



Te Puni Kōkiri
MINISTRY OF MĀORI DEVELOPMENT



AMOTAI



TE MATAPAEROA: Māori business data

Presented by
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About Te Matapaeroa

- Commissioned in response to the outbreak of Covid-19 and the government's Māori Economic Resilience Strategy
- Uses data in Stats NZ's IDI and LBD to count and describe Māori-owned businesses
- Te Matapaeroa 2021 will be released later this year: data explorer, data sets, and a series of reports
- Open to collaborations, especially encouraged with kaupapa-Māori & equity driven researchers (e.g. Amotai/TSI) and iwi Māori

Definitions and Methods

We report on new measures for Māori businesses

We have changed
the way we identify
businesses to allow
longitudinal analysis

Use of Permanent Enterprise
Numbers



We have added more
definitions of 'Māori
business'

- 50% ownership by someone of Māori whakapapa (Old)
- Any ownership by someone of Māori whakapapa



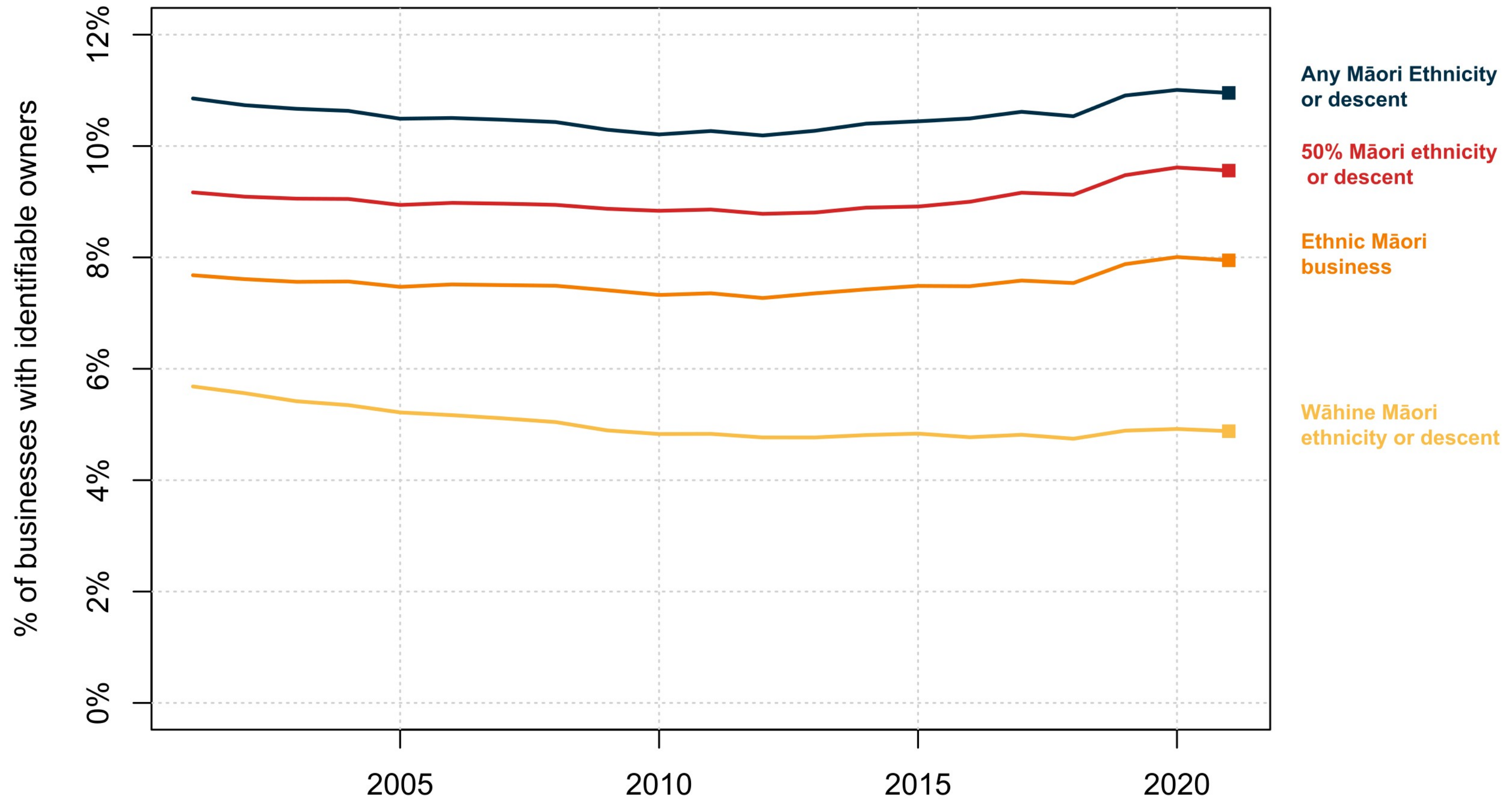
Access to the data used in this study was provided by Stats NZ under conditions designed to give effect to the security and confidentiality provisions of the Data and Statistics Act 2022.

The results presented in this study are the work of the author, not Stats NZ or individual data suppliers.

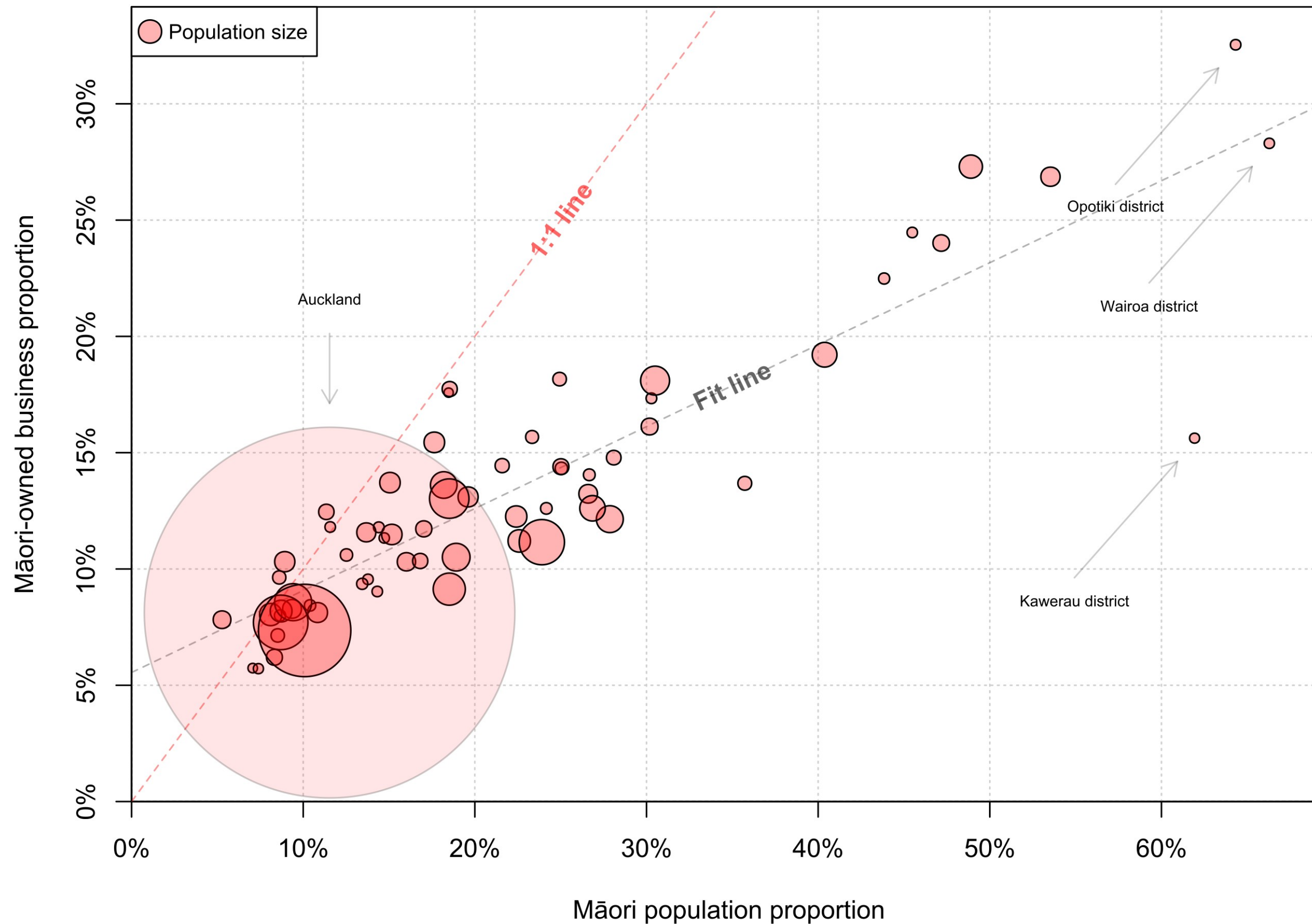
These results are not official statistics. They have been created for research purposes from the [Integrated Data Infrastructure (IDI) and/or Longitudinal Business Database (LBD)] which [is/are] carefully managed by Stats NZ. For more information about the [IDI and/or LBD] please visit <https://www.stats.govt.nz/integrated-data/>.

The results are based in part on tax data supplied by Inland Revenue to Stats NZ under the Tax Administration Act 1994 for statistical purposes. Any discussion of data limitations or weaknesses is in the context of using the IDI for statistical purposes, and is not related to the data's ability to support Inland Revenue's core operational requirements.

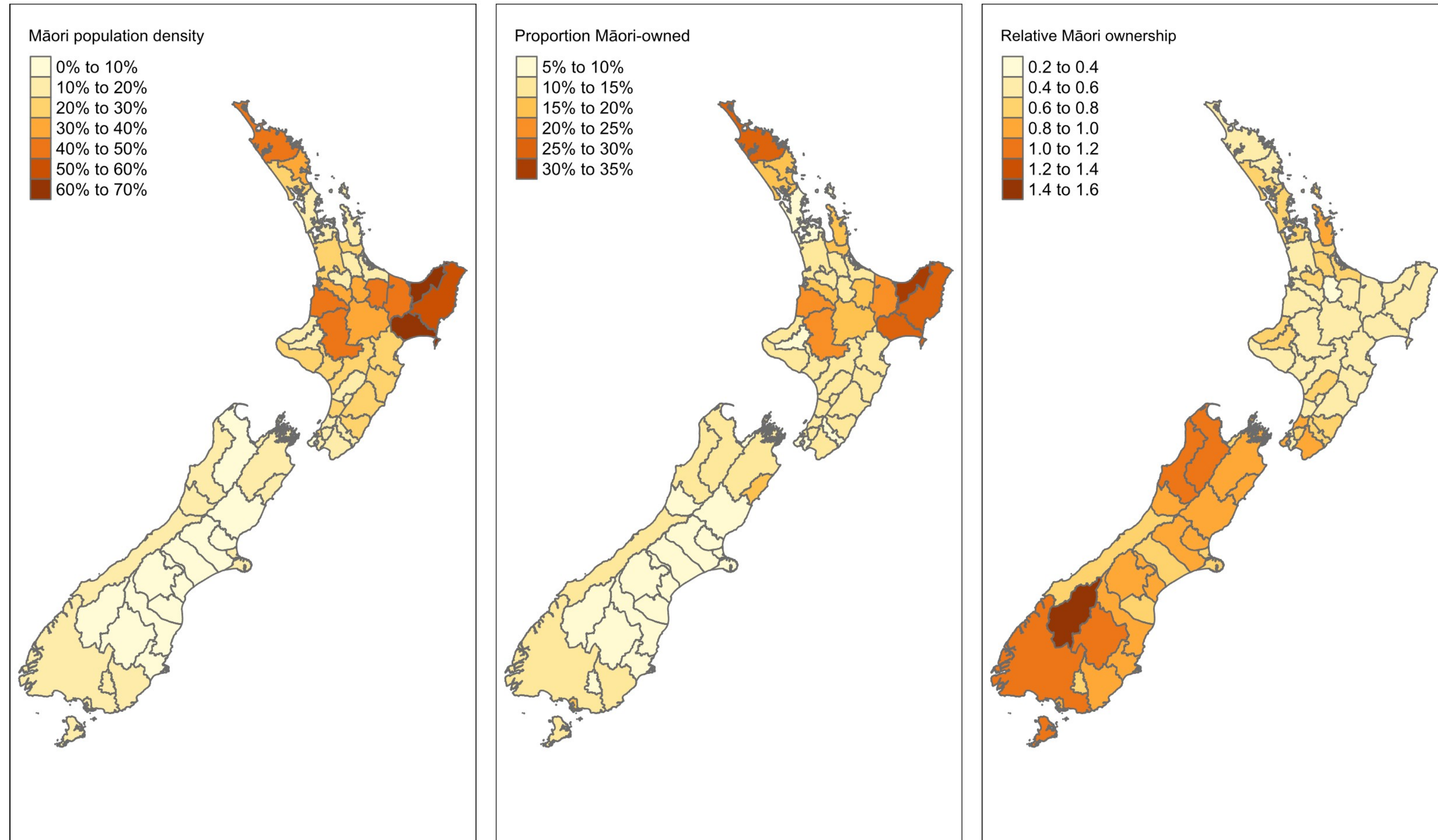
We measure Māori owned businesses in several ways



Māori-Owned businesses are usually underrepresented compared to working age population

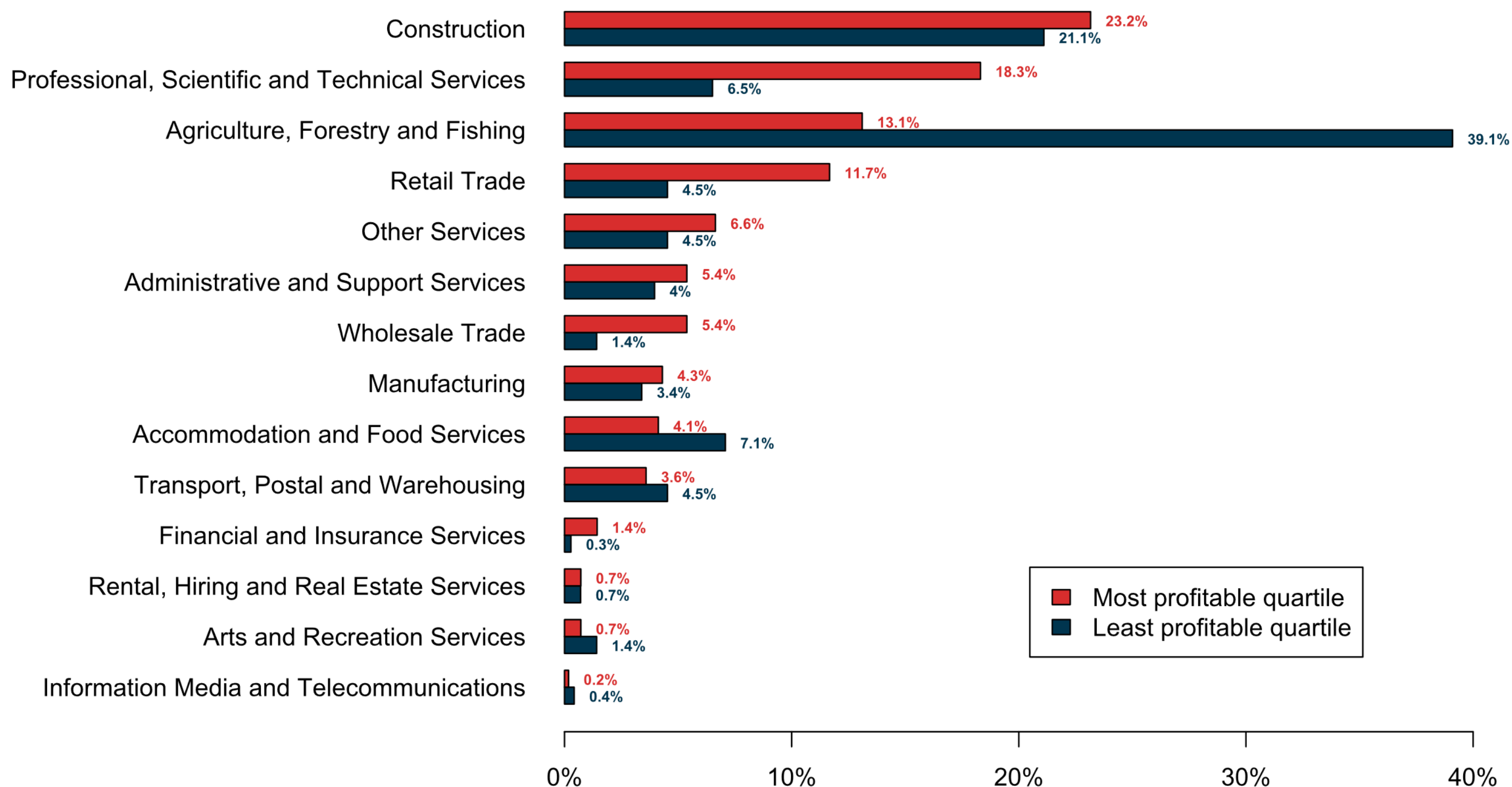


Except in South Island..



Agriculture, Forestry and Fishing are overrepresented in the least profitable quartile

Within-quartile distribution of Māori businesses



Unique contributions of Te Matapaeroa dataset

Best source of data
on Māori-owned
business

Can track the growth of
Māori businesses in different
sectors

Important for economic development
planning, social procurement targets

Potential for other researchers to
analyse data:

- Plans for publicly available summary datasets
- TPK team open to data collaborations
- Using the TPK code and methods in the datalab for more complex analysis

Also includes indicators for
business owners who
are Pasifika, Asian and from
other under-served, under-
analysed groups.

Wāhine Māori & Pasifika led economic development & equity initiatives, based inside Auckland Council.

Instigated national targets for diversifying the supply chain so Maori & Pasifika-owned businesses can access a fair slice of government procurement spending.



TSI/Amotai collaboration with Te Matapaeroa commissioned and overseen by: Tania Pouwhare (Ngāi Tuhoe), Dir. TSI; Anna-Jane Edwards, Manukura – Amotai; Kahurangi Malcolm, Amotai / Puna Awarau (Ngāti Te Ata, Te Waiariki)

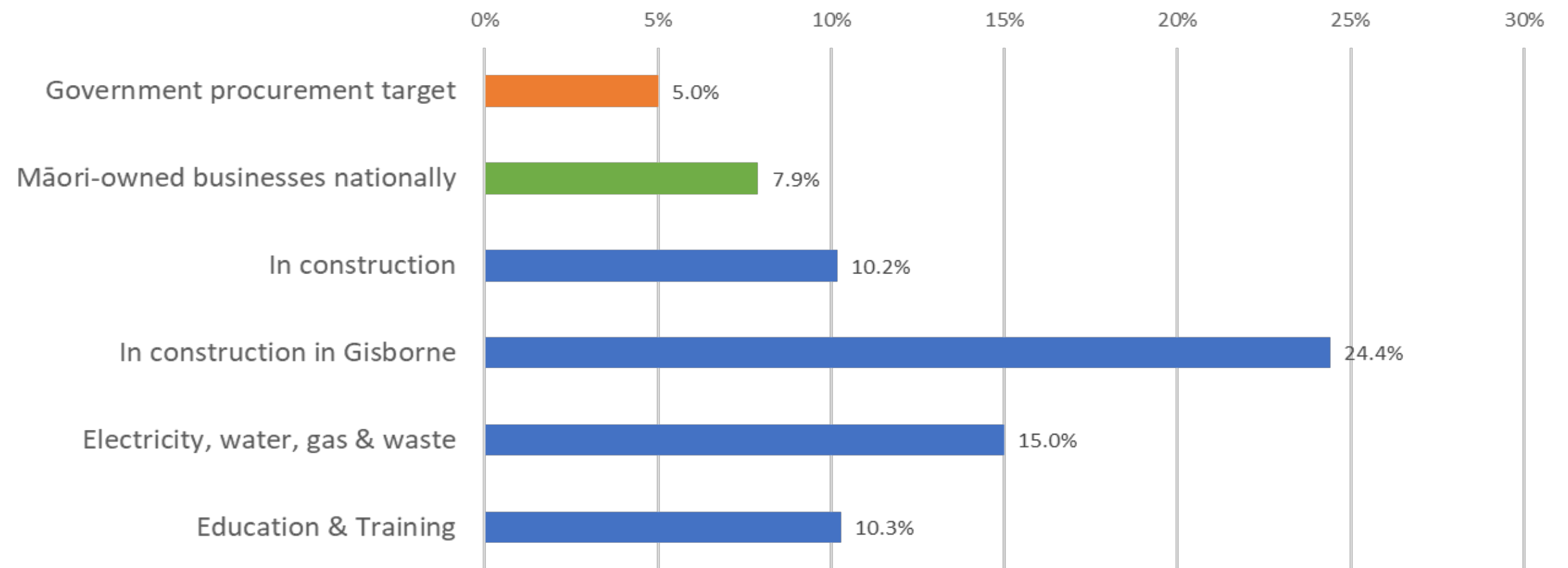
Supplier Diversity targets need local industry data



Examples of rates of Māori-owned businesses in some typical industries targeted by social procurement

- Government target is at least 5% (by number) of procurement contracts to Māori-owned businesses.
- Te Matapaeroa data can help set sights higher where needed.

Rates of Māori-owned businesses and established sole traders in typical industries using social procurement

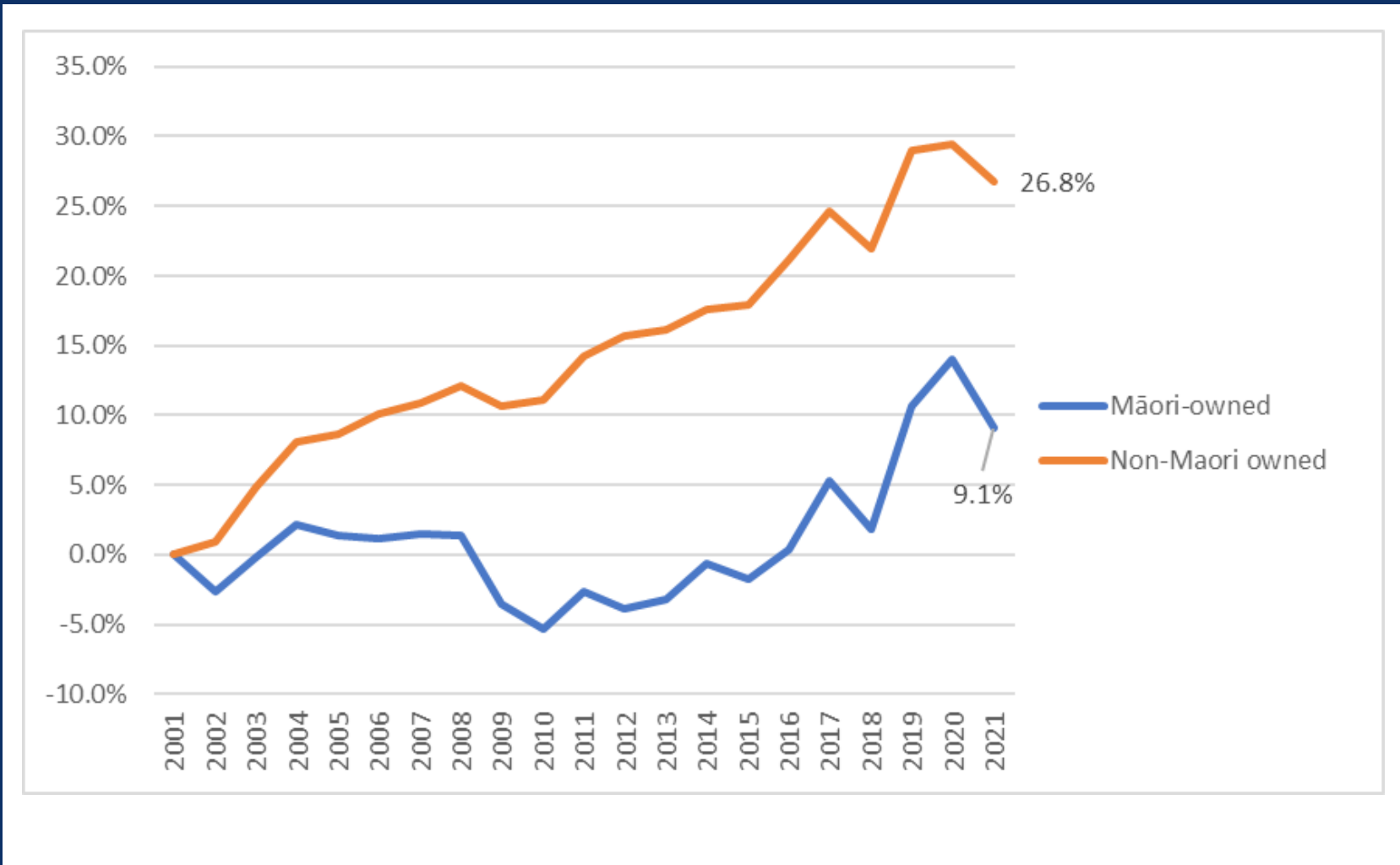


Māori business numbers falling behind in Auckland, especially South Auckland

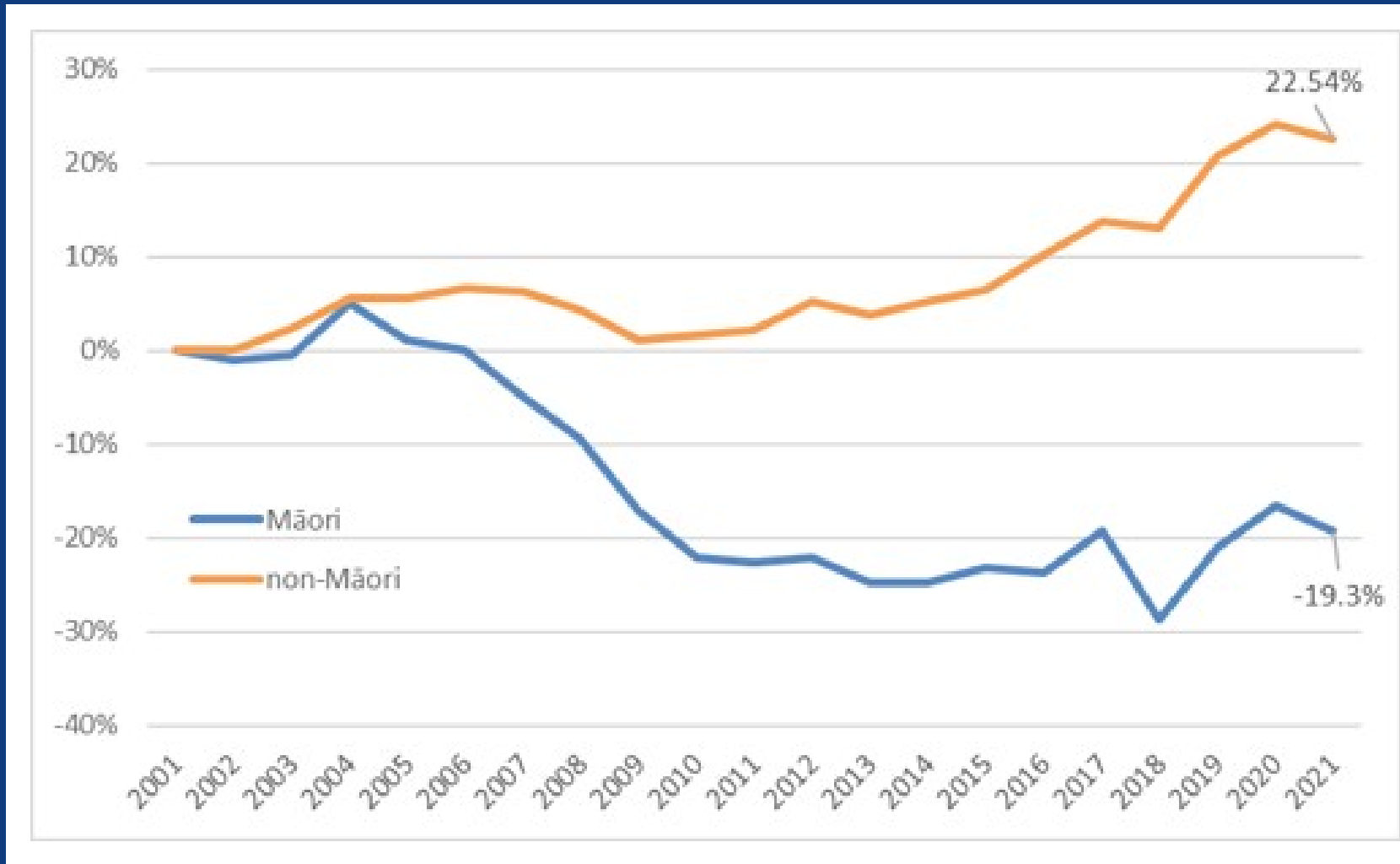


Te Matapaeroa provides the most granular local data on business ownership and the ethnic economy.

Cumulative growth: Māori and non-Māori employers in Auckland 2001-2021

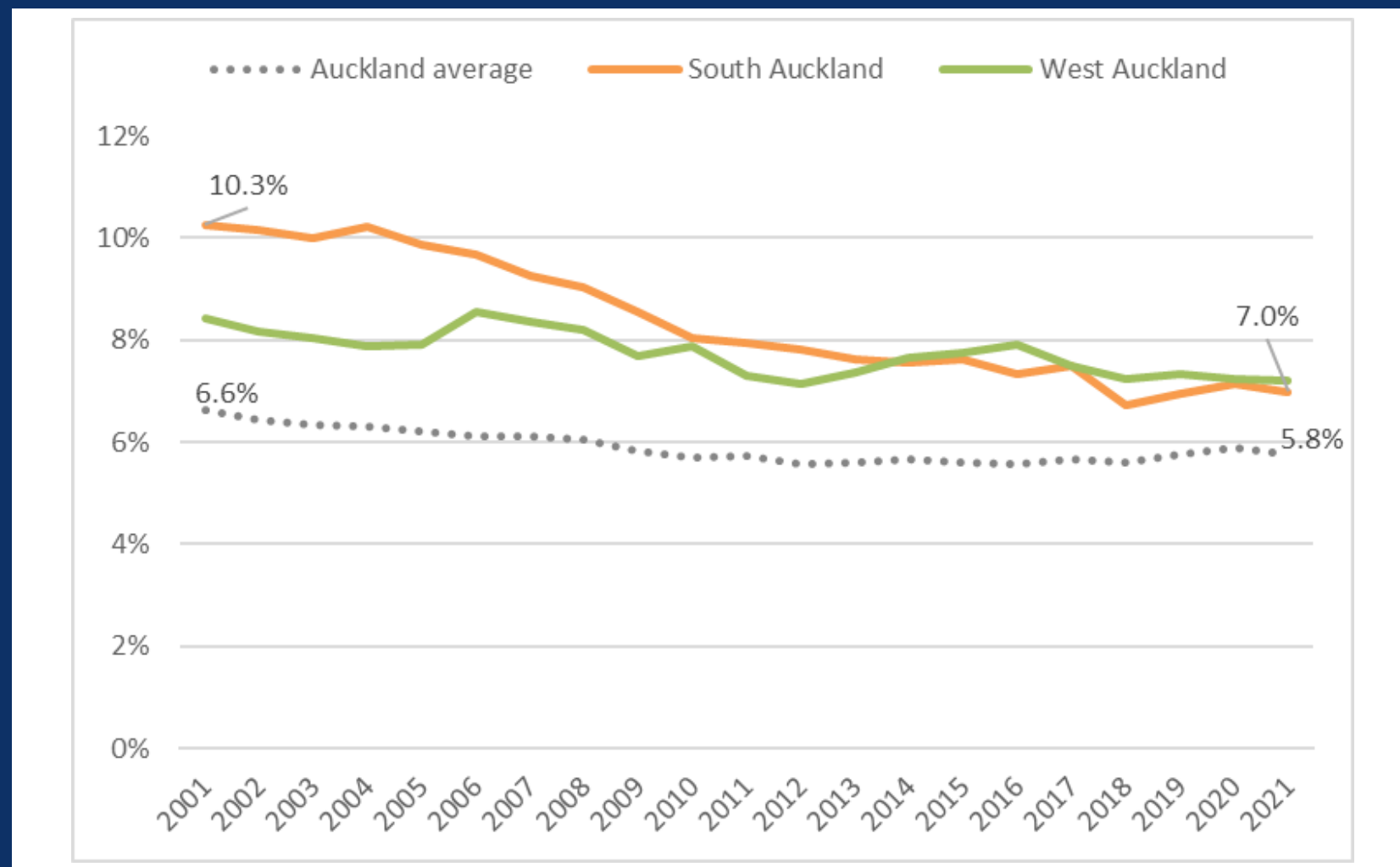


Cumulative growth: Māori and non-Māori employers in South Auckland 2001-2021

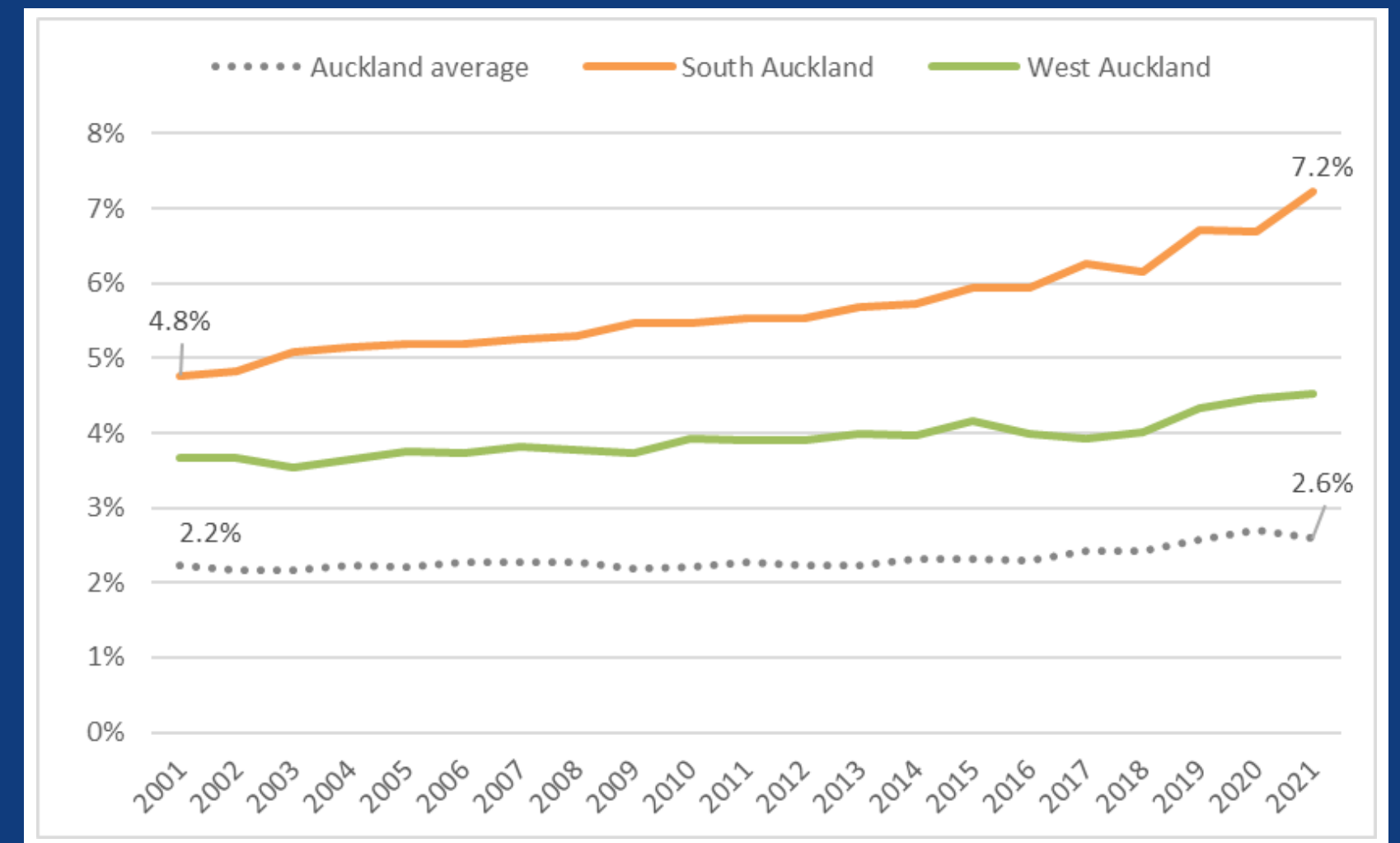


Māori ownership rates lower now than 20 years ago in Auckland, especially South Auckland

Māori-owned proportion of businesses by TSI area, 2001-2021



Pacific-owned proportion of businesses by TSI area, 2001-2021



New Kinds of Analysis Possible on Pay, Pay Gaps & Productivity

We can now analyse ethnic pay gaps **by key employer characteristics**

- Ethnicity of business owner
- Size of business
- Ethnic proportions of workforce
- Profit measures
- Wage bill



Māori-owned businesses:

- Pay less overall but pay more fairly – smaller ethnic and gender pay gaps
- Relatively bigger increases in pay as Māori companies get bigger



Ethnic pay gap strongly predicted by size of business

- Also somewhat predicted by profitability
- But Māori ownership moderates both of these patterns



Māori businesses seem more productive than non-Māori businesses at bigger sizes

- Positive selection of the businesses who have overcome barriers to Māori business growth?



Summary

- Best source of data on Māori-owned business
 - For identifying inequities
 - Tracking growth and representation of Māori businesses
 - Plethora of variables
- Very useful for equity-based economic development planning
 - Dataset also includes now all ethnic business ownership, i.e. Pasifika, Asian, MELAA.
- Huge potential for other researchers in the IDI/LBD

PĀTAI?