



He Tautoko i ngā Pakihi Māori

Support for
Māori Business



Mihi Hon Te Ururoa Flavell



“E āku rahi, e āku nui, e āku rau rangatira mā, nei rā te mihi ki a koutou katoa.”

Being in business isn't easy. It requires courage, risk, knowledge and money. It requires tenacity and a willingness to learn from others with experience, a clear plan and pathway to grow your business. It doesn't matter whether you are a small business, or big export business – the challenges are the same. You have to **know your customer** and **design a product** that they will pay for. You need **access to expertise and mentors** to help guide your business strategy, and **partners** with the **right skills and assets** who **share your values and vision. You have to put skin in the game.**

This booklet contains guidance on the **support** available from **government** and some **non-government organisations** to help you grow your business. Whether you are starting out or growing internationally, **there is help for you.** There are also inspiring stories of Māori who are forging a path in business – from young tech entrepreneurs to multi-million dollar global businesses. There is a quick reference table at the back which outlines the support available.

Our ancestors were full of courage, innovative and they took risks – they were natural traders. They sailed across the Pacific Ocean, navigating the vast ocean and learning and adapting as they encountered new challenges and built new societies.

He kai kei aku ringa – the Crown-Māori Economic Growth Partnership – is a metaphor for that **resilience.** Literally it means 'growing food by our own hands'. Mana motuhake, tino rangatiratanga, call it what you wish. It is about determining our economic destiny and succeeding as Māori.

Okea ururoatia! – Fight like a shark. Be tenacious in your pursuit of your goals, never give up.

Hon Te Ururoa Flavell

Te Minita Whanaketanga Māori

Te Minita Whānau Ora

Te Minita Tuarua Whanaketanga Ohaoha

Ngāti Rangiwewehi, Ngāpuhi, Ngāti Raukawa

Kia Ora

Welcome

Whether you have a business idea or are well established in international markets, there is a range of help available to you through government agencies and non-governmental organisations. This guide has been developed to help you understand what information, assistance and support is available and where you can go to access it.

A great place to start is by talking to Te Puni Kōkiri or your Regional Business Partner.

Te Puni Kōkiri – Business Growth Advisors

Phone: 0800 949 997

Website: www.tpk.govt.nz

or Google: TPK Business Growth Advisors

Regional Business Partner Network

Website: www.regionalbusinesspartners.co.nz

For **aspiring or existing exporters** and those looking for support or **investment** to grow internationally, talk to **New Zealand Trade and Enterprise**

Phone: 0800 555 888

Website: www.nzte.govt.nz

For all your R&D, science and innovation needs, talk to **Callaghan Innovation**

Phone: 0800 422 552

Website: www.callaghaninnovation.govt.nz

If you're an **agri-business** or collective talk to:

Ministry of Primary Industries

Phone: 0800 008 333

Website: www.mpi.govt.nz

He Pakihi Māori

Māori Business Story

You may have an idea for a business, or your business is already thriving and you are thinking of growing your business. Maybe your business relates to primary industry and you want to maximise export opportunities, or your business is in the tech sector.

This publication provides support and information for Māori businesses in these four key areas:

01

He Pakihi Tīmata

START-UP

I am starting
a business

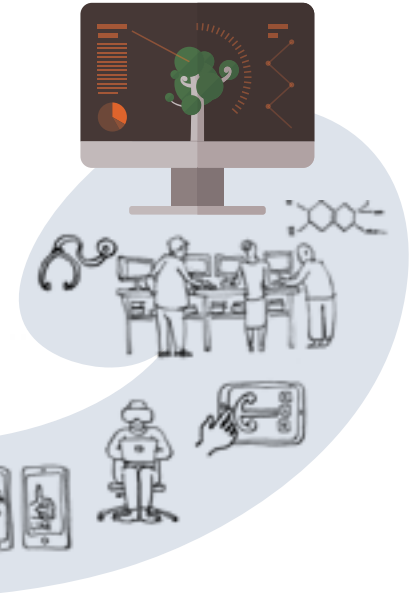


03

He Pakihi Ahu Whenua PRIMARY INDUSTRIES



My business is digital or technology-based



04

He Pakihi Hanganau DIGITAL & TECH

02

He Pakihi e Tipu ana GROWING A BUSINESS

01 He Pakihi Tīmata

Start-up

You are confident that your business concept will work and now you want to set up your own business, partnership or collective.

At the start-up stage, you can access the following:

www.business.govt.nz

The best source of online information about how to start, stop or operate a business

Te Puni Kōkiri

Provides advice, information, connection and funded capability development

Regional Business Partner Network (NZTE)

Advice, information, mentoring, coaching, networking, resources, referrals, capability funding for all businesses

Māori Women's Development Inc

Advice and mentoring on starting or growing a Māori business, loans

Business Mentors NZ

Start-up mentoring programme

Work and Income

Advice, training, grants for beneficiaries starting out

Whānau Ora

Ask your Whānau Ora navigator if there is business support for your idea

Accelerators

Grow tech businesses through rapid product development. e.g. FinTech, Flux, Sprout, Lightning Lab, MindLab, R9

Incubators

Invest in and commercialise intellectual property to grow global businesses. e.g. Astroblab, Powerhouse, WNT, ECentre, Creative HQ, BCC, Soda, The Icehouse

Ākina Foundation

Help with starting up social enterprises

Start-up Weekend New Zealand

Share ideas, form teams, build products, and launch start-ups over a weekend

Enspiral Dev Academy

Web development training linked to employment

Crowd Funding services

For raising funds from the public through registered web platforms. e.g. PledgeMe, Kickstarter, Snowball, Boosted, Givealittle, Angel Investment Network

Inland Revenue

Resources and workshops for tax and set up

Statistics New Zealand

Online data, statistics and tools for business



“I want to give my son the best life possible and the tech industry can help me do that.”

Enspiral Dev Academy

CASE STUDY

Te Ururangi is a collaborative partnership between Enspiral Dev Academy, TPK, NZTE and Callaghan Innovation to train the next wave of Māori tech and digital business leaders, and entrepreneurs. Rena-Deane received a Te Ururangi scholarship to take on the Dev Academy bootcamp, after hearing about an accountant who'd taken the course without knowing any code.

“I want to give my son the best life possible and the tech industry can help me do that. My dream is to move home to the East Coast, work as a freelance web developer, and send my son to full immersion Māori schooling.”

www.devacademy.co.nz

Rena-Deane Goldsmith
Ngāti Porou

02 He Pakihi e Tipu ana

Growing a Business

You have been in business for several years, with established local or international markets for your products or services. **You are looking to develop new products, markets or increase the productivity** of your assets. You can access the following in addition to the other support throughout this brochure:

www.business.govt.nz

The best source of online info about how to start, stop or operate a business

Te Puni Kōkiri

Provides advice, information, connection and tailored support for growth and development

Regional Business Partner Network (NZTE)

Advice, information, mentoring, networking, resources, referrals, capability funding for all businesses

Māori Women's Development Inc

Advice and mentoring on starting or growing a Māori business, business loans

Accelerators

Grow tech businesses through rapid product development. e.g. FinTech, Flux, Sprout, Lightning Lab, MindLab, R9

Incubators

Invest in and commercialise intellectual property to grow global businesses. e.g. Astroblab, Powerhouse, WNT, ECentre, Creative HQ, BCC, Soda, The Icehouse

New Zealand Trade and Enterprise

Advice, support, connections, research, grant funding for international growth

Callaghan Innovation

Advice, support, connections, research, grant funding for high-tech business growth

Business Mentors NZ

Find a business mentor suited to your needs

Crowd Funding services

For raising funds from the public through registered web platforms. e.g. PledgeMe, Kickstarter, Snowball, Boosted, Givealittle, Angel Investment Network

Statistics New Zealand

Online data, statistics and tools for business

Poutama Trust

Advice, connections and grants for individual and collective Māori businesses

Māori Innovation Fund (MBIE)

Supporting Māori business capability building

Tourism Growth Partnership (MBIE)

A contestable fund to foster innovation and increase productivity in the tourism sector

Vision Mātauranga Capability (MBIE)

A contestable fund for develop Māori science research and knowledge capability



“Fishing has been and will always be a way of life for my family. It is simply what my family did.”

Okains Bay Seafood

CASE STUDY

Okains Bay Seafood in Christchurch is one of New Zealand’s largest privately owned long line fishing companies. They are an innovative family-focused company using the best of traditional and advanced technology that benefits the community, employees, fisher people, fishing quota owners and consumers.

“TPK helped us build our online track and trace system, which was critical to our customers and consumers. They introduced us to NZTE who helped build our expansion in to international markets.”

www.okainsbayseafood.co.nz

Greg Summerton
Ngāi Tahu

03 He Pakihi Ahu Whenua

Primary Industries

If you are in the **primary industries**, you can access the following in addition to the other support throughout this brochure:

www.business.govt.nz

The best source of online information about how to start, stop or operate a business

Te Puni Kōkiri

Māori Land Service provides advice, information, connection, mentoring, Whenua Māori Fund for land development capability

Ministry for Primary Industries

Advice, support, funding to assist Māori in making the most of their primary sector assets through:

- › Māori Agribusiness Programme
- › Irrigation Acceleration Fund
- › Afforestation Grant Scheme
- › Sustainable Farming Fund
- › Primary Growth Partnership Fund

Māori Land online

Provides list of current ownership for Māori land

Māori Land Visualisation Tool

Helps owners make more informed decisions about how to use their land

Agmardt Funding

Primary sector market grants to support international development

Te Tumu Paeroa (TTP)

Trust administration, property management, commercial development and information on TTP lands

Department of Conservation

Ngā Whenua Rāhui Fund, Mātauranga Kura Taiao Fund

Crown Research Institutes & Science Partners

Landcare Research, Agresearch, Plant and Food, Lincoln Hub, Cawthron Institute and more

New Zealand Trade and Enterprise

Advice, support, connections, research, international growth grant funding

Callaghan Innovation

Advice, support, connections, research, grant funding for ag-tech business growth including PhD students and specialists

Poutama Trust

Advice, connections and grants for individual and collective Māori businesses

Federation of Māori Authorities

Advice and support to Māori agribusiness



“It’s such an amazing feeling to be able to harvest honey with my brothers and my sister...”

Kai Ora Honey

CASE STUDY

“Producing honey is hard work, it’s tough, it’s sweaty, it’s groggy, but we’ll do anything to stay here in the Far North.”

Kai Ora Honey, based in Kaitaia, is a Māori family owned business exporting high quality Mānuka honey for the global market.

“We worked with Poutama Trust initially in the Indigenous Cuisine Cluster and then the Poutama Honey Group to grow our business internationally. This led to a relationship with NZTE, and now we’re working with Poutama on a joint Māori export brand.”

www.kaiorahoney.co.nz

Blanche Murray
Ngāti Kuri, Te Rarawa

04 He Pakihi Hangarau

Digital & Tech

If you are in the **tech sector**, or a **tech-heavy business**, you can access the following in addition to the other support throughout this brochure:

www.business.govt.nz

The best source of online information about how to start, stop or operate a business

Callaghan Innovation

Advice, support, connections, research, grant funding for high-tech business growth

New Zealand Trade and Enterprise

Advice, support, connections, research, grant funding for international growth

Te Puni Kōkiri

Māori Digital Technology Development Fund provides contestable funding to create high value jobs for Māori in the tech sector

Regional Business Partner Network

Advice, information, mentoring, networking, referrals, capability funding for all businesses

Enspiral Dev Academy

Intensive web development programme linked to employment, plus Te Ururangi programme for Māori

Accelerators

Grow tech businesses through rapid product development. e.g. FinTech, Flux, Sprout, Lightning Lab, MindLab, R9

Incubators

Invest in and commercialise intellectual property to grow global businesses. e.g. Astroblab, Powerhouse, WNT, ECentre, Creative HQ, BCC, Soda, The Icehouse

Crowd Funding services

For raising funds from the public through registered web platforms. e.g. PledgeMe, Kickstarter, Snowball, Boosted, Givealittle, Angel Investment Network

ICT Graduate Schools

Postgrad programmes to develop industry-ready graduates with technology skills and critical thinking

KLP8 (Kiwi Landing Pad 8)

A one month immersion in San Francisco for technology start-ups



“It’s good to know that a little boy from Raukawa who left school at 15 can build a multi-million dollar global technology company...”

Straker Translations

CASE STUDY

Straker Translations is a cloud based translation services company, providing 24/7 services to its customers all over the world. Straker says, “Our proposition is built on speed, quality and simplicity for customers.” In 2016 Straker won the Innovation Category at the NZ International Business Awards. “Until 18 months ago I’d had very little to do with government agencies, but I’ve found the connections with them and other entrepreneurs has helped me fuel my passion for education and training people in computer programming and digital entrepreneurship.”

“It’s good to know that a little boy from Raukawa who left school at 15 can make his way in the world to building a multi-million dollar global technology company with 9 offices and 5,000 translators around the world.”

Grant Straker is the co-founder with his wife, and an award winning entrepreneur, engineer, paratrooper, ironman, volunteer fire-fighter, musician and dad.

www.strakertranslations.com

Grant Straker
Ngāti Raukawa



“NZTE helped me develop a comprehensive Investment Memorandum...”

Tōrere Macadamias

CASE STUDY

“The advice and support provided by NZTE helped me develop a comprehensive Investment Memorandum to present to investors,” Vanessa Hayes, Tōrere Macadamias Director says. “They helped me gain some really valuable insight into the business, and identify different investment options – for now and in the future”.

Tōrere Macadamias Limited is a whānau-based organic macadamia development company, dedicated to establishing a commercial macadamia nut industry in Aotearoa. The team lovingly grows the macadamia plants, tends the orchards, harvests, processes and markets what they believe are Aotearoa’s premium organic macadamia nut kernel and macadamia products.

www.toreremacadamias.co.nz

Vanessa Hayes
Ngāi Tai, Whakatohea



The Murray whānau from Kai Ora Honey. “It’s such an amazing feeling to be able to harvest honey with my brothers and sister...”

Whakapai

Prepare

Before you approach an agency you can prepare yourself by thinking about:

Information that the agency/organisation will want to know about you and your business:

- › Who are you? (name, name of your group/business, your role)
- › Where are you from? (location and region)
- › How long have you been in business or how long has your group existed?
- › What do you want help with?

Information you may want to find out about the agency/organisation:

- › Does the agency/organisation have Māori staff or a Māori team?
- › What services can I access in my region?
- › Is there a Māori business network or hub in my region?
- › Am I able to meet with someone face-to-face?



Where do I go to get help to grow my idea or business?

There are a number of organisations who can help grow your business or business idea depending where you are on your business journey. Here is a helpful list. If in doubt, start with Te Puni Kōkiri or your Regional Business Partner.

| Agency | What do they do? | How do I contact them? | What funding support do they have? | This fund is suited to a business that is: | | | | |
|--|---|--|---|--|---------|---------|--------|------------|
| | | | | Pre Startup | Startup | Growing | Mature | Collective |
| www.business.govt.nz | The best source of online information about how to start, stop or operate a business | › www.business.govt.nz | › None – but it can direct you to sources of funding and advice | ● | ● | ● | ● | ● |
| Te Puni Kōkiri | Advice and guidance for businesses at start-up point and growing businesses | › 04 819 6000 › www.tpk.govt.nz | › Māori Potential Fund › Whenua Māori Fund › Māori Digital Technology Development Fund | | ● | ● | ● | ● |
| Regional Business Partner network across NZ | Advice and guidance for business growth | › www.regionalbusinesspartners.co.nz | › Capability Vouchers – \$5,000 per company › Biz Mentors – business mentoring | ● | ● | ● | | |
| New Zealand Trade and Enterprise | Grow your business internationally | › 0800 555 888 › www.nzte.govt.nz › Ask to speak to their Māori business team | › International Growth Fund › Coalition Funding for groups of companies | | | ● | ● | ● |
| Callaghan Innovation | Accelerate commercialisation and innovation in your business | › 0800 422 552 › www.callaghaninnovation.govt.nz › Ask to speak to their Māori business team | › R&D Student Grants › R&D Project Grants › R&D Growth Grants › Accelerators and Incubators | | ● | ● | ● | ● |
| Ministry of Primary Industries | Capability advice and funding to grow primary sector businesses | › 0800 00 83 33 › www.mpi.govt.nz/funding-and-programmes | › Māori Agribusiness Pathways › Sustainable Farming Fund › Primary Growth Partnership › Irrigation Acceleration Fund › Afforestation Grant Scheme | | | ● | ● | ● |
| Ministry of Business, Innovation and Employment | Two funds to support capability Māori collectives and Māori R&D | › 04 472 0030 › info@mbie.govt.nz › www.mbie.govt.nz | › Māori Innovation Fund for collectives › Vision Mātauranga Fund for research › Tourism Growth Partnership › Science Investment Round | | | ● | ● | ● |
| Māori Land Online | Register of ownership of Māori land | › www.maorilandonline.govt.nz › 0800 377 774 | | | | | | |

| Agency | What do they do? | How do I contact them? | What finding support do they have? | This fund is suited to a business that is: | | | | |
|--|---|---|---|--|---------|---------|--------|------------|
| | | | | Pre Startup | Startup | Growing | Mature | Collective |
| Landcare Research | Māori Land Visualisation Tool | <ul style="list-style-type: none"> › www.landcare-research.govt.nz › 04 382 6649 | › Māori Land Visualisation Tool | | | | | |
| Agmardt | Primary sector market grants to support in-market development | › www.agmardt.org.nz | › Agri-business grants and loans | | | ● | ● | ● |
| Te Tumu Paeroa | Primary sector development advice and ventures | <ul style="list-style-type: none"> › 0800 943 682 › www.tetumupaeroa.co.nz | › Co-investment in primary sector ventures | | | ● | ● | ● |
| NZ Māori Tourism | Tourism support and advice | <ul style="list-style-type: none"> › 04 474 4682 › www.maoritourism.net | | | | ● | ● | ● |
| Poutama Trust | Māori business advice , clusters and international advice | <ul style="list-style-type: none"> › 0800 476 882 › www.poutama.co.nz | › Business growth funding | | | ● | ● | ● |
| Federation of Māori Authorities | Supports primary sector Māori development through capability projects and advocacy | <ul style="list-style-type: none"> › 04 474 1480 › www.foma.org.nz | | | | ● | | ● |
| Māori Womens Development Inc | Supports economic development of Māori women and their whanau | <ul style="list-style-type: none"> › 04 499 6504 › mwdi@mwdi.co.nz › www.mwdi.co.nz | › Business Loans | ● | ● | ● | | |
| Enspiral Dev Academy | 10 week web development programme linked to employment | <ul style="list-style-type: none"> › 021 509 904 › hello@devacademy.co.nz › www.devacademy.co.nz | › Te Ururangi programme for Māori web developers and tech entrepreneurs | ● | ● | | | |
| Start-up Weekend NZ | 54 hr start up weekends for developers, designers, product managers, start-ups | › www.startupweekend.co.nz | | ● | ● | | | |
| Inland Revenue | Online advice and workshops for tax | › www.ird.govt.nz/tools-for-business | | ● | ● | | | |
| Statistics NZ | Online data, statistics and tools for business | <ul style="list-style-type: none"> › www.stats.govt.nz › 0508 525 525 | | ● | ● | | | |
| Work and Income | Advice, training, grants for beneficiaries starting out | <ul style="list-style-type: none"> › www.workandincome.govt.nz › 0800 559 009 | | ● | ● | | | |
| Department of Conservation | Protecting NZ natural heritage | <ul style="list-style-type: none"> › 04 472 0030 › www.doc.govt.nz | <ul style="list-style-type: none"> › Ngā Whenua Rāhui Fund (DoC) › Mātauranga Kura Taiao Fund (DoC) | | | | | |
| Ākina Foundation | Advice and capability programmes for social enterprise development | <ul style="list-style-type: none"> › 04 384 6504 › info@akina.org.nz › www.akina.org.nz | | ● | ● | | | ● |



He kai kei aku ringa

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