

ISBN 978-0-478-34502-5

February 2010

MAI TE MANAHAUTŪ FROM THE CHIEF EXECUTIVE



Opportunities abound for Māori in Waiariki rohe to capitalise on the economic potential of their asset base.

Māori are fast moving from passive rent receivers to active business operators and partners. This paradigm shift is realising successful economic gains for Māori across the rohe.

Further investigation of the productive use and value of assets in this rohe will consolidate and nurture that potential. Concurrently Māori will generate the skills and knowledge required for continuous improvement in social and economic well-being.

The present strength of Māori in the Waiariki rohe is their asset base. This asset base is currently concentrated in the primary industry and is driven by land ownership. Further, a substantial proportion of the asset base in this rohe is held in collective ownership.

Over the last 10 years, the assets of Māori entities have grown. This has created a challenge in terms of distributing income, and managing and further growing the asset.

This report demonstrates, at a broad level, the significance of Māori in the economic development of the Waiariki rohe, and the role Māori can play in influencing economic change and direction in this rohe.

Te Puni Kōkiri intends that this report will assist in the development of robust strategies and resilient relationships, and contribute to strengthening Māori economic development in the Waiariki region. It should be used in conjunction with other strategies and economic development projects, and be seen as a platform for encouraging further investigation and discussion.

Te Puni Kōkiri acknowledges Kel Sanderson, Fiona Stokes and Adrian Slack of Business Economic and Research Limited (BERL), the authors of this report.

Te Puni Kōkiri would also like to thank all those individuals and organisations who have contributed in numerous ways to this report.

In particular, acknowledgement is given to the Bay of Plenty Māori Economic Forum for their expert knowledge and guidance with the research and in the compilation of this report.

Ngā mihinui

Leith Comer
Chief Executive

CONTENTS

4	1	SUMMARY
4	1.1	Māori business assets
5	1.2	Collectively owned assets
6	1.3	Treaty of Waitangi settlement assets
6	1.4	Networks and collaboration
6	1.5	Opportunities for growth
7	1.6	Looking ahead
9	2	INTRODUCTION
10	3	OVERALL ASSESSMENT OF ASSET BASE VALUE
11	4	MĀORI BUSINESS ASSETS
11	4.1	Māori businesses
16	5	COLLECTIVELY OWNED ASSETS
17	5.1	Māori land incorporations
18	5.2	Ahu whenua trusts
22	5.3	Māori land incorporation and ahu whenua trust asset estimates
24	5.4	Looking ahead
25	6	TREATY OF WAITANGI SETTLEMENT ASSETS
25	6.1	Treaty of Waitangi settlement assets
29	6.2	Treaty of Waitangi forestry settlement assets
30	6.3	Māori Fisheries Act 2004 settlement assets
32	7	NETWORKS AND COLLABORATION
32	7.1	Networks
33	7.2	Collaborations
34	8	OPPORTUNITIES FOR GROWTH
34	8.1	Capital for investment
34	8.2	Human capital
35	8.3	Influencing future directions
38	9	APPENDIX 1: METHODOLOGY
38	9.1	Data
38	9.2	Definitions
40	9.3	Rounding
41	10	APPENDIX 2: DEMOGRAPHIC PROFILE
41	10.1	Population at 2006
43	10.2	Iwi profiles
44	10.3	Income statistics
47	10.4	Labour force and employment
48	10.5	Industry and occupation

TABLES & FIGURES

10	Table 3.1	Total estimated value of Māori assets in the Waiariki economy, as at 2009
12	Table 4.1	Māori self-employed (without employees) and employers
13	Table 4.2	Changes in New Zealand self-employed (without employees) businesses
14	Table 4.3	Changes in New Zealand employers' businesses
15	Table 4.4	Industry profile of businesses, Bay of Plenty region and New Zealand
17	Table 5.1	Māori land incorporations in Waiariki Māori Land Court District
18	Table 5.2	Ahu whenua trusts in Waiariki Māori Land Court District
19	Table 5.3	Ahu whenua trust operational activities in Waiariki
20	Figure 1	Bay of Plenty Settlement Hierarchy
22	Table 5.4	Māori land trusts and incorporations - asset value estimates
26	Table 6.1	Settlement entity assets, value as at 2009
29	Table 6.2	Forestry settlement assets, value as at 2009
30	Table 6.3	Allocated fishery assets, value as at 2009
41	Table 10.1	Bay of Plenty region and New Zealand resident population
41	Table 10.2	Territorial authorities resident population
42	Table 10.3	Bay of Plenty region age profile
42	Table 10.4	Territorial authorities age profile
43	Table 10.5	Bay of Plenty region iwi population profiles
44	Table 10.6	Household incomes, Bay of Plenty region
45	Table 10.7	Personal incomes, Bay of Plenty region
46	Table 10.8	Source of income, Bay of Plenty region
47	Table 10.9	Labour force status, Bay of Plenty region
47	Table 10.10	Employment status, Bay of Plenty region
48	Table 10.11	Employment by industry, Bay of Plenty region
49	Table 10.12	Employment by occupation, Bay of Plenty region,

1. SUMMARY

4



This report has been prepared by Business and Economic Research Limited (BERL) for the Bay of Plenty Māori Economic Development Reference Group (the Reference Group).

Our research objectives were to:

- demonstrate the significance and role of Māori in influencing economic change in the Waiariki rohe
- inform future Māori economic development plans that would enable Māori self-determination and influence beyond the Waiariki rohe.

The asset base of the Waiariki rohe includes the asset base of the following iwi: Te Whānau-a-Apanui, Ngaitai, Whakatōhea, Tūhoe, Ngāti Awa, Ngāti Tūwharetoa Bay of Plenty (BoP), Ngāti Pūkenga, Ngaiterangi, Ngāti Ranginui, Ngāti Pikiao, Ngāti Rangiteaorere, Ngāti Rangitihī, Ngāti Rangiwewehi, Tapuika, Tūhourangi, Waitaha, and Ngāti Whakaue. The asset base of Ngāti Tūwharetoa has not been included as part of the Te Arawa waka.

The Waiariki rohe encompasses the territorial authorities of the Western Bay of Plenty District, Tauranga City, Rotorua District, Whakatāne District, Kawerau District, and Opotiki District.

The present strength of Māori in the Waiariki rohe is their asset base. This asset base is currently concentrated in the primary industry and is driven by land ownership. It has an estimated value of between \$5.69 billion and \$8.94 billion. Our mid-range conservative estimate is \$6.63 billion. The land area of the

Bay of Plenty region is 2,183,500 hectare.

The land area in Waiariki owned by Māori entities, including the Central North Island Iwi Collective is 685,000 hectare.¹ This area is 31.5 percent of the Bay of Plenty region.

If investment in land ownership by these entities and the land owned by private Māori landowners is included, the area would undoubtedly be greater than one-third of the land area of the Bay of Plenty region.

These benchmark figures illustrate the significant role Māori plays in the economy of this rohe.

1.1 MĀORI BUSINESS ASSETS

Our estimates of Māori business assets rely on official data from the Statistics New Zealand 2001 and 2006 Censuses of Population and Dwellings. Some of the data used in these estimates is only collected at Census time and only available for the Bay of Plenty region.

Our estimates indicate Māori businesses in the Bay of Plenty region employed nearly 1,500 people who were self-employed (without employees) and approximately 5,400 employers with their employees in 2006. As a weighted average these businesses had approximately \$300,000 worth of assets per person.

The industries where Māori in the Bay of Plenty region were predominantly self-employed were property and business services, construction, agriculture, forestry and fishing, and retail trade. This trend is similar to national Māori self-employment figures.

The increase in the number of Māori employers in the Bay of Plenty region between 2001 and 2006 was also similar to national trends.

¹ This figure breaks down into: Māori land incorporations 69,000 hectare; ahu whenua trusts 440,000 hectare; and CNI Iwi Collective 176,000 hectare. This figure was estimated from Māori Land Court (MLC) data for Waiariki. BERL obtained information on individual trusts and incorporations and removed from our lists the main trusts and incorporations that are not located in the defined Waiariki area.

The number of Māori employers in this region increased across all industries except mining, and electricity, gas and water supply. It is positive to see the number of Māori employers increasing in business services and other high-skilled industries.

1.2 COLLECTIVELY OWNED ASSETS

A substantial proportion of the asset base in this rohe is held in collective ownership through Māori authorities, Māori Trust Boards, Rūnanga, and Treaty of Waitangi settlement entities.

Māori authorities refer to ahu whenua trusts, pūtea trusts, whānau trusts, whenua tōpū trusts, kai tiaki trusts, Māori incorporations, and Māori reservations. Of particular interest to this research are Māori incorporations and ahu whenua trusts, which were established under Te Ture Whenua Māori Act 1993 (the Māori Land Act).

The land administered by Māori land incorporations and ahu whenua trusts in the Waiariki rohe totals more than 500,000 hectares and is administered by approximately 1,920 entities.²

We examined 12 Māori land incorporations using a sample of annual reports and conducting interviews. This sample represents just under one quarter of the total number of Māori land incorporations identified from the Māori Land Court database. These incorporations have equity assets that range from just over \$1.5 million to \$70 million.

The majority of these incorporations have diversified operations, with most having forestry interests of some sort – either as forest owners/operators, contracting forest

managers or stumpage rights from leased land. Several of the incorporations run sheep and beef or dairy farms. These farms have farm managers or in the case of dairy operations share-milking arrangements. There were also examples of horticultural operations, including green and gold kiwifruit and avocado orchards. Some incorporations were also diversifying into operations that require substantial capital investment such as geothermal electricity generation or a retirement village complex to be built on incorporation land.

We examined a sample of 34 annual reports from ahu whenua trusts and drew on information from study interviews on a further 21 ahu whenua trusts in Waiariki. These 55 trusts have equity assets that range from just over \$200,000 to \$115 million. The land assets owned by these trusts range from 10 hectares to 29,000 hectares. However, the location and use of this land substantially affects its monetary value.

Our sample of trusts is indicative of the range of activities and asset base of the total number of trusts. However, it is difficult to estimate the total value of all trusts' assets based on this sample. Almost one fifth of the trusts in this rohe are less than one hectare and over two fifths have between one and 19 hectares. These small landholdings, and further research work completed by BERL, indicates the land may be urban land in settlements. Trusts and incorporations with urban land could have a major impact on the future development of these settlements in the Waiariki rohe.

² This figure was estimated from MLC data for Waiariki. We obtained information on individual trusts and incorporations and removed from our lists the main trusts and incorporations that are not located in the defined Waiariki area.



1.3 TREATY OF WAITANGI SETTLEMENT ASSETS

At the time this report was completed, Treaty of Waitangi settlement assets in the Waiariki rohe have an approximate value of \$349 million. These settlements include the Central North Island Forests Iwi Collective, Te Arawa Lakes, Ngāti Tūwharetoa (Bay of Plenty), and Ngāti Awa. The value of settlement assets is easier to measure than the assets held by Māori businesses or Māori authorities.

Pending Treaty of Waitangi settlements in the Waiariki rohe include Te Whānau-a-Apanui, Whakatōhea, and Tūhoe to the east, and Ngāti Ranginui, Ngaiterangi, and Ngāti Pūkenga in the west. These iwi are negotiating towards agreement in principle with the Crown, while Ngaitai are in the pre-negotiation stage with the Crown. The settlement of these claims could potentially add another \$100million to the economy.

Although these iwi and their associated Māori Trust Boards or Rūnanga have not settled claims with the Crown they have embarked on economic development projects. These projects are expected to gain momentum when the settlement assets become available.

In addition, Ngāti Ranginui, Ngaiterangi, Whakatōhea, Tūhoe, and Ngaitai are recognised Mandated Iwi Organisation (MIO) and have received their allocated fisheries assets. Te Whānau-a-Apanui has to date not joined this framework.

1.4 NETWORKS AND COLLABORATION

Māori networks in the Waiariki rohe have a social and economic focus. These networks are often provided by Rūnanga, iwi authorities

or a Māori Trust Board, but they may also be professional organisations representing the interests of a group of employers. Networks in this area may also involve collaborations between iwi.

While we have not been able to provide an estimated value for these organisations, it is important to note the contribution they make to the social and economic well-being of their iwi and hapū members. Organisations like these will play a key role in informing future economic development plans that will enable Māori self-determination and influence within and beyond the Waiariki rohe.

1.5 OPPORTUNITIES FOR GROWTH

Over the last 10 years many Māori land incorporations and ahu whenua trusts in the Waiariki rohe have begun to receive an income from their farm and/or forestry interests, and new settlement entities have received financial and commercial redress. The assets of Māori entities have therefore shifted from being relatively small to corporate sized. This has created a challenge in terms of distributing income, and managing and growing the asset.

Previously many Māori land incorporations and ahu whenua trusts have not made distributions to their owners. Now income is being generated and owners expect to receive something from their land. However, many Māori land incorporations and ahu whenua trusts do not have procedures in place to deal with this, and this process will become more complicated in the future due to succession.

Post-settlement governance entities are also grappling with the issue of distribution, and many have established social service

businesses that focus on well-being.

Māori in the Waiariki rohe are therefore beginning to think strategically about managing and growing their asset base. Questions are being posed as to how this asset base can provide long-term social and economic benefits, particularly employment. These questions have a long-term intergenerational viewpoint and the answers are being posed as frameworks and project plans that indicate the steps necessary to achieve self determination.

Māori land incorporations and ahu whenua trusts have predominantly been conservative in their business investments in the past. Now, several of these entities have money to invest and are considering a wide variety of options. Some are investing in stock and improvements; some are investing in other land-based businesses such as kiwifruit or avocado orchards; some are moving from receiving rents and stumpage to managing the forest. As such, Māori in the Waiariki rohe are moving from being passive rent receivers to active business operators and partners.

This movement into business operations also means Māori are getting involved in different parts of the value chain such as growing, marketing, processing, transport and logistics, and selling. One example of this is Te Awanui Huka Pak, a pack house and cool storage facility for kiwifruit and avocados.

As a result of this strategic thinking a shift is slowly occurring within the current trustee governance model, and a more diverse leadership that spans representation, skills, age and gender is being introduced.

This shift is occurring due to recognition from the current incumbents that the role and expectations of trustees is changing, particularly as trustees now need to take an active strategic leadership role. Further, there is the opportunity for the current incumbents to work with others to pass on knowledge, build leadership and in turn further grow the asset base for future generations.

This governance model and the issues trustees are grappling with in many ways contrast with the governance of settlement entities. These entities are not overcoming legacy issues; they offer Māori the opportunity to inject a new set of skills and diversity into tribal groups; and build on initiatives such as Futures Planning and education scholarships.

The challenge now is to find and attract people home and reverse the diaspora. This could be facilitated through the creation of employment opportunities and sustainable communities that are well resourced with infrastructure and facilities.

1.6 LOOKING AHEAD

Land use information is considered key to many groups, particularly as the asset base is currently concentrated in the primary industry and land ownership.³ Land use information has the potential to unlock unproductive land and open up marginal land. Water and road access often restricts land use and land value. Land use information could allow ahu whenua trusts and Māori land incorporations to work together to resolve these issues. It could also provide direction on how to utilise the land to its greatest potential and take advantage of future opportunities. It could also enable

³ The primary industry includes agriculture, forestry, fishing and mining.



informed decision-making about partnerships and collaborations with other groups that are involved in strategies such as carbon farming, geothermal, eco-tourism or horticulture.

This report demonstrates, at a broad level, the significance of Māori in the economic development of Waiariki, and the role Māori can play in influencing economic change and direction in this area. It should be used in conjunction with other strategies and economic development projects that are being undertaken such as the three year action plan that is part of the Bay of Plenty Regional Strategy. This strategy considers Māori economic development and land use a high priority for the Bay of Plenty region.

This report is also a platform for further investigation. It should encourage further investigation and discussion between members of the Bay of Plenty Māori Economic Development Reference Group and other groups in the rohe such as district

and city councils, settlement entities, ahu whenua trusts, incorporations, professional organisations and networks, and other stakeholders in the primary industry.

This report, and the projects highlighted in the Bay of Plenty Regional Strategy, illustrates areas where Māori can work with partner agencies to meet current and future economic opportunities.

Māori are a sleeping giant in the Waiariki rohe but a paradigm shift is occurring. While the asset base is currently concentrated in the primary industry, there are clear indications of increasing diversification to high value investment decisions. This paradigm shift is being driven by land ownership, but ongoing settlements with the Crown are also changing the mix of assets. Further investigation of the productive use and value of these assets will see the giant awaken in this rohe, and Māori generate the skills and knowledge required for continuous social and economic evolution.

2. INTRODUCTION

This report has been prepared by Business and Economic Research Limited (BERL) for the Bay of Plenty Māori Economic Development Reference Group (the Reference Group).

The purpose of this report will be to:

- Provide a quantitative description of the current Māori economy and asset base
- Identify opportunities that may provide significant strategic growth and development for Māori in this area
- Provide qualitative information on key organisations and existing or potential linkages that can and should be leveraged as part of any further strategies
- Act as a platform for further research by identifying gaps, opportunities, and areas for further investigation and research.

The knowledge, information researched and analyses will also provide Māori with the opportunity to obtain leverage within the Bay of Plenty Regional Strategy. This regional strategy is sub-titled An Economic Growth Strategy for a Sustainable Future, and is relevant to the assets, aims and aspirations of Māori communities and iwi in the Bay of Plenty.

The asset base of the following iwi were examined: Te Whānau-a-Apanui, Ngaitai, Whakatōhea, Tūhoe, Ngāti Awa, Ngāti Tūwharetoa (Bay of Plenty), Ngāti Pūkenga, Ngaiterangi, Ngāti Ranginui, Ngāti Pīkiao, Ngāti Rangiteaorere, Ngāti Rangitihi, Ngāti Rangiwewehi, Tapuika, Tūhourangi, Waitaha, and Ngāti Whakaue. The asset base of Ngāti Tūwharetoa has not been included as part of the Te Arawa waka.

The Waiariki rohe encompasses the territorial authorities of the Western Bay of Plenty district, Tauranga City, Rotorua District,

Whakatāne District, Kawerau District, and Ōpōtiki District.

The asset base of Māori in the Waiariki rohe was identified, analysed and measured to illustrate the significant role Māori plays in the economy of this rohe. This asset base is split into three components: Māori business assets, collectively owned assets, and settlement assets. Section 3 provides our overall assessment of the asset base value. Māori business assets are discussed in Section 4. This section discusses Māori businesses and their assets in the Bay of Plenty region in 2006, and the growth in Māori businesses nationally from 2001 and 2006. Section 5 discusses collectively owned Māori assets such as those owned by Māori land incorporations and ahu whenua trusts. Recent Treaty of Waitangi settlements have added to the asset base of Māori in the Waiariki rohe. These settlements are discussed in Section 6 and include land, forestry, fisheries and geothermal settlement assets. Section 7 discusses networks and collaborations that are in place in the Waiariki rohe. Section 8 discusses opportunities for growth in the Waiariki rohe while Section 9 and 10 includes a brief methodology section and social and economic demographics of Māori in the Waiariki rohe. These demographics are from official data sources and provide a snapshot of Māori in this area in 2006.



3. OVERALL ASSESSMENT OF ASSET BASE VALUE

This report assesses the value of the Māori asset base in the Waiariki economy. Table 3.1 summarises this assessment.

This report is a platform for further investigation. The range between \$5.69 and \$8.93 billion is a benchmark and provides a broad indication of the current Māori asset base. Our mid-range, conservative estimate is \$6.63 billion. These figures demonstrate, at a

broad level, the significance of Māori in the economic development of Waiariki, and the role Māori can play in influencing economic change and direction in this area.

There are no good estimates in New Zealand of total asset values by region, let alone rohe. However, the share of land ownership by Māori gives one indication of the importance of Māori in the Waiariki economy.

TABLE 3.1: TOTAL ESTIMATED VALUE OF MĀORI ASSETS IN THE WAIARIKI ECONOMY, AS AT 2009

Asset holder	Estimated value (\$m)
Land trusts and incorporations	2,500 – 5,700
Māori businesses	2,262
CFL settlements	562
Settlement entities – non-fisheries	349
– Te Ohu Kai Moana	66
Total	5,690 – 8,930

Source: BERL

The total land area of the Bay of Plenty region is 2,183,500 hectares.⁴ The land area owned by Māori entities in Waiariki is 685,000 hectares.⁵ This area is 31.5 percent of the Bay of Plenty region. If investment in land ownership by these entities and the land owned by private Māori landowners is included, the area would undoubtedly be greater than one-third of the land area of the Bay of Plenty region.

In brief, our assessment shows that the Māori asset base is:

- substantial and potentially much greater than previous estimates.
- currently concentrated in the primary industry, but there are clear indications of increasing diversification to high

value investment destinations, such as geothermal energy, boutique farming, aquaculture and eco-tourism.

- driven by land ownership, but ongoing settlements with the Crown are also changing the mix and management of assets that comprise the asset base.

Our initial assessment draws on a range of information sources, and has involved judgement and estimation to deliver an overall total figure. This initial assessment offers an opportunity to test the assumptions and judgements used in its preparation. The assessment highlights that further work is required to investigate the productive uses and value of Māori assets in Waiariki in order to provide an accurate estimate of the asset base.

⁴ The Bay of Plenty region includes parts of the South Waikato District, Western Bay of Plenty District, Tauranga City, Rotorua District, Taupō District, Whakatāne District, Kawerau District, and Ōpōtiki District. The Waiariki rohe excludes the South Waikato District and the Taupō District.

⁵ This figure was estimated from MLC data for Waiariki. We obtained information on individual trusts and incorporations and removed from our lists the main trusts and incorporations that are not located in the defined Waiariki area. This figure breaks down into: Māori land incorporations 69,000 hectare; ahu whenua trusts 440,000 hectare; and Central North Island Iwi Collective 176,000 hectare.

4. MĀORI BUSINESS ASSETS

This section estimates the assets that would have been employed in Māori businesses at the time of the 2006 Census. Some of the data used in these estimates is only collected at Census time. Also, this information is only available for the Bay of Plenty region.⁶ Information on small to medium sized Māori enterprises (SMEs) has also been difficult to obtain and would be an area of further work.

Our estimates indicate Māori businesses in the Bay of Plenty region employed approximately \$2,300 million worth of assets in 2006. This is based on nearly 1,500 Māori in this region being self-employed (without employees) and approximately 5,400 Māori being employers with employees.⁷ As a weighted average, these employers had approximately \$300,000 worth of assets per person in their businesses.

This estimate is based on data on the average number of employees per employer in each industry, and the Annual Enterprise Survey which indicates the assets employed per employee in an industry.

Employment in the Waiariki rohe has grown by 3.0 percent per annum between 1998 and 2008, while employment in New Zealand has grown by 2.4 percent over the same period.

Gross Domestic Product (GDP) is currently \$21,964 million in the Waiariki rohe. Between 1998 and 2008, GDP in the Waiariki rohe grew by 3.9 percent per annum. In New Zealand, GDP grew by 3.3 percent during the same period.⁸

4.1 MĀORI BUSINESSES

Approximately 1,467 Māori were self-employed (without employees) in the Bay of Plenty region in 2006. The industries where Māori were predominantly self-employed in were property and business services, construction, agriculture, forestry and fishing, and retail trade.⁹ This trend is similar to national figures, where Māori self-employment is concentrated in the property and business services, construction, and agriculture, forestry and fishing industries.

In 2006, there were 804 Māori employers in the Bay of Plenty region. The majority of Māori employers were again in the construction, agriculture, forestry and fishing, retail trade, and property and business services industries. There were also a sizeable number of Māori employers in the accommodation, cafes and restaurants, and manufacturing industries.

6 The Bay of Plenty region includes parts of the South Waikato District, Western Bay of Plenty District, Tauranga City, Rotorua District, Taupō District, Whakatāne District, Kawerau District, and Ōpōtiki District. The Waiariki rohe excludes the South Waikato District and the Taupō District.

7 Employed in the Statistics New Zealand Census of Population and Dwellings refers to people who are aged 15 years and over, usually resident in New Zealand, and employed either full or part time.

8 BERL Regional Database, March 2009.

9 The industry classifications used in this research are the Australian and New Zealand Standard Industrial Classification (ANZSIC) 2006. This is a hierarchical classification with four levels: divisions (the broadest level), subdivisions, groups and classes. For the purposes of this research we have examined industries at the division level. This level provides a limited number of categories that show a broad picture of the economy and is suitable for the publication of summary tables of official statistics.



Table 4.1 illustrates the number of Māori who were self-employed (without employees), and employers in the Bay of Plenty region and in New Zealand in 2006. This information is broken down by industry.

Nationally in 2006 approximately 14,000 Māori were self-employed (without employees), while approximately 7,000 Māori were employers.¹¹

TABLE 4.1: MĀORI SELF-EMPLOYED (WITHOUT EMPLOYEES) AND EMPLOYERS¹⁰

Industries* in the Bay of Plenty	Māori Self-Employed (N)	Māori Employers (N)	Total NZ Māori Self-Employed (N)	Total NZ Māori Employers (N)
Agriculture, Forestry and Fishing	180	132	1,470	924
Mining	0	0	12	3
Manufacturing	87	54	816	456
Electricity, Gas and Water Supply	3	0	21	3
Construction	219	162	2,433	1,422
Wholesale Trade	33	12	369	228
Retail Trade	120	96	960	909
Accommodation, Cafes and Restaurants	27	54	297	441
Transport and Storage	69	45	654	357
Communication Services	36	6	321	75
Finance and Insurance	15	6	222	81
Property and Business Services	249	93	2,403	969
Government Administration and Defence	24	0	156	18
Education	39	21	423	144
Health and Community Services	87	24	621	207
Cultural and Recreational Services	57	30	768	180
Personal and Other Services	96	33	846	312
<i>Not Elsewhere Included</i>	123	36	1,212	324
Total All Industries	1,467	804	14,007	7,062

Source: Statistics New Zealand 2006 Census of Population and Dwellings

*Industries=ANZSIC96 v1.0

¹⁰ The total in this table may differ from the sum of the components due to random rounding. Statistics New Zealand randomly rounds to base three to protect confidentiality. Individual figures may therefore not add up to totals and values for the same data may differ between tables.

¹¹ Some of the zeros in this table may be c (confidential) rather than zero people employed in an industry.

4.1.1 Growth in Māori businesses nationally 2001 to 2006

The increase in the number of Māori self-employed (without employees) from 2001 and 2006 was substantially greater than the

number of self-employed in all ethnicities. The number of Māori self-employed grew by 21 percent during this period, while the increase for all ethnicities was 10 percent.

TABLE 4.2: CHANGES IN NEW ZEALAND SELF-EMPLOYED (WITHOUT EMPLOYEES) BUSINESSES

Industry (ANZSIC96)	Total number of Māori self-employed without employees				Total number of All Ethnic self-employed without employees			
	2001	2006	Change 01-06 (number)	(%)	2001	2006	Change 01-06 (number)	(%)
<i>All industries</i>	11,565	14,007	2,442	21	213,117	234,954	21,837	10
A Agriculture, Forestry & Fishing	1,500	1,470	-30	-2	37,632	32,700	-4,932	-13
B Mining	12	12	0	0	171	207	36	21
C Manufacturing	816	816	0	0	15,708	13,782	-1,926	-12
D Electricity, Gas & Water Supply	24	21	-3	-13	318	765	447	141
E Construction	1,887	2,433	546	29	26,370	31,848	5,478	21
F Wholesale Trade	309	369	60	19	7,824	7,260	-564	-7
G Retail Trade	822	960	138	17	18,951	14,007	-4,944	-26
H Accommodation, Cafes & Restaurants	258	297	39	15	4,464	6,765	2,301	52
IJ Transport, Storage & Communication	1,056	975	-81	-8	10,596	14,619	4,023	38
K Finance & Insurance	171	222	51	30	4,131	4,980	849	21
L Property & Business Services	1,608	2,403	795	49	36,933	53,769	16,836	46
M Government Administration & Defence		156	156			2,556	2,556	
N Education	324	423	99	31	5,169	6,645	1,476	29
O Health & Community Services	399	621	222	56	7,518	10,083	2,565	34
P Cultural & Recreational Services	588	768	180	31	7,395	5,385	-2,010	-27
Q Personal & Other Services	639	846	207	32	10,227	11,511	1,284	13
R Not Elsewhere Included	1,155	1,212	57	5	19,701	18,078	-1,623	-8
Total	11,568	14,007	2,439	21	213,117	234,954	21,837	10

Source: Statistics New Zealand 2001 and 2006 Censuses of Population and Dwellings

The increase in the number of Māori employers between 2001 and 2006 was similarly larger than the increase in the number of employers in all ethnicities. In this case, the number of

Māori employers increased by 28 percent and the number of employers in all ethnicities increased by 10 percent.



TABLE 4.3: CHANGES IN NEW ZEALAND EMPLOYERS' BUSINESSES

Industry (ANZSIC96)	Total number of Māori employers				Total number of All Ethnic employers			
	2001	2006	Change 01-06 (number)	(%)	2001	2006	Change 01-06 (number)	(%)
<i>All industries</i>	5,526	7,062	1,536	28	129,633	142,884	13,251	10
A Agriculture, Forestry & Fishing	876	924	48	5	22,521	21,426	-1,095	-5
B Mining	6	3	-3	-50	117	123	6	5
C Manufacturing	444	456	12	3	13,290	13,275	-15	0
D Electricity, Gas & Water Supply	9	3	-6	-67	48	363	315	656
E Construction	792	1,422	630	80	13,638	19,866	6,228	46
F Wholesale Trade	192	228	36	19	7,158	7,206	48	1
G Retail Trade	777	909	132	17	23,025	15,738	-7,287	-32
H Accommodation, Cafes & Restaurants	363	441	78	21	7,524	10,818	3,294	44
IJ Transport, Storage & Communication	396	432	36	9	4,872	5,358	486	10
K Finance & Insurance	60	81	21	35	1,959	2,388	429	22
L Property & Business Services	648	969	321	50	17,808	24,216	6,408	36
M Government Administration & Defence		18	18			702	702	
N Education	123	144	21	17	1,320	1,689	369	28
O Health & Community Services	174	207	33	19	5,991	5,541	-450	-8
P Cultural & Recreational Services	117	180	63	54	1,764	1,500	-264	-15
Q Personal & Other Services	258	312	54	21	4,143	8,775	4,632	112
R Not Elsewhere Included	297	324	27	9	4,455	3,903	-552	-12
Total	5,526	7,062	1,536	28	129,633	142,884	13,251	10

Source: Statistics New Zealand 2001 and 2006 Censuses of Population and Dwellings

From 2001 and 2006, the number of Māori employers increased across all industries except mining, and electricity gas and water supply. It is positive to see Māori employers increasing in business services and other high-skill industries. The large increase in construction was also good at the time, but unfortunately construction was somewhat

overheated and is presently contracting.

It would be useful to compare this to the effects in the Bay of Plenty region as a whole. Unfortunately the data for 2001 is not available by region, so we are unable to explore in detail the changes in the Bay of Plenty Region from 2001 and 2006.

We can however look at the industry profile of people who were self-employed (without employees) and employers in 2006 to see if the pattern in the Bay of Plenty region differs

from that of all Māori in New Zealand.

Generally speaking the industry profile of Bay of Plenty Māori and all New Zealand Māori is quite similar to that for New Zealand as a whole.

TABLE 4.4: INDUSTRY PROFILE OF BUSINESSES, BAY OF PLENTY REGION AND NEW ZEALAND ¹²

Industry (ANZSIC06 Vol 1)	Industry profile for Self-employed and Employers Census 2006					
	Bay of Plenty Māori		All New Zealand Māori		New Zealand all Ethnicities	
	Self-employed	Employers	Self-employed	Employers	Self-employed	Employers
<i>All industries total (N)</i>	1,467	804	14,007	7,062	234,954	142,884
A Agriculture, Forestry & Fishing (%)	12	16	10	13	14	15
C Manufacturing (%)	6	7	6	6	6	9
E Construction (%)	15	20	17	20	14	14
F Wholesale Trade (%)	2	1	3	3	3	5
G Retail Trade (%)	8	12	7	13	6	11
H Accommodation, Cafes & Restaurants (%)	2	7	2	6	3	8
IJ Transport, Storage & Communication (%)	7	6	7	6	6	4
K Finance & Insurance (%)	1	1	2	1	2	2
L Property & Business Services (%)	17	12	17	14	23	17
M Government Administration & Defence (%)	2	0	1	0	1	0
N Education (%)	3	3	3	2	3	1
O Health & Community Services (%)	6	3	4	3	4	4
P Cultural & Recreational Services (%)	4	4	5	3	2	1
Q Personal & Other Services (%)	7	4	6	4	5	6
R Not Elsewhere Included (%)	8	4	9	5	8	3
Total (%)	100	100	100	100	100	100

Source: Statistics New Zealand 2006 Census of Population and Dwellings

12 Some of the zeros in this table may be c (confidential) rather than zero people employed in an industry.



5. COLLECTIVELY OWNED ASSETS

16

Government policy and legislation has shaped the ownership and governance arrangements around the Māori asset base in the Waiariki rohe. As such a substantial proportion of the asset base in this area is held in collective ownership through Māori authorities such as trusts and incorporations, Rūnanga, and Treaty settlement entities.

Māori authorities refer to ahu whenua trusts, pūtea trusts, whānau trusts, whenua topu trusts, kai tiaki trusts, Māori incorporations, and Māori reservations. Of particular interest to this research are Māori incorporations and ahu whenua trusts, which were established under Te Ture Whenua Maori Act 1993 (the Maori Land Act).

Māori land incorporations have a structure similar to a company, but their purpose is to manage Māori freehold land on behalf of its owners. These incorporations can include one or more blocks of Māori freehold land if at least one of the blocks has more than two owners. To establish Māori land incorporation, landowners apply to the Maori Land Court (MLC). Once a Māori land incorporation has been constituted, it can acquire any type of land.¹³

The purpose of ahu whenua trusts is to promote the use and administration of the land in the interest of their owners.¹⁴ These trusts are managed by trustees, often a board, who manage the land on behalf of the owners. These land blocks have multiple owners, ranging from 20 to over 10,000, who are

related by whakapapa. These owners have a cultural and shareholder interest in the land.

Most Māori land incorporations and ahu whenua trusts are administered by their owners as a group. However, Māori land incorporations and ahu whenua trusts can also be administered by the Māori Trustee, the Guardian Trust or accountants.

There are also Māori land blocks with no administration. These land blocks frequently have a lack of succession of owners, an inability to be administered or managed, and are often unproductive as a result.

General land covers land that is not Māori land that has been alienated from the Crown, and land that is no longer Crown or Māori land and is owned by Māori. General land is land that is owned by more than four people, of whom the majority are Māori.¹⁵

Details on marae have not been included as part of the asset base. However, we are aware that Te Puni Kōkiri is in the process of completing a marae development questionnaire. This can help marae to identify and plan for future developments; it will look at the value of the marae and taonga from a cultural point of view as well as for insurance purposes, and to generate a repairs and maintenance schedule. They will also provide further information on the asset base of Māori in the Waiariki rohe.¹⁶

This research has focused on obtaining base

13 Māori Land Court definition. <http://www.justice.govt.nz/maorilandcourt/incorporations>, accessed March 2009.

14 Māori Land Court definition. <http://www.justice.govt.nz/maorilandcourt/trusts>, accessed March 2009.

15 The legal definition of Māori land is available on the LINZ website, <http://www.linz.govt.nz/survey-titles/maori-records/what-is-maori-land/index.aspx>.

16 This marae information will not be shared with any third parties without the consent of marae representatives as part of privacy and data protection. Information from marae will be put together with information from other marae. The combined info will be used to produce regional and national reports. Information contained in these reports will not refer to individual marae or allow marae to be identified.

information on Māori land incorporations and ahu whenua trusts. This information is available from the MLC for Waiariki. We have obtained information on individual trusts and incorporations, and have removed from our lists the main trusts and incorporations that are not located in the defined Waiariki area.

The land administered by Māori land incorporations and ahu whenua trusts in the Waiariki rohe totals more than 500,000 hectares and is administered by approximately 1,920 entities.

5.1 MĀORI LAND INCORPORATIONS

Summary information on Māori land incorporations in the Waiariki rohe is available from the MLC database. This information, shown in Table 5.1 below, illustrates that land blocks administered by Māori land incorporations in Waiariki are mostly large enough for economic farm, forest or horticultural production units.

TABLE 5.1: MĀORI LAND INCORPORATIONS IN WAIARIKI MĀORI LAND COURT DISTRICT

Area range (ha)	Total area (ha)	Number of Incs	Average area per Inc (ha)
1,000+	62,504.7	17	3,676.7
100 to 999	5,418.8	16	338.7
20 to 99	670.7	14	47.9
1 to 19	78.3	8	9.8
Under 1	0.0	0	na
Total	68,672.5	55	1,248.6

Source: Māori Land Court

Note: Incorporations have been deleted from the MLC list where:

- 1) the names/number of the two entries are identical, one being "The Proprietors of.." and the other being the name/number; and
- 2) the land areas of the two entries are identical to four decimal places.

From this summary information we examined a total of 12 Māori incorporations using a sample of annual reports and conducting interviews. This sample represents just under one quarter of the total number of Māori land incorporations identified from the MLC database.

These incorporations have equity assets that range from just over \$1.5 million to \$70 million. One incorporation has just under 100 hectares of vested land, eight have between 100 and 999 hectares and three incorporations have land that is over 1,000 hectares in size. Collectively, the assets of these 12 incorporations amount to just under \$251 million.

5.1.1 Māori land incorporation activities

The majority of the incorporations examined have diversified operations; with most having forestry interests of some sort – either as forest owners/operators, contracting forest managers or stumpage rights from leased land. Several of the incorporations run sheep and beef or dairy farms, using either farm managers or in the case of dairy operations share-milking arrangements. There were also examples of horticultural operations, including green and gold kiwifruit and avocado orchards. Some incorporations were also diversifying



into operations that require substantial capital investment such as geothermal electricity generation or retirement village complexes built on incorporation land.

Another area that incorporations and trusts have moved into is eco-tourism involving guided tours and overnight stays in lodges in forested areas. These lodges can be rented out to corporate, tour and school groups as well as members of the incorporation or trust. One outcome of incorporations and trusts becoming involved in the restoration and protection of flora and fauna as well as wetland areas has been the expansion of tours that allow people to see the wetlands, flora and fauna, and witness the conservation of bird life.

Some incorporations and trusts are also considering building walkways in reserve areas, and there is a proposal for a coastal trail around the Bay of Plenty region where people

stay overnight at marae.

Some trusts and incorporations have purchased blocks of land as investment properties that they have then sold and used this money to purchase shares in tourist ventures. One example of this is an incorporation purchasing shares in Kiwi360. Kiwi360 is a tourist venture in Te Puke that focuses on the kiwifruit industry.

5.2 AHU WHENUA TRUSTS

Summary information on ahu whenua land trusts in Waiariki, from the MLC database, shows that some trusts administering very large areas of land are presumably operating as forest and farm production units. There are also a large number of ahu whenua trusts administering very small areas of land. These small blocks of land may be residential sections in urban areas that are either vacant or have housing on them.

TABLE 5.2: AHU WHENUA TRUSTS IN WAIARIKI MĀORI LAND COURT DISTRICT

Area range (ha)	Total area (ha)	Number of Trusts	Average area per Trust (ha)
1,000	345,502.8	51	6,774.6
100 to 999	67,415.0	232	290.6
20 to 99	20,153.3	429	47.0
1 to 19	6,697.7	824	8.1
Under 1	94.9	337	0.3
Total	439,863.8	1,873	234.8

Source: Māori Land Court

Note: Duplicate entries for have been removed where:

- 1) block names are identical;
- 2) trust names include the same block description +/- 'Ahu Whenua' etc;
- 3) land areas are identical to four decimal places.

We examined a sample of 34 annual reports and drew on information from study interviews with a further 21 ahu whenua trusts in Waiariki. These 55 trusts have equity assets that range from just over \$200,000 to \$115 million.

The land assets owned by these trusts range from 10 hectares to 29,000 hectares. The location and use of this land, however, substantially affects its monetary value. For example, Pukeroa Oruawhata Ahu Whenua

Trust holds approximately 20 hectares of land, predominantly in central Rotorua, and the Trust's equity amounts to over \$100 million. However, the average land value for trusts with farming operations on rural land is just over \$71,000 per hectare. The collective equity value of these trusts was over \$586 million.

Examining the wider set of ahu whenua trusts that were not specifically identified through our annual report review and interviews is an area for further work.

5.2.1 Ahu whenua trust activities

The majority of trusts in this area have diversified operations. Almost half have farming and forestry interests, with two thirds having

either farm or forestry operations. Other trusts are involved in horticulture, aquaculture, property or other financial investments, and a small number in geothermal power generation. Also, some trusts have used the revenue they have gained from woodlots to purchase commercial property.

Table 5.3 indicates the type of commercial operations the trusts in the annual report sample are involved in. As some trusts are involved in several activities, a single trust may be counted more than once in different categories. For example, a trust with farm and forest operations will be counted twice, therefore the number of trusts does not sum to the annual report sample total of 34.

TABLE 5.3: AHU WHENUA TRUST OPERATIONAL ACTIVITIES IN WAIARIKI

Commercial operations	Number of Trusts
Farming	14
Forestry	14
Horticulture	3
Aquaculture	1
Property	8
Geothermal	6
Investment	6
Unknown	7

Source: BERL interviews, annual reports 2006 to 2008.

This sample of trusts is indicative of the range of activities and asset base of the total number of trusts. However, it is difficult to estimate the total value of all trusts' assets based on this sample. This is because there are a large number of small trusts (almost one fifth have less than one hectare and over two fifths have between one and 19 hectare), so it is difficult to extrapolate from what we know to these other trusts.

5.2.2 Urban land development

Some of the larger ahu whenua trusts have embarked on substantial urban development. These include Pukeroa Oruawhata Ahu Whenua Trust in Rotorua and Poripori Trust in Tauranga. The latter is in the process of developing a substantial farmers market at Te Puna.

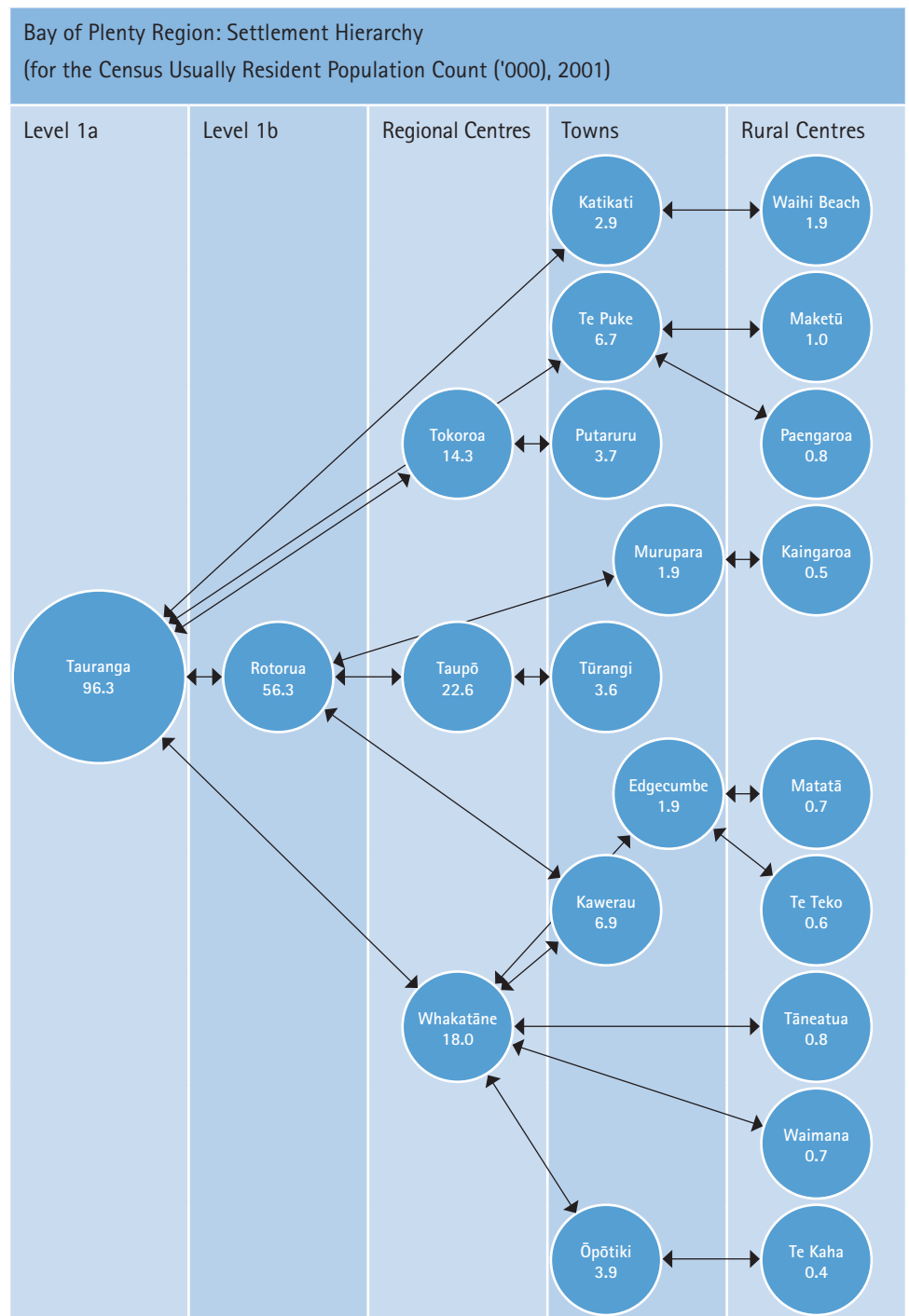
However, the many smaller trusts and incorporations with urban land can have a major impact on the nature of the development



of smaller settlements in the Waiariki rohe. The range of settlements with significant

ownership by ahu whenua trusts in this rohe include Mourea, Otaramarae, Matatā,

FIGURE 1: BAY OF PLENTY SETTLEMENT HIERARCHY



Source: Population from Census 2001

Maketū, Rangitaiki, Waioeka, Opape, Te Kaha, Whakarewarewa and Owkata.

Previous work completed by BERL in the Bay of Plenty region indicates the importance of settlements where Māori entities have land.¹⁷ As an example, we have attached a settlement hierarchy for the Bay of Plenty region from Chapter 5 of a BERL Report entitled *Bay of Plenty Region Economic Transformation: Stage 1: Situation Analysis*. This report was submitted to the Community Outcomes Bay of Plenty – Economic Transformation Sub-group in May 2007.

This settlement hierarchy uses data from Statistics New Zealand's 2001 Census of Population and Dwellings and could be updated. However, for now it illustrates the interrelationships between settlements in the region and the importance of these relationships. In particular it shows how smaller settlements rely on larger settlements for specialist trades and professional services. This in turn makes the smaller settlements and their hinterlands important in providing clients for the services available from the larger settlements.

This settlement hierarchy also demonstrates the significant influence ahu whenua trusts could exert in these settlements and the positive role they could play in influencing economic change in the Waiariki rohe.

As mentioned above, those settlements with significant ownership by ahu whenua trusts are in areas where the land value is high and there is the potential for this land value to grow in the future as the population grows, infrastructure such as roading improves, and services expand.

While not an ahu whenua trust, work being completed by the Tauranga Moana Māori Trust Board illustrates the positive role that

trusts could play in influencing economic change in the Waiariki rohe. This trust board has recognised the urgent need to provide affordable housing for people in the Tauranga Moana area. To date their research indicates that there is a large mass of multiple owned Māori freehold land in the Tauranga Moana area with the potential for housing development; there is a growing Māori population with housing needs; and that loan funds to build housing on multiple owned Māori land is very limited and does not include funding for infrastructure costs.

As such, the trust board is now working with Housing Corporation New Zealand, owners of Māori land and members of their trust board to provide a flexible home lending package that will allow Māori to build and own homes on multiple owned Māori land in Tauranga Moana.

There is also the potential for ahu whenua trusts to get involved in urban development and planning, and decision-making regarding community services and facilities.

Trusts in Te Teko and Kawerau are already considering the provision of community services such as landfills, worm farms, composting and recycling to process a diverse range of local waste products such as paper fibre waste, human effluent, and animal effluent. These are all very viable options compared to the transporting of rubbish from the Bay of Plenty to the Waikato region.

Another area of potential involvement by ahu whenua trusts is light industrial or commercial development in settlements such as Kawerau. These developments may involve collaboration with the district councils or others working with other trusts and incorporations in joint venture operations.

¹⁷ BERL. (2007). Bay of Plenty Region Economic Transformation: Stage 1: Situation Analysis.



5.3 MĀORI LAND INCORPORATION AND AHU WHENUA TRUST ASSET ESTIMATES

Table 5.4 summarises a range of research on Māori land incorporations and ahu whenua trust asset values. The last two entries are based

on BERL's research for this report. Caveats around our review of the annual reports of the selected trusts and incorporations are discussed in more detail below. The final entry is based on MLC information and BERL estimates.

TABLE 5.4: MĀORI LAND TRUSTS AND INCORPORATIONS – ASSET VALUE ESTIMATES

Source	Scope	Land area (ha)	Estimated value (\$m)
Tahana Ltd (2006) ¹	25 trusts and incorporations		350 – 450
Te Puni Kōkiri (2007) ²	18 trusts and incorporations	25,000	400
Annual report review and interviews ³	land trusts	74,350	688.7
	12 incorporations	10,230	250.9
BERL estimate ⁴	1,873 land trusts	439,860	2,000 – 4,910
	55 incorporations	68,670	460 – 790

Note: The sources use information from different years between 2006 and 2008.

Source:

1 Tahana Ltd (2006) *Tukua Mai Kia Piri Te Arawa E*

2 Te Puni Kōkiri (2007) *Te Arawa Land Trusts Et Incorporations*.

3 BERL review of Ahu Whenua and Incorporation annual reports and study interviews

4 BERL estimate of value of Māori Land Court registered land

The table above includes an order-of-magnitude estimate of the total value of trust and incorporation assets. This estimate includes values derived from BERL's annual report review and interviews, plus an estimate of the remaining trusts and incorporations in the MLC database. The MLC database covers both trusts and incorporations identified in our review plus those for which we do know the land area but not the usage or value of that land. Below we detail how we estimated the value for the trusts and incorporations for which we do not have valuation information – referred to below as the remaining blocks.

The area for the remaining blocks was based on the total land area reported in Table 5.4 above, less the land area for the identified trusts and incorporations with known values.

The value of the remaining blocks is likely to depend on the size and productive use of the constituent blocks. Therefore, the blocks were grouped by land size and a range of values per hectare were applied to provide an indication of the likely valuation range.

To provide a likely upper limit, we estimated the value of urban sections and smaller blocks of rural land using values from Quotable Value New Zealand for June 2008. Urban sections (blocks less than 1 hectare) were valued at \$350,000 per hectare, blocks between 1 and 19 hectare at \$100,000 per hectare and blocks up to 100 hectare at \$20,000 per hectare. Assuming all blocks greater than 100 hectare have productive uses, we applied the value of \$9,000 per hectare. This process gives an estimate of \$4.76 billion for the unvalued

trust and incorporation land. Combining this with the known value of the identified trusts and incorporations gives an upper limit of \$5.7 billion. This estimate covers the known and remaining blocks, being 439,860 hectare of land held by 1,873 ahu whenua trusts and 68,220 hectare of land held by Māori land incorporations.

To provide a likely lower limit estimate, we used an alternative value assuming the remaining land blocks had mixed usage, and included land with marginal use. An earlier BERL (1997) report on the Māori Economic Base, provided a global estimate of Māori authority land, excluding that administered by Federation of Māori Authorities (FoMA), the Māori Trust and land with no administration.¹⁸ Updating this figure to 2008 dollar terms, we applied an average figure of \$3,500 per hectare across all block sizes. This lower limit process values the remaining land blocks at \$1.5 billion. Combining this with the known value of the identified trusts and incorporations gives a lower limit of \$2.5 billion.

We believe the middle of this range is likely to be conservative. Applying a mid-range figure of \$6,250 per hectare to all blocks above 1,000 hectare and \$3,500 per hectare to smaller blocks gives an estimate of \$2.45 billion for the remaining blocks. Combining this with the known value of the identified trusts and incorporations gives a mid-range estimate of \$3.4 billion.

5.3.1 Caveats to the assessment

Our assessment of the identified blocks draws on a relatively small sample of 12 Māori land incorporations and 55 ahu whenua trusts

that are well known, prosperous businesses. Information on these incorporations and ahu whenua trusts is readily available, again indicating their business standing and success in operating in the area under study. Other incorporations and ahu whenua trusts that are operating in farm and forestry ventures are likely to be of a lower value as they are less well known and the information is not as readily available.

However, we do not know how much of the total land in the Waiariki rohe is marginal land or the productive uses of the remaining blocks that were not identified in the annual report review and interviews. While we have been able to give an indication of the total amount of land held by Māori land incorporations and ahu whenua trusts, the total number of Māori land incorporations and ahu whenua trusts in the rohe, and the average number of hectare per incorporation or trust, we are unable to provide detailed information on whether this land is productive or marginal.

We would like to extend the sample of the land asset base in Waiariki to look at land without administration. An earlier BERL (1997) report on the Māori Economic Base, based on Te Puni Kōkiri land area statistics, indicates that there is over 33,000 hectare of land without administration in the Waiariki rohe. Updating the estimated value of this land to 2008 dollar terms suggests a figure of \$68.4 million. This figure, based on 1996 numbers, has not been included in the overall estimates, as we believe further work is required to determine the present extent, nature and uses of this land.

18 BERL (1997). The nature and extent of the Māori Economic Base.



Inaccessible land, with no public right of way, and land without administration is an issue for Waiariki, as in a number of areas around the country.

We would also like to extend the sample of the land asset base in Waiariki to look at land administered by the Māori Trustee and to specifically include details of the activities on the land that they administer.

5.4 LOOKING AHEAD

The diverse activities of Māori land incorporations and ahu whenua trusts in the Waiariki rohe illustrate the importance of capitalising on strengths and opportunities, but also the need for collaborating with public

agencies on relevant sector projects, and skills and education initiatives. These activities also illustrate where Māori land incorporations and ahu whenua trusts could come together to work on issues of common interest or as clusters.

One example of an existing strategy and action plan that could be collaborated on is the Bay of Plenty Regional Strategy. A focus area of the Bay of Plenty Regional Strategy is the development of Māori economic development and resource utilisation. This strategy encourages collaborative partnerships between public agencies and iwi to foster economic development, and the further development of Māori commercial development and leadership.

6. TREATY OF WAITANGI SETTLEMENT ASSETS

This section discusses the components of the Māori asset base in Waiariki that are derived from Treaty of Waitangi settlements.

The Treaty of Waitangi settlements included in this asset base are held and managed by the Central North Island Iwi Holdings Ltd, the Te Arawa Lakes Trust, the Ngāti Tūwharetoa (Bay of Plenty) Settlement Trust, and Te Rūnanga o Ngāti Awa. The value of settlement assets is easier to measure than the assets held by Māori businesses or Māori authorities.

There are a number of pending Treaty of Waitangi settlements in the Waiariki rohe. Te Whānau-a-Apanui, Whakatōhea and Tūhoe to the east, and Ngāti Ranginui, Ngaiterangi, and Ngāti Pūkenga in the west are either in pre-negotiations or negotiating towards agreement in principle with the Crown. Ngaitai are in the pre-negotiation stage with the Crown. The settlement of these claims could potentially add at least \$100 million to the economy.

However, Ngāti Ranginui, Ngaiterangi, Whakatōhea, Tūhoe, and Ngaitai are recognised Mandated Iwi Organisations (MIO) and have received their allocated fisheries assets. Te Whānau-a-Apanui has to date not joined this framework and is not a MIO.

Although, these iwi and their associated Māori Trust Boards or Rūnanga have not settled claims with the Crown they have embarked

on economic development projects. Examples include Whakatōhea Māori Trust Board operating a Primary Health Organisation (PHO) in Ōpōtiki that offers mental health services, drug and alcohol counselling, and general medical services.¹⁹ Ngaiterangi Iwi Incorporated Society also provides health services in the Western Bay of Plenty area. These health services include care for the elderly and infirm, counselling services, and social work/caregiving services. These services may be marae based or provided in people's homes.

These economic development projects are expected to gain momentum when settlement assets become available.

6.1 TREATY OF WAITANGI SETTLEMENT ASSETS

The financial and commercial redress amount is the monetary value of the settlement. This is known as the quantum.²⁰ The quantum is received, held and managed by a post-settlement governance entity (PSGE).²¹ The Crown will not complete a settlement until a suitable governance entity has been legally established and ratified by a claimant group.

The Treaty of Waitangi settlements included in this asset base are held and managed by the Central North Island Iwi Holding Ltd, the Te Arawa Lakes Trust, the Ngāti Tūwharetoa (Bay of Plenty) Settlement Trust, and Te Rūnanga o Ngāti Awa. Table 6.1 overleaf shows the value of these settlements.

¹⁹ Public Health Organisations (PHOs) are funded by District Health Boards (DHBs) to provide primary health care services to people who are enrolled with the PHO. PHOs vary widely in size and structure, are not-for-profit, and provide services either directly by employing staff or through provider members.

²⁰ Crown Forestry Rental Trust. Aratohu Mō Ngā Rōpū Kaitono: Guide for Claimants Negotiating Treaty Settlements. Wellington: 2008.

²¹ In the case of Ngāti Awa the Crown accepted the statutory body Te Rūnanga o Ngāti Awa as the post-settlement governance entity (PSGE). Post-settlement groups may establish more than one PSGE to manage their settlement quantum and assets.



TABLE 6.1: SETTLEMENT ENTITY ASSETS, VALUE AS AT 2009

Settlement entity	Asset value (\$m)
Central North Island Iwi Holding Ltd	196.0
Te Rūnanga o Ngāti Awa	73.2
Ngāti Tūwharetoa (Bay of Plenty) Settlement Trust	45.0
Te Arawa Lakes Trust	35.0
Total	349.2

Source: BERL, annual reports

The asset values in Table 6.1 above are the value of the settlement asset when this report was prepared. The asset values include the original settlement quantum plus the growth in the value of these settlements. For example, Ngāti Tūwharetoa (Bay of Plenty) received a quantum of \$10.5 million in 2003, and this asset has now grown to \$45 million. The Central North Island Iwi Collective received their settlement quantum on 1 July 2009 therefore their asset value is the original settlement quantum.

Excluding Crown Forest Licences (CFLs), the quantum received by the four settlements examined in this research was approximately \$250 million.²² Prudent investment and re-investment has allowed the settlement entities to grow their assets to an estimated \$349.2 million.

6.1.1 Central North Island Forests Iwi Collective

The Central North Island Forests Iwi Collective (the Collective) is made up of Ngai Tūhoe, Ngāti Tūwharetoa, Ngāti Whakaeu, Ngāti

Whare, Ngāti Manawa, Ngāti Rangitahi, Raukawa, and the Affiliate Te Arawa Iwi and Hapū. The Affiliate Te Arawa Iwi and Hapū are represented by Te Pūmāutanga o Te Arawa.

The Collective signed a deed of settlement with the Crown in June 2008. The redress package includes 176,000 hectares of the Central North Island licensed Crown forest land, their associated accumulated and on-going rentals, and other commercial redress such as an allocation of New Zealand Units (carbon credits).

The Collective's share of the Crown forest land is valued at \$196 million. The Collective's share of the accumulated rentals is estimated to be \$223 million. Ongoing rental streams from the CFLs will also be received for the remaining period of the licences, which is about 35 years. Total annual rents from the CFLs is currently about \$15 million a year.²³

However, deeds of recognition, statutory acknowledgement and vesting of sites of cultural significance for each member of the collective may further increase the value and the impact this settlement has on the economy.

²² Crown Forest Licences (CFLs) are licences on Crown forest land for which rental is paid by forest owners and held in trust by the Crown Forestry Rental Trust. For further information see Crown Forestry Rental Trust. Aratohu Mō Ngā Rōpū Kaitono: Guide for Claimants Negotiating Treaty Settlements. Wellington: 2008.

²³ Deed of Settlement of the Historical Claims of Central North Island (CNI) Forest Iwi Collective to the Central North Island Forests Land. Copies available from the Office of Treaty Settlements website, www.ots.govt.nz.

The role of Māori in influencing economic change in the Waiariki rohe will also grow due to the three commercial – forest, geothermal and carbon – strategies that the Collective is considering investing in. The forest strategy would have a 30 to 35 year timeframe and could include taking control of Kaingaroa forest operations and investing in wood processing. It could also involve forest management and selectively targeting overseas distribution channels. The geothermal strategy would have a five to 10 year timeframe and could see iwi in the Waiariki rohe taking a leading role in geothermal power generation. Over time this operation could further grow to see large scale investment in direct heat activities such as kiln drying for the wood processing industry or greenhouses. The carbon strategy would also have a long timeframe with 25 to 30 years of carbon farming.

This large settlement will inform future Māori economic development plans in the Waiariki rohe and nationally as the Collective moves from being rent takers to being actively involved in industries, and as other iwi from outside of the Collective take an interest in contributing their land asset or investing in a Collective commercial enterprise.

6.1.2 Ngāti Awa

The Crown and Ngāti Awa signed a Deed of Settlement in March 2003. Sites transferred to Ngāti Awa included a combination of Crown-owned land selected by Ngāti Awa and cash up to a value of \$42.39 million. Land selected by Ngāti Awa included portions of Kaingaroa Forest and 10,000 hectares of Rotoehu Forest.

Ngāti Awa has, for a period of 50 years, a Right of First Refusal to buy, at full market value, Crown-owned properties in a specified area, should they be disposed of by the Crown.²⁴ The deed of settlement also included a provision that if the Minister of Conservation offers by public tender any part of the coastal marine area within a specified part of the Ōhiwa Harbour, Ngāti Awa will have a preferential right to purchase up to five percent of the authorisations that are the subject of that tender.

Statutory acknowledgements include part of the Whakatāne, Rangitaiki and Tarawera rivers, Moutohorā (Whale) Island Wildlife Management Reserve, Part of Ōhiwa Harbour, Te Kaokaoroa Historic Reserve, Kohi Point Scenic Reserve, Ōhope Scenic Reserve, Mokorua Scenic Reserve, Uretara Island Scenic Reserve, and the former Matahina A5 block. Also, seven areas of special significance to Ngāti Awa were returned to the iwi. These are: Kaputerangi Historic Reserve, Te Paripari Pa Historic Reserve, Otitapu Pa (within the Mangaone Scenic Reserve), Former Matahina A4 Block, Te Toangapoto (within the Western Whakatane Recreation Reserve), Te Ihukatia (part of the Port Ōhope Recreation Reserve), and Whakapaukōrero (within the Matata Scenic Reserve). These sites total approximately 64 hectares.

There were four deeds of recognition in the settlement covering the Crown-owned parts of the Whakatāne, Rangitaiki and Tarawera riverbeds and Uretara Island. Several place name changes were enacted including Volkner Rocks (owned by Ngāti Awa on

²⁴ The Right of First Refusal is the right of a claimant group to have, for a specified period, the opportunity to purchase specified surplus Crown properties ahead of other potential buyers. For further information see Crown Forestry Rental Trust. Aratohu Mō Ngā Rōpū Kaitono: Guide for Claimants Negotiating Treaty Settlements. Wellington: 2008.



behalf of Mataatua) will be known as Te Paepae o Aotea. Awaateatua Beach will be known as Te Awa a Te Atua Beach. Braemar Springs will be known as Te Waiū o Pukemarie/Braemar Springs. In addition, Thornton Wildlife Management Reserve will be known as Ōkōrero/Thornton Wildlife Management Reserve.

The Crown also gifted Ngāti Awa \$1 million to assist in the redevelopment of the Mataatua meeting house complex. The Mataatua meeting house was returned to Ngāti Awa in 1996 in partial settlement of Ngāti Awa's historical claims. The Crown will also gift the land under the Whakatāne Airport to Ngāti Awa, if it ever ceases to be reserved as an airport.

6.1.3 Ngāti Tūwharetoa (Bay of Plenty)

The Crown and Ngāti Tūwharetoa (Bay of Plenty) signed a Deed of Settlement in June 2003. This settlement included a quantum of \$10.5 million, and the right to purchase 884 hectares of Crown Forest licensed land within the Rotoehu West forest. Accumulated rentals were included with this purchase.

This asset base has now grown to \$45 million as Ngāti Tūwharetoa (Bay of Plenty) purchased a Crown-owned geothermal bore and the associated land, and is now receiving an annual income of \$6-6.5 million from this bore.

Ngāti Tūwharetoa (Bay of Plenty) also has a right of refusal over Crown geothermal assets associated with the supply of steam to the Tasman Pulp and Paper Mill, should they be offered for sale and the owners of the mill do not exercise their pre-emptive rights to the assets.

Ngāti Tūwharetoa (Bay of Plenty) statutory acknowledgements include Rotomā Forest Conservation Area, Lake Rotomā Scenic Reserve, Lake Tamurenui Wildlife Management Reserve, parts of the Tarawera and Rangitaiki Rivers. Sites transferred to the iwi include Te Atua Reretahi (in the Rotomā Forest Conservation Area); Otitapu Lookout (in the Lake Rotomā Scenic Reserve); Te Wahieroa (in the Western Whakatāne Coastal Recreation Reserve); Te Kaukahiwi o Tirotirowhetu (in the Parimahana Scenic Reserve); Whakapaukōrero (in the Matatā Scenic Reserve). These sites total approximately 66 hectares.

6.1.4 Te Arawa Lakes

The Crown and Te Arawa signed a deed of settlement in 2004 for Te Arawa Historical Claims and Remaining Annuity Issues over 14 lakes.²⁵ These lakes are Rotoehu, Rotomā, Rotoiti/Te Roto-Whaiti-i-kite-ai-a-Ihenga-i-Ariki-ai-a-Kahumatamomoe, Rotorua/Rotorua-nui-a-Kahumatamomoe, Ōkataina/Te Moana-i-kataina-a-Te-Rangitakaroro, Ōkareka, Rerewhakaaitu, Tarawera, Rotomahana, Tikitapu, Ngāhewa, Tutaeinanga, Ngāpouri/Ōpouri and Ōkaro/Ngakaro.

The settlement includes acknowledgements and an apology given by the Crown to Te Arawa, and financial and annuity redress. Te Arawa received a quantum of \$2.7 million, \$7.3 million of annuity redress and \$400,000 to purchase fish licenses. While the cultural redress recognises Te Arawa traditional, historical, cultural and spiritual association with the lakes covered in the settlement, including the transfer of 13 lakebeds.

²⁵ This settlement was signed after the Crown agreed in 1997 to negotiate Te Arawa's lakes claims separately from their other historical claims.

6.2 TREATY OF WAITANGI FORESTRY SETTLEMENT ASSETS

Table 6.2 examines Māori forestry settlement assets in Waiariki. It shows the amount and estimated value of the land, and accumulated rentals.

This land area is based on information from the Crown Forestry Rental Trust (CFRT) on Crown forest licensed land. This land is currently managed by forest managers, and iwi receive annual rentals. We do not have comprehensive information on the value

TABLE 6.2: FORESTRY SETTLEMENT ASSETS, VALUE AS AT 2009

Iwi	CFL land (ha)	Estimated land value (\$m)	Accumulated rental (\$m)
Central North Island Iwi Holding Ltd	176,000	300.0	223.0
Te Rūnanga o Ngāti Awa	9,400	18.8	16.7
Ngāti Tūwharetoa (BoP) Settlement Trust	844	1.7	1.9
Total	186,244	320.5	241.6

Source: BERL, Crown Forestry Rental Trust

of these annual rentals, and this is a gap. For example, Crown forest licenses for the Central North Island area currently generate approximately \$15 million per annum.

BERL estimated the land value of Crown forest land based on CFRT information that suggests a value of \$2,000 per hectare. Our estimates include an allowance for unproductive or low productivity land.

Ngāti Awa and Ngāti Tūwharetoa (Bay of Plenty) received accumulated rentals in 2005. A proportion of these cash distributions have subsequently been invested in other productive assets, such as geothermal bores, forestry, farming and commercial developments. As such, Table 6.2 is likely to underestimate the current value of the accumulated rentals.

The Central North Island Forests Iwi Collective settlement and its subsequent forest strategy is likely to give further strength to other iwi and Māori authorities such as trusts and incorporations who are involved in the forestry

industry. There are successful examples of groups working together in forestry in the Waiariki rohe, similar to what is envisaged in the forest strategy. Ngatahi Corporation, for example, is a collective of 15 trusts and incorporations who work together primarily to leverage opportunities from buyers and suppliers, and to provide a consolidated voice in discussions with companies such as Carter Holt Harvey. Ngatahi Corporation is also involved in skills, training and workforce development across the forestry industry, and attempts to place local people in training and employment. This collective involves trusts and incorporations from around the Ōpōtiki and Pureora area.

Working as a collective has and will give Māori further strength in the forestry industry. It will grow the asset base of Māori in the Waiariki rohe, and influence the forestry industry within New Zealand and internationally.



6.3 MAORI FISHERIES ACT 2004 SETTLEMENT ASSETS

The Maori Fisheries Act 2004 came into force in September 2004. The Act implements the agreements reached in the deed of settlement in September 1992 and provides for the development of the interests of iwi in fisheries, fishing and fisheries-related activities. The Act does this via a framework for the allocation and management of settlement assets. Some of the settlement assets are allocated and transferred to iwi while others are managed by Te Ohu Kaimoana.

Each iwi receives a minimum asset package of \$1 million. Iwi receive a mixture of quota; income shares in Aotearoa Fisheries Limited; and cash. This allocation is based on the length of their coastline, and the size of their population relative to the total Māori population as per the Maori Fisheries Act 2004.²⁶

The key, but not sole, requirement for receiving fisheries settlement assets is the recognition of a representative iwi organisation as a Mandated Iwi Organisation (MIO). Recognised iwi

organisations are those organisations recognised by Te Ohu Kai Moana Trustee Limited (TOKMTL).

The following are the recognised iwi organisations in the area under study: Te Rūnanga o Ngāti Awa, Ngaiterangi Iwi Society Incorporated, Whakatōhea Māori Trust Board, Ngāti Ranginui Iwi Society Incorporated, Ngaitai Iwi Authority, Te Kotahitanga o Te Arawa Waka Fisheries Trust Board, and Tūhoe Fisheries Charitable Trust. While Te Rūnanga o Te Whānau has chosen not to establish a MIO at this point, the iwi has a substantial fisheries operation.

6.3.1 Aquaculture developments

The core business of the Whakatōhea Māori Trust Board is dairy farming and the Trust has 190 hectares of dairy farms on the Waiōweka Flats. However, the Trust also has joint ventures in other parts of the primary industry; it is a partner in Eastern Seafoods Limited; Ōpōtiki Packaging and Cool Storage (OPAC); and a forestry investment in Tolaga Bay.

A proposed joint venture between the Whakatōhea Māori Trust Board, Tasman

TABLE 6.3: ALLOCATED FISHERY ASSETS, VALUE AS AT 2009

Iwi	Mandated iwi organisation	Allocated assets (\$m)
Whakatōhea	✓	5.90
Ngāitai	✓	1.32
Ngaiterangi	✓	6.11
Ngāti Awa	✓	7.48
Ngāti Ranginui	✓	3.87
Te Arawa	✓	23.60
Tūhoe	✓	17.31
Te Whānau-a-Apanui	X	-
Total		65.59

Source: Te Ohu Kai Moana

26 For further information see Te Ohu Kaimoana, <http://teohu.maori.nz>

Mussels Limited, and New Zealand Seafarms Limited could result in a mussel farm in the Ōpōtiki harbour area. This mussel farm, when fully operational, could consist of approximately 1,300 lines which should result in an annual haul of 25,000 tonnes of mussels. The mussels could be processed locally or barged to Tauranga where they can be exported via the Port or processed.

Resource consent has been granted for this development and as part of this consent, physical structures will need to be in place in the water by the end of 2009. At the same time the Cawthron Institute is doing scientific research on other species that can be grown in the Ōpōtiki harbour area. The Cawthron Institute have done sample lines in this area checking the currents for mussel growth, and they will also monitor the water temperature and food quantity to ensure mussels can be grown in this area.

This joint venture is supported by the Ōpōtiki District Council, who also considers the redevelopment of the harbour a priority. Further, the Bay of Plenty Regional Strategy produced by Environment Bay of Plenty in collaboration with other groups in the region supports the proposed Ōpōtiki Harbour development.

A cost benefit analysis completed by URS Finance & Economics in 2001 indicates that the Ōpōtiki District Council should not proceed with the harbour development without the mussel farm development (and preferably with the processing plant as well). This analysis included an economic impact assessment that considered three scenarios: harbour development; harbour development and the attraction of commercial boating operations

including a mussel farm development; and harbour development, mussel farm and the development of a processing plant.

This assessment indicated that regional GDP and employment will increase substantial with the development of the harbour area and the mussel farm. In the case of scenario two this is estimated to be an increase in regional GDP of \$10.8 million and the creation of employment for an additional 189 full-time equivalents (FTEs). This employment growth is over a 25 year period.²⁷ Mussel processing alone is expected to see the creation of some 900 new jobs and a \$34 million increase in the Eastern Bay of Plenty GDP.²⁸

The harbour redevelopment could create other commercial opportunities in the Ōpōtiki District such as offshore farm fishing, the barging of forestry and other products, and commercial fishing operations. These are ventures that iwi, Māori land incorporations and ahu whenua trusts could invest in. As such the proposed mussel farm and harbour redevelopment will allow Māori in the Eastern Bay of Plenty, and wider rohe, to positively influence economic change.

In the three year action plan in the Bay of Plenty Regional Strategy one key area of focus is innovative and productive industry sectors, including aquaculture. In particular, the establishment of a significant aquaculture industry in the Bay of Plenty and the need to work with all key stakeholders across the region to establish a Bay of Plenty aquaculture strategy. Iwi are a key stakeholder in this industry and will be a key partner in the further development of aquaculture in this region.

²⁷ URS. Ōpōtiki Harbour Development Social and Economic Evaluation. June 2005. Accessed <http://www.opotikiharbour.co.nz>, March 2009.

²⁸ *ibid*



7. NETWORKS AND COLLABORATION

This section identifies networks and collaborations that exist and operate in the Waiariki rohe. It does not go into any detail with regard to the relative importance or the performance of these organisations.

7.1 NETWORKS

Māori networks in the Waiariki rohe have a social and economic focus. These networks are often provided by Rūnanga, iwi authorities or a Māori Trust Board, but they may also be professional organisations representing the interests of a group of employers. Networks in this area may also involve collaborations between iwi.

While we have not been able to provide an estimated value for these organisations, it is important to note the contribution they make to the social and economic well-being of their iwi and hapū members. The following examples illustrate the wide range of networks that are currently operating in the Waiariki rohe. This list is by no means exhaustive, but rather illustrates the potential linkages that should be leveraged as part of future strategies.

Organisations like these will play a key role in informing future Māori economic development plans that will enable Māori self-determination and influence within and beyond the Waiariki rohe.

7.1.1 Social focus

An area where Māori have increased their capability and capacity is the provision of social services. This began with education, including kōhanga reo and wānanga, and now includes a broad range of health services.

There are a large number of kōhanga reo operating in the Waiariki rohe as well as wānanga such as Te Whare Wānanga o Awanuiārangi and Te Wānanga o Aotearoa. Education grants and scholarships are provided by Māori land incorporations and ahu whenua

trusts as well as Rūnanga, iwi authorities, Māori Trust Boards and Post-Settlement Governance Entities (PSGEs). Some of the trusts or Rūnanga, such as Te Arawa Lakes Trust, Te Rūnanga o Ngāti Pikiao, and Te Rūnanga o Te Whanau, also operate private training establishments (PTEs) that provide vocational and educational training.

One example of the provision of health services in Waiariki is the services provided by Whakatōhea Māori Trust Board. The Trust Board has a subsidiary company called Te Wheke Atawhai Ltd, which includes Whakatōhea Health Centre, Whakatōhea Iwi Social and Health Services, Te Aria Toka Family Service Centre, and an early childhood pre-school.

The provision of social services post-settlement is well illustrated by Te Rūnanga o Ngāti Awa. The Rūnanga operates the Ngāti Awa Community Development Trust. This trust focuses on the cultural and social development of Ngāti Awa including education, housing, health care and aged care.

7.1.2 Economic focus

The importance of governing and administering assets means networks operate in the Waiariki rohe that focus on building capability in governance, business management and development, and economic development. There is also a focus on building commercial leadership now and for the future, and in succession planning.

Filling a recognised need, some small Māori businesses and self-employed contractors provide training in business development and strategic planning, governance, and being a trustee. This training is provided to Māori land incorporations, ahu whenua trusts and businesses in the start-up phase.

Tauranga Moana Māori Trust Board also provides training in governance and business development to help organisations and trusts

set up effective business systems. This training can be in a variety of areas such as policy development, trustee or staff development, or strategic planning.

The Futures Planning initiative was established to help young Māori re-engage with their iwi. It encourages young professionals who have returned home to the Waiariki rohe to work as part of an emerging leaders programme. These people are aged 25 to 45 years old and have a variety of professional backgrounds and training. They are working on social, economic and cultural development projects. Most are at a senior, advisor, or managerial level in their professional careers. The initiative also encourages young Māori to 'come home' and help in these projects. Some smaller iwi and hapū have been working with their neighbours to build up their capacity in this area and to encourage their young people to become future leaders.

Tauranga Moana Māori Tourism Inc and Māori in Tourism Rotorua are non-profit, professional organisations that support Māori tourism operators in the Tauranga Moana and Rotorua area. Tauranga Moana Māori Tourism and Māori in Tourism Rotorua are also the Māori Regional Tourism Organisations (MRTO) for this area. These professional organisations can be drawn on to provide advice, guidance and expertise in new areas of interest in the tourism industry. And they provide a representative voice that can be a focal point for contact with government, other iwi and hapū, and future clients.

For example, in the Tauranga Moana area a large number of cruise ships arrive at the Port of Tauranga each year. Currently, there are operations such as Kiwi360, Paparaoa Marae, and Mauao Tours in the Tauranga

Moana area. But there is the potential for further development of these and new tourism attractions, and for operators to bring their ventures up to a recognised standard through the use of recognised industry signs such as Qualmark²⁹ and Toi Iho.³⁰

7.2 COLLABORATIONS

Examples of successful collaborations in this rohe are those where Māori entities have come together to work towards a specific goal or to voice concern on a particular issue.

Integrated Māori Land and Resource Development (Iwi Futures) is a collaborative project between Massey University, Landcare Research, AgResearch, Scion and Te Arawa Lakes Trust. The aim of this project is to develop a framework to help improve the utilisation and sustainable development of Māori land with multiple owners. This is a three year project that began in 2008.

Collaborative projects such as this are beneficial to Te Arawa Lakes Trust and other iwi in the Waiariki rohe; however, these projects need to deliver practical economic development solutions to Māori landowners to successfully unlock the full potential of their land.

Further, for collaborative projects between Māori landowners and groups such as councils or crown agencies to be successful, engagement and decision-making needs to happen at more than one level. External groups need to involve the people who own the resource in strategies and implementation. And they need to recognise that working with people who own multiply-owned assets means decisions are made by a board of trustees not just one person. As such, engagement and collaboration with Māori landowners needs to be at various levels.

²⁹ Qualmark New Zealand Limited is a government and private sector partnership between Tourism New Zealand and New Zealand Automobile Association. The aim of Qualmark is to help international and domestic travellers select places to stay, things to do and ways to get around New Zealand.

³⁰ Toi Iho is a registered trade mark used to promote and sell authentic, quality Māori arts and crafts.



8. OPPORTUNITIES FOR GROWTH

This section discusses the strategic intentions and constraints to economic and social transformation identified by Māori in the Waiariki rohe. It also highlights the influence Māori could have in directing future economic change in this rohe.

Key driver industries in the Waiariki rohe are based around the primary industry and processing. These industries are based on competitive advantage in resources and are likely to continue to be key drivers into the foreseeable future.

Māori are therefore beginning to think strategically about growing their asset base. Questions are being posed as to how this asset base can provide long-term social and economic benefits, particularly employment. These questions have a long-term intergenerational viewpoint and the answers are being posed as frameworks and project plans that indicate the steps necessary to achieve self determination.

8.1 CAPITAL FOR INVESTMENT

A major constraint to asset base growth identified by the entities spoken to was capital for investment.

A key feature of Te Ture Whenua Maori Act 1993 is the provisions that restrict the alienation of a certain class of Māori owned land. This alienation includes sale, mortgaging and leasing. The Māori Land Court can intervene in land use decisions, and it is harder for lenders to secure loans over Māori land compared with land not subject to the Act. It is also harder for Māori landowners to raise capital against their land.

Banks in particular are cautious about investing in ventures that involve multiple-owned Māori

land or multiple-owned assets. However, this constraint can be turned into an opportunity through collaboration, partnerships and joint ventures with other Māori entity partners. Examples of this include trusts working together to invest in kiwifruit orchards.

Māori land incorporations and ahu whenua trusts have predominantly been conservative in their business investments in the past. Now, several of these entities have money to invest and are considering a wide variety of options. Some are investing in stock and improvements; some are investing in other land-based businesses such as kiwifruit or avocado orchards; and some are moving from receiving rents and stumpage to managing the forest. As such, Māori in the Waiariki rohe are moving from being passive rent receivers to active business operators and partners.

This movement into business operations also means Māori are getting involved in different parts of the value chain such as growing, marketing, processing, transport and logistics, and selling. And there is scope to become more involved in value-added activities. Māori in the Waiariki rohe are also using their collective strength to work on specific projects that enhance their involvement in the distribution of goods and services. One example of this is Te Awanui Huka Pak, a pack house and cool storage facility for kiwifruit and avocados.

8.2 HUMAN CAPITAL

Another constraint to asset base growth identified was human capital. Many entities believe they lack the capacity and capability within their board or wider group to develop their asset base further. This held many back from investing in other ventures or portfolios, and some felt this made decision-making a

long and arduous process. Some argue their thinking within their trust or incorporation is not visionary enough and that people need to think and act outside of the square.

As a result of thinking around this constraint a shift is slowly occurring within the current trustee governance model and a more diverse leadership that spans representation, skills, age and gender is being introduced. This shift is occurring due to recognition from the incumbents that the role and expectations of trustees is changing, particularly as trustees now need to take an active strategic leadership role. Further, there is the opportunity for the incumbents to work with others to pass on knowledge, build leadership and in turn further grow the asset base for future generations.

This governance model and the issues trustees are grappling with in many ways contrast with the governance of settlement entities. These entities are not overcoming legacy issues; they offer Māori the opportunity to inject a new set of skills and diversity into tribal groups; and build on initiatives such as Futures Planning and education scholarships.

The challenge now is to find and attract people home and reverse the diaspora. Initiatives such as Futures Planning and education scholarships are attracting, retaining and training people with the skills. This could be further facilitated through the creation of employment opportunities and sustainable communities that are well resourced with infrastructure and facilities. In the meantime, these entities should continue to draw on the knowledge and expertise of existing board members, volunteers and consultants, and bridge the knowledge gap.

They could also investigate further what skills are needed, when and where.

Information on the land and its various uses was identified as a constraint. In order to gain the most benefit from their asset and make informed decisions as to its future use, some entities argued that they would like more information on their land. Land use information has the potential to unlock unproductive land and open up marginal land. Water and road access often restricts land use and land value. Land use information could allow ahu whenua trusts and Māori land incorporations to work together to resolve these issues. It could also provide direction on how to utilise the land to its greatest potential and take advantage of future opportunities. It could also enable informed decision-making about partnerships and collaborations with other groups that are involved in strategies such as urban developments for residential and commercial use, carbon farming, geothermal, eco-tourism or horticulture.

8.3 INFLUENCING FUTURE DIRECTIONS

This report is a platform for further investigation. It demonstrates, at a broad level, the significance of Māori in the economic development of Waiariki, and the role Māori can play in influencing economic change and direction in this area. It also demonstrates the need to convert the constraints that have been identified into opportunities, and to establish a programme of work to determine the capability of land-based resources in the Waiariki rohe, particularly marginal land and land without administration.

This report should also encourage further investigation and discussion between



members of the Bay of Plenty Māori Economic Development Reference Group and other groups in the rohe such as district and city councils, settlement entities, ahu whenua trusts, and incorporations. We would also encourage reference group members to draw on and work with professional organisations and networks, and engage with other stakeholders in the primary industry. This type of engagement and discussion will ensure the asset base achieves sustainable growth, that Māori economic development plans influence economic change in the rohe, and that self-determination is enabled.

Māori are a sleeping giant in the Waiariki rohe but a paradigm shift is occurring. While the asset base is currently concentrated in the primary industry, there are clear indications of increasing diversification to high value investment decisions. This paradigm shift is being driven by land ownership, but ongoing settlements with the Crown are also changing the mix of assets. Further investigation of the productive use and value of these assets will see the giant awaken in this rohe and Māori generate the skills and knowledge required for continuous social and economic evolution.



 APPENDICES

9. APPENDIX 1: METHODOLOGY

9.1 DATA

Data for this project was gathered from official data sets:

- Statistics New Zealand's 2001 and 2006 Censuses of Population and Dwelling
- Māori Land Court database

Publicly available information was also used including:

- The annual reports of Māori land trusts, ahu whenua trusts, Māori trust boards, Treaty of Waitangi settlement entities, and Rūnanga
- Quotable Value property values
- Treaty of Waitangi Deed of Settlement information from the Office of Treaty Settlements
- Maori Fisheries Act 2004 settlement information from Te Ohu Kai Moana
- Crown Forestry Rental Trust. (2008). Aratohu Mō Ngā Rōpū Kaitono: Guide for Claimants Negotiating Treaty Settlements. Wellington: Crown Forestry Rental Trust.
- Environment Bay of Plenty. (2008). The Bay of Plenty Regional Strategy: An Economic Growth Strategy for a Sustainable Future – Long Term Plan and Action Plan.
- Tahana Ltd. (2006). Tukua Mai Kia Piri Te Arawa E.
- Whenua Biz. (2007). Te Arawa Land Trusts and Incorporations.
- URS. (2005). Ōpōtiki Harbour Development Social and Economic Evaluation. <http://www.opotikiharbour.co.nz>, accessed in March 2009.
- BERL. (2007). Bay of Plenty Region Economic Transformation: Stage 1: Situation Analysis.
- BERL. (1997). The Nature and Extent of the Māori Economic Base.

Interviews were completed by BERL with board members and staff of Māori land incorporations, ahu whenua trusts, Rūnanga, Treaty of Waitangi settlement entities, Māori Trust Office, Te Puni Kōkiri, the Department of Labour, the Ministry of Social Development, and custodian trustees. Members of the Bay of Plenty Māori Economic Development Reference Group also provided their time and feedback, along with data, contacts, and information.

9.2 DEFINITIONS

The asset base of the Waiariki rohe includes the asset base of the following iwi: Te Whānau-a-Apanui, Ngaitai, Whakatōhea, Tūhoe, Ngāti Awa, Ngāti Tūwharetoa (Bay of Plenty), Ngāti Pūkenga, Ngaiterangi, Ngāti Ranginui, Ngāti Pūkiao, Ngāti Rangiteaorere, Ngāti Rangitihī, Ngāti Rangiwewehi, Tapuika, Tūhourangi, Waitaha, and Ngāti Whakauae. The asset base of Ngāti Tūwharetoa has not been included as part of the Te Arawa waka.

For the purposes of the Statistics New Zealand Census of Population and Dwellings, Māori is defined as people who identify with the Māori ethnicity. Because ethnicity is self-perceived, people can identify with Māori ethnicity even though they are not descended from a Māori ancestor. Conversely, people choose to not identify with Māori ethnicity even though they are descended from a Māori ancestor. Ethnicity is not the same as birthplace.

In this report, the numbers in the total employed columns in the industry and occupation tables do not add up because the "Not Elsewhere Included" category may include some Māori as Statistics New Zealand makes adjustments to their ethnic breakdown calculations. In other words, the "Not Elsewhere Included" category is deducted

from the total. This procedure is adopted for calculating ethnic proportions since we don't know how many Māori or non-Māori fall into the "Not Elsewhere Included" category. This method is used by Statistics New Zealand when providing ethnicity proportions.

9.2.1 Waiariki rohe

The Waiariki rohe encompasses the territorial authorities of the Western Bay of Plenty District, Tauranga City, Rotorua District, Whakatāne District, Kawerau District, and Ōpōtiki District.

Regional data is provided for the Bay of Plenty region, while the territorial authority data includes information on the Western Bay of Plenty District, Tauranga City, Rotorua District, Whakatāne District, Kawerau District, and Ōpōtiki District. The Bay of Plenty region includes these districts as well as Taupō District and parts of the South Waikato District.

There are no good estimates in New Zealand of total asset values by region let alone rohe. However, the share of land ownership by Māori gives one indication of the importance of Māori in the Waiariki economy.

9.2.2 Industry classification

The industry classifications used in this research are the Australian and New Zealand Standard Industrial Classification (ANZSIC) 2006. This is a hierarchical classification with four levels: divisions (the broadest level), subdivisions, groups and classes. For the purposes of this research we have examined industries at the divisional level. This level provides a limited number of categories that show a broad picture of the economy and suitable for the publication of summary tables of official statistics.

9.2.3 Employment

In regards to employment, employed in the Statistics New Zealand Census of Population and Dwellings refers to people who are aged 15 years and over and usually resident in New Zealand. They may be employed in either full or part-time labour.

Full-time employment refers to a person who usually works 30 hours or more per week, while people who are employed part-time usually work fewer than 30 hours per week, but more than 1 hour per week.

Self-employed includes people whose main earnings in the tax year came from self-employment. Self-employment includes people who operate their own enterprise or engage independently in a profession or trade, and receive earnings from this. Self-employed and without employees refers to people who operate their own economic enterprise or engage independently in a profession or trade (including partnerships) and hire no employees. Employed is related to work in the seven days prior to the Census date in 2001 and 2006. This table shows the job a person worked the most hours in.

Working age population refers to the population aged 15 years and over who may be in the workforce.

Unemployed refers to all people in the working-age population who during their reference week were without a paid job, were available for work and had actively sought work in the past four weeks ending with the reference week or had a new job to start within four weeks.

Income is what a person aged 15 years and over receives before tax for a financial



year from all sources, e.g. wages, salary, social welfare payments, interest, dividends, commission, pre-tax business or farming income (less expenses).

9.2.4 Households

A household is defined by Statistics New Zealand as either one person usually living alone, or two or more people usually living together and sharing facilities (e.g. eating facilities, cooking facilities, bathroom and toilet facilities, a living area), in a private dwelling. A Māori household is therefore a household where at least one occupant is of Māori ethnicity.

9.3 ROUNDING

This data has been randomly rounded by Statistics New Zealand to protect confidentiality. Individual figures may not add up to totals, and values for the same data may vary in different tables.

The numbers in the total employed columns in the industry and occupation tables do not add up because the "Not Elsewhere Included" category may include some Māori as well as Non-Māori.

10. APPENDIX 2: DEMOGRAPHIC PROFILE

This demographic profile of the Māori population is based on official data, mainly the Statistics New Zealand 2006 Census, which is available at a regional or territorial authority level.

Regional data is provided for the Bay of Plenty region, while territorial authority data includes information on the Western Bay of Plenty District, Tauranga City, Rotorua District, Whakatāne District, Kawerau District, and Ōpōtiki District. The Bay of Plenty region includes these districts as well as Taupō District and parts of the South Waikato District.

Māori make up a relatively large proportion of the Bay of Plenty regional population. This is a relatively young population that is growing faster than the non-Māori population in the region.

10.1 POPULATION AT 2006

In 2006, just over 26 percent of the resident population of the Bay of Plenty region were Māori compared to 14.6 percent nationally. Table 10.1 shows the resident and Māori resident population of the Bay of Plenty region compared to New Zealand in 2006.

TABLE 10.1: BAY OF PLENTY REGION AND NEW ZEALAND RESIDENT POPULATION

	Resident population	Māori population (N)	Māori population (%)
Bay of Plenty Region	257,379	67,662	26
New Zealand	4,027,947	565,329	14

Source: Statistics New Zealand 2006 Census of Population and Dwellings

Looking at a district level, Māori make up a large proportion of the resident population of the Kawerau and Ōpōtiki Districts. There are also sizeable resident populations of Māori living within the Rotorua and Whakatāne Districts. In all districts in this area, the

proportion of the resident population that is Māori is higher than national figures.

Table 10.2 shows the resident and Māori resident population of the territorial authorities examined compared to New Zealand in 2006.

TABLE 10.2: TERRITORIAL AUTHORITIES' RESIDENT POPULATION

	Resident population	Māori population (N)	Māori population (%)
Taupō District	32,421	8,643	27
Western Bay of Plenty District	42,078	6,927	16
Tauranga City	103,635	16,569	16
Rotorua District	65,901	22,734	34
Whakatāne District	33,300	13,203	40
Kawerau District	6,921	4,047	58
Ōpōtiki District	8,976	4,884	54
New Zealand	4,027,947	565,329	14

Source: Statistics New Zealand 2006 Census of Population and Dwellings



Māori have a younger age profile than the region as a whole. Over 58 percent of the Māori population in the Bay of Plenty region were 29 years or under in 2006. There were almost equal numbers of Māori aged 14 years or younger and aged 30 to 64 years old.

These two groups are important to strategic growth and development – one includes future leaders while the other includes current leaders who are participating in the economy and adding to the asset base.

TABLE 10.3: BAY OF PLENTY REGION AGE PROFILE

	BoP Region	Age as a % of total	Māori in BoP Region (N)	Age as a % of total (Māori)	Māori % of age group
14 yrs and under	59,271	23	24,120	36	41
15 to 29 yrs	43,740	17	15,387	23	35
30 to 64 yrs	116,319	45	24,819	37	21
65 yrs and over	38,052	15	3,330	5	9
Total	257,379	100	67,662	100	

Source: Statistics New Zealand 2006 Census of Population and Dwellings

Again, looking at this information at a territorial level the numbers are very similar

with Māori making up a significant proportion of the population 29 years old or under.

TABLE 10.4: TERRITORIAL AUTHORITIES AGE PROFILE

	TLA	Age as a % of total	Māori in TLAs (number)	Age as a % of total (Māori)	Māori % of age group
14 yrs and under	68,247	23	27,333	35.49	40.1
15 to 29 yrs	51,804	17	17,526	22.76	33.8
30 to 64 yrs	138,516	46	28,353	36.82	20.5
65 yrs and over	44,526	15	3,789	4.92	8.5
Total	303,147	100	77,010	100.00	

Source: Statistics New Zealand 2006 Census of Population and Dwellings

10.2 IWI PROFILES

Iwi profiles are produced by Statistics New Zealand based on census responses from people who stated that they were of Māori descent and identified that they were affiliated with a particular iwi. It is at the discretion of an iwi to allow this information to be publicly available. The following iwi from the Waiariki area have publicly available profiles.

These profiles provide an indication of iwi population numbers and whether people are living and working in the rohe. The figures in Table 10.5 indicate a sizeable number of people that affiliate to iwi in the Waiariki rohe live in the area. These profiles may be used as a platform for further investigation as they also provide useful information on age, gender, qualification and occupation.

TABLE 10.5: BAY OF PLENTY REGION IWI POPULATION PROFILES

Nga Iwi o Bay of Plenty	Total BoP Iwi population	BoP Iwi Living in BoP Region	% Living in BoP Region
Ngāti Pikiao (Te Arawa)	7,389	3,312	45
Ngāti Rangiteaorere (Te Arawa)	456	246	54
Ngāti Rangitihi (Te Arawa)	1,536	762	50
Ngāti Rangiwewehi (Te Arawa)	2,346	1,164	50
Tapuika (Te Arawa)	1,386	897	65
Tarāwhai (Te Arawa)	240	129	54
Tūhourangi (Te Arawa)	2,277	1,275	56
Uenuku-Kōpako (Te Arawa)	429	225	52
Waitaha (Te Arawa)	735	450	61
Ngāti Whakaue (Te Arawa)	7,311	3,795	52
Ngāti Tūwharetoa	34,674	5,151	15
Ngāti Tahu-Ngāti Whaoa (Te Arawa)	1,488	342	23
Ngāti Pūkenga	1,785	726	41
Ngaiterangi	12,201	5,079	42
Ngāti Ranginui	7,647	4,071	53
Ngāti Awa	15,258	6,780	44
Ngāti Manawa	1,938	963	50
Tūhoe	32,670	10,860	33
Whakatōhea	12,072	5,049	42
Te Whānau-a-Apanui	11,808	4,260	36
Ngāti Whare	1,281	654	51
Ngāi Tai (Tauranga Moana/Mātaatua)	2,313	900	39
Te Arawa/Taupō (Rotorua/Taupō) Region, not further defined	2,145	909	42
Tauranga Moana/Mātaatua (Bay of Plenty) Region, not further defined	162	45	28
Total	161,547	58,044	

Source: Statistics New Zealand 2006 Census of Population and Dwellings



10.3 INCOME STATISTICS

Table 10.6 shows household incomes for Māori and non-Māori in the Bay of Plenty region on census night 2006.

Large numbers of the population do not state their household income on their census form. However, what information is provided indicates that the largest percentage

(14 percent) of Māori households had an income of between \$50,001 and \$70,000 in 2006. The largest percentage of non-Māori also had a household income in this income range, but this percentage was larger at 17 percent.

A larger percentage of non-Māori households also earned more than \$100,000 per annum.

TABLE 10.6: HOUSEHOLD INCOMES, BAY OF PLENTY REGION³¹

Household incomes (BoP)	Māori	%	Non-Māori	%	Total	%
Less than \$10,000	1,926	3	3,408	2	5,493	2
\$10,001 to \$20,000	4,803	8	11,847	7	17,034	7
\$20,001 to \$30,000	6,114	10	18,456	11	25,056	10
\$30,001 to \$40,000	5,835	9	15,567	9	21,708	9
\$40,001 to \$50,000	5,163	8	13,560	8	18,984	8
\$50,001 to \$70,000	8,685	14	28,773	17	37,944	15
\$70,001 to \$100,000	7,491	12	27,681	17	35,571	14
More than \$100,000	6,378	10	28,575	17	35,538	14
Not Stated	17,166	27	19,569	12	54,972	22
Total	63,567	100	167,442	100	252,312	100

Source: Statistics New Zealand 2006 Census of Population and Dwellings

³¹ A household is defined by Statistics New Zealand as either one person usually living alone, or two or more people usually living together and sharing facilities (e.g. eating facilities, cooking facilities, bathroom and toilet facilities, a living area), in a private dwelling. A Māori household is therefore a household where at least one occupant is of Māori ethnicity. Because ethnicity is self-perceived, people can identify with Māori ethnicity even though they are not descended from a Māori ancestor. Conversely, people choose to not identify with Māori ethnicity even though they are descended from a Māori ancestor. Ethnicity is not the same as birthplace.

Table 10.7 breaks down personal incomes for Māori and non-Māori in the Bay of Plenty region. In 2006, 22 percent of the resident population of the Bay of Plenty region had a personal income of \$10,001 to \$20,000.

While personal incomes for Māori and non-Māori in the Bay of Plenty region are comparable in the \$20,001 to \$50,000 income range, 46 percent of Māori had a personal

income of \$20,000 or less. This difference in income may be due to the large number of Māori who were in unskilled and semi-skilled occupations in 2006. For example, 22 percent of Māori in the Bay of Plenty region in 2006 were employed as labourers, and labourers have a lower personal income than people employed as managers.

TABLE 10.7: PERSONAL INCOMES, BAY OF PLENTY REGION

Personal incomes (BoP)	Māori	%	Non-Māori	%	Total	%
Less than \$10,000	10,095	23	24,579	17	35,223	17
\$10,001 to \$20,000	9,843	23	35,073	24	45,675	22
\$20,001 to \$30,000	7,044	16	22,497	15	29,928	14
\$30,001 to \$40,000	5,088	12	19,542	13	24,909	12
\$40,001 to \$50,000	2,607	6	12,243	8	15,048	7
\$50,001 to \$70,000	2,295	5	13,638	9	16,077	8
\$70,001 to \$100,000	759	2	5,496	4	6,315	3
More than \$100,000	330	1	4,404	3	4,818	2
Not Stated	5,481	13	8,175	6	29,031	14
Total	43,539	100	145,653	100	207,024	100

Source: Statistics New Zealand 2006 Census of Population and Dwellings



As illustrated in Table 10.8, 58 percent of Māori received an income from wages and salaries in 2006, compared to 50 percent of non-Māori in the Bay of Plenty region. A smaller proportion of Māori received an income from self-employment (seven percent) compared to non-Māori (19 percent).

While a larger proportion of Māori received an unemployment, sickness or invalids benefit compared to non-Māori, a small proportion of Māori received the NZ Superannuation or Veterans Pension (seven percent) compared to non-Māori (20 percent).

TABLE 10.8: SOURCE OF INCOME, BAY OF PLENTY REGION³²

Bay of Plenty	Māori	% of WAP	Non-Māori	% of WAP	Total	% of WAP
Wages, Salary, Commissions, Bonuses, etc	25,086	58	77,898	50	104,196	53
Self-employment or Business	3,180	7	29,544	19	33,225	17
Interest, Dividends, Rent, Other Invest.	2,961	7	43,512	28	47,046	24
<i>Payments from a Work Accident Insurer</i>	810	2	2,448	2	3,297	2
NZ Superannuation or Veterans Pension	3,039	7	31,377	20	35,154	18
<i>Other Super., Pensions, Annuities</i>	459	1	5,364	3	5,922	3
Unemployment Benefit	3,777	9	2,538	2	6,426	3
Sickness Benefit	1,926	4	2,973	2	5,001	3
Domestic Purposes Benefit	4,518	10	3,618	2	8,214	4
Invalids Benefit	1,635	4	2,997	2	4,713	2
Student Allowance	1,149	3	1,668	1	2,838	1
<i>Other Govt Benefits, Payments or Pension</i>	1,920	4	4,665	3	6,627	3
<i>Other Sources of Income</i>	846	2	2,556	2	3,444	2
<i>No Source of Income During That Time</i>	2,967	7	5,958	4	9,090	5
<i>Income Source Not Specified</i>	2,289	5	3,177	2	20,574	10
Working Age Population (WAP)	43,536		154,575		198,111	

Source: Statistics New Zealand 2006 Census of Population and Dwellings

³² Income is what a person aged 15 years and over receives before tax for a financial year from all sources, e.g. wages, salary, social welfare payments, interest, dividends, commission, pre-tax business or farming income (less expenses).

10.4 LABOUR FORCE AND EMPLOYMENT

In 2006, 58.1 percent of Māori in the Bay of Plenty Region were employed. This is illustrated in Table 10.9, which shows the labour force status of Māori and non-Māori in the Bay of Plenty region.

Similar to non-Māori, the majority of Māori (44.2 percent) were employed full-time while almost 14 percent of Māori were employed part-time. The Māori working age population, people between the ages of 15 and 64 years old, was approximately 43,536 people in 2006.

TABLE 10.9: LABOUR FORCE STATUS, BAY OF PLENTY REGION³³

Labour force status (BoP)	Māori	%	Non-Māori	%	Total	%
Total Employed	25,302	58	92,163	60	118,470	60
Employed Full-time	19,233	44	70,659	46	89,892	45
Employed Part-time	6,069	14	22,509	15	28,578	14
Unemployed	3,960	9	3,762	2	7,722	4
Total Labour Force	29,262	67	95,925	62	126,192	64
Not in the Labour Force	14,274	33	50,676	33	64,950	33
Working Age Population	43,536		154,575		198,111	

Source: Statistics New Zealand 2006 Census of Population and Dwellings

Table 10.10 shows the employment status of Māori and non-Māori in the Bay of Plenty region. A larger proportion of Māori than non-Māori were paid employees in the Bay of Plenty

region in 2006. In contract only 5.8 percent of Māori were self-employed compared to 13.2 percent of the regional population.

TABLE 10.10: EMPLOYMENT STATUS, BAY OF PLENTY REGION³⁴

Employment status (BoP)	Māori	%	Non-Māori	%	Total	%
Paid Employee	21,081	88	65,091	72	86,694	75
Employer	807	3	9,246	10	10,125	9
Self-Employed and Without Employees	1,467	6	13,563	15	15,162	13
Unpaid Family Worker	564	2	2,289	3	2,883	3
<i>Not Elsewhere Included</i>	1,383	5	1,971	2	3,606	3
Total Employed	25,302		92,163		118,470	

Source: Statistics New Zealand 2006 Census of Population and Dwellings

³³ Employed refers to all people in the working-age population who worked for one hour or more during a reference week in the context of an employee/employer relationship or self-employment. Full-time employment refers to a person who usually works 30 hours or more per week, while the part-time employed usually work fewer than 30 hours per week. Unemployed refers to all people in the working-age population who during their reference week were without a paid job, were available for work and had actively sought work in the past four weeks ending with the reference week or had a new job to start within four weeks. Working age population refers to the population aged 15 years and over who may be in the workforce.

³⁴ Employment status is the status that a respondent to the Census has indicated in regards to the labour force. This applies to people who are in full and part-time employment. Employment status categories are paid employee, self-employed and without employees, employer, and unpaid family worker. Self-employed refers to a person who operates their own economic enterprise or engages independently in a profession or trade (including partnerships). Self-employed and without employees refers to a person who operates their own economic enterprise or engages independently in a profession or trade (including partnerships) and hires no employees.



10.5 INDUSTRY AND OCCUPATION

There are important differences between Māori and non-Māori in terms of the industries and occupations they are employed in, which impacts on their economic performance.

Table 10.11 breaks down Māori and non-Māori employment in the Bay of Plenty region by industry at the ANZSIC 1-digit level on census night 2006.³⁵ This employment refers to people who are in the working age population, people between the aged 15 years old and older.

TABLE 10.11: EMPLOYMENT BY INDUSTRY, BAY OF PLENTY REGION

Employment by industry (BoP)	Māori	%	Non-Māori	%	Total	%
Agriculture, Forestry and Fishing	2,232	9	8,412	9.13	10,728	9
Mining	39	0.2	114	0.1	153	0.1
Manufacturing	3,291	13	9,930	11	13,308	0.1
Electricity, Gas and Water Supply	75	0.3	255	0.3	333	0.3
Construction	2,181	9	8,511	9	10,770	9
Wholesale Trade	852	3	4,479	5	5,355	5
Retail Trade	2,541	10	12,837	14	15,465	13
Accommodation, Cafes and Restaurants	1,485	6	4,377	5	5,892	5
Transport and Storage	1,158	5	3,225	3	4,410	4
Communication Services	219	0.9	663	0.7	888	0.7
Finance and Insurance	315	1	2,178	2	2,505	2
Property and Business Services	1,854	7	10,572	11	12,492	11
Government Administration and Defence	678	3	2,070	2	2,763	2
Education	2,268	9	6,078	7	8,394	7
Health and Community Services	2,046	8	8,613	9	10,731	9
Cultural and Recreational Services	684	3	1,878	4	2,583	2
Personal and Other Services	999	4	3,399	4	4,422	4
<i>Not Elsewhere Included</i>	2,379	9	4,581	5	7,281	6
Total Employed	25,302		92,163		118,470	

Source: Statistics New Zealand 2006 Census of Population and Dwellings

The largest area of employment in the Bay of Plenty region in 2006 was retail trade followed by manufacturing, and property and business services. This is similar to national trends where retail trade and the business and property services industry dominate employment.

In 2006, 13 percent of Māori were employed in the manufacturing industry in the Bay of Plenty Region. This is higher than the regional average of 11.2 percent of employment. A large proportion of the resident population of the Kawerau District is Māori, and there

³⁵ The industry classifications used in this research are the Australian and New Zealand Standard Industrial Classification (ANZSIC) 2006. This is a hierarchical classification with four levels: divisions (the broadest level), subdivisions, groups and classes. For the purposes of this research we have examined industries at the division level (1-digit). This level provides a limited number of categories that show a broad picture of the economy and suitable for the publication of summary tables of official statistics.

are major employers in the manufacturing industry based in this district. Other large areas of employment for Māori in this region included the retail trade, education, agriculture, forestry and fishing, construction,

and health and community services industries.

Table 10.12 shows Māori and non-Māori employment in the Bay of Plenty region broken down into eight occupation groups on census night 2006.

TABLE 10.12: EMPLOYMENT BY OCCUPATION, BAY OF PLENTY REGION³⁶

Employment by occupation (BoP)	Māori	%	Non-Māori	%	Total	%
Managers	2,610	11	18,420	21	21,030	18
Professionals	3,273	14	16,098	18	19,371	16
Technicians and Trades Workers	2,757	12	12,636	14	15,393	13
Community and Personal Service Workers	2,421	11	6,840	8	9,261	8
Clerical and Administrative Workers	2,235	10	11,115	13	13,350	11
Sales Workers	1,830	8	9,258	10	11,088	9
Machinery Operators and Drivers	2,568	11	4,722	5	7,290	6
Labourers	5,256	23	9,573	11	14,829	13
<i>Not Elsewhere Included</i>	2,349	9	4,509	5	6,858	6
Total Employed	25,302		93,171		118,470	

Source: Statistics New Zealand 2006 Census of Population and Dwellings

Māori in the Bay of Plenty region are under-represented in the managers and professionals occupations and over-represented in the labourers, machinery operators and drivers, and community and personal service workers occupations.

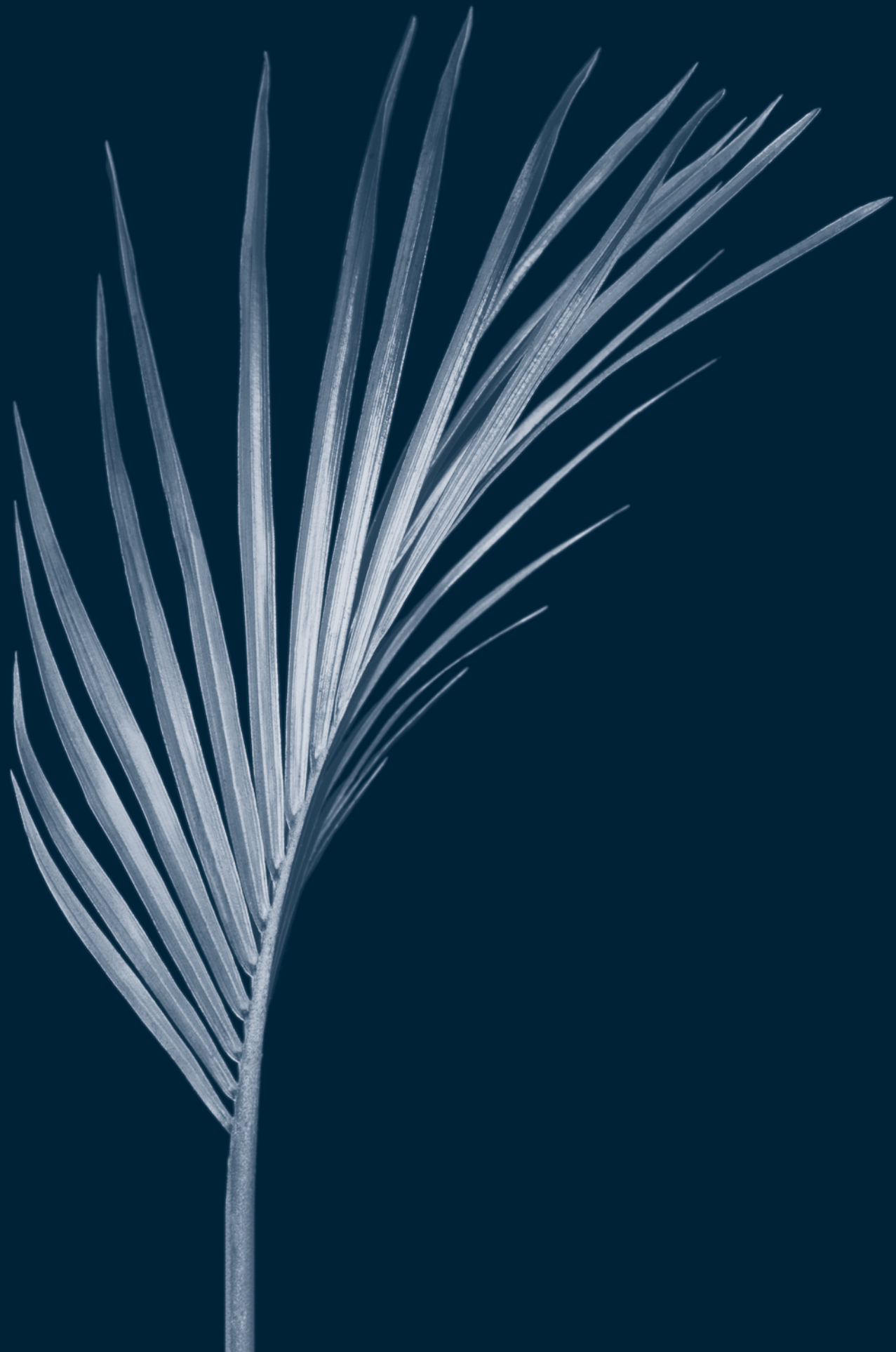
In 2006, 22.9 percent of Māori in the Bay of Plenty region were employed as labourers. This is almost twice the regional average of 12.5 percent. Managers were the largest occupation in the Bay of Plenty region, employing 17.8 percent of the population, followed by professionals with 16.4 percent. The second largest area of employment for Māori was professionals at 14.3 percent.

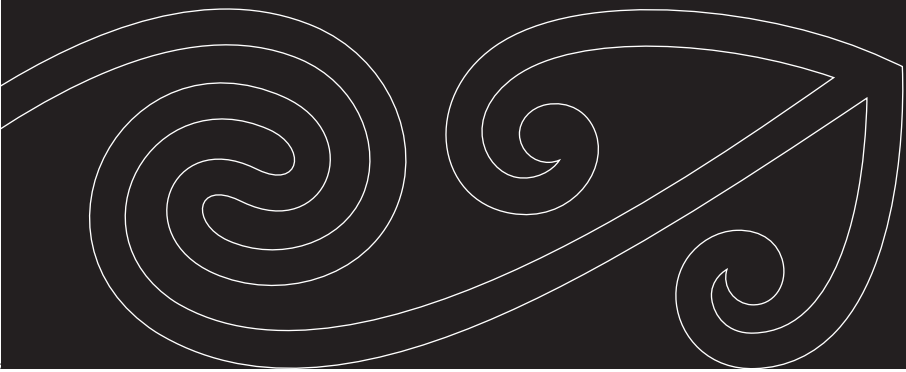
³⁶ Non-Māori includes people who are in the Not Elsewhere Included category. The numbers in the total employed columns in the industry and occupation tables do not add up because the Not Elsewhere Included category may include some Māori.



All work is done, and services rendered at the request of, and for the purposes of the client only. Neither BERL nor any of its employees accepts any responsibility on any grounds whatsoever, including negligence, to any other person.

While every effort is made by BERL to ensure that the information, opinions and forecasts provided to the client are accurate and reliable, BERL shall not be liable for any adverse consequences of the client's decisions made in reliance of any report provided by BERL, nor shall BERL be held to have given or implied any warranty as to whether any report provided by BERL will assist in the performance of the client's functions.







Te Puni Kōkiri, Te Puni Kōkiri House
143 Lambton Quay, PO Box 3943, Wellington, New Zealand
PHN *Waea* + 64 4 819 6000 FAX *Waea Whakaahua* + 64 4 819 6299

www.tpk.govt.nz