



THE UNIVERSITY OF
AUCKLAND
Te Whare Wānanga o Tāmaki Makaurau
NEW ZEALAND

BUSINESS SCHOOL
DAME MIRA SZÁSZY RESEARCH CENTRE

Vision Mātauranga and the Māori Economy

27th August 2020

Dame Mira Szászy Research Centre Webinar Series

Dr Rachel Wolfgramm (Director)

Dr Carla Houkamau c.houkamau@auckland.ac.nz

(Management and International Business)

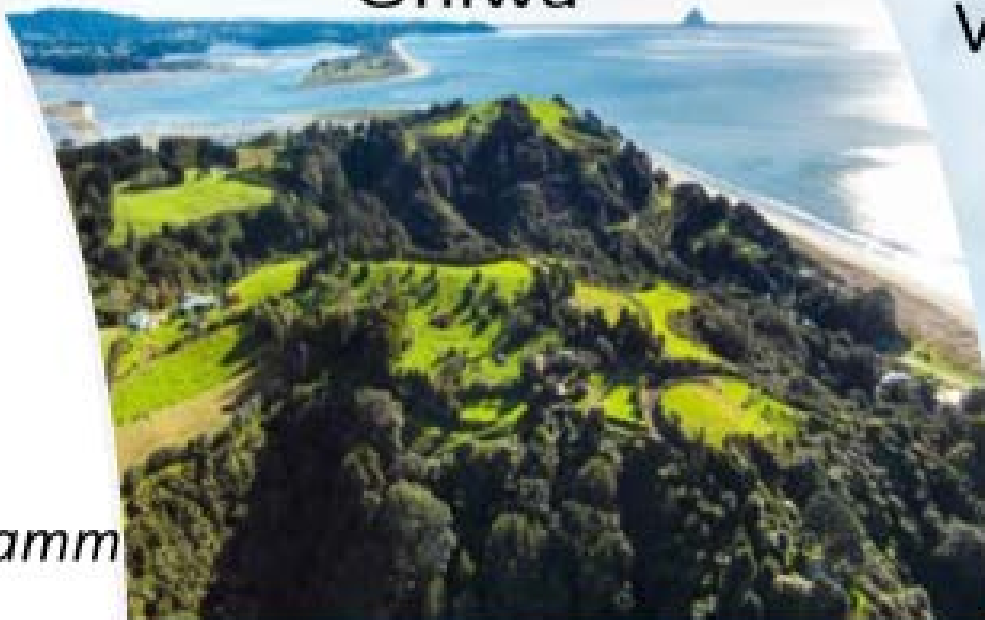


Mihi – Greeting

Rachel Maunganui Wolfgramm

Te Aupouri, Ngai Takoto, Te Whakataheā , Vava'u Tonga

Ohiwa



Vava'u , Tonga



Kaimaumau



To those who have passed beyond the world that we reside in – our ancestors



Waimirangi, Haerekitera, Hineiahua Rangihaerepo Balneavis, Peau Lavaki

Rachel Maunganui Wolfgramm



Agenda

- What is the Vision Mātauranga policy?
- Vision mātauranga statement examples.
- The Māori economy – key features.
- Mātauranga Māori research philosophy.
- Self review questions - things to consider.
- Resources: Information about the policy and how it may be applied.



Vision Mātauranga policy

Vision Mātauranga is a policy that is meant to promote the creation of knowledge that highlights the potential contribution of Māori knowledge, resources and people to the future of Aotearoa/New Zealand. Born out of a concern that Māori were not being recognized appropriately or adequately in government funded research.

<https://royalsociety.org.nz/what-we-do/funds-and-opportunities/marsden/application/submitting-a-proposal/vision-matauranga/>

<http://www.mbie.govt.nz/info-services/science-innovation/agencies-policies-budget-initiatives/vision-matauranga-policy/?searchterm=vision%20matauranga%2A>



- 1. Indigenous Innovation:** Contributing to economic growth through distinctive research and development
- 2. Taiao / Environment:** Achieving environmental sustainability through iwi and hapū relationships with land and sea
- 3. Hauora/Health:** Improving health and social wellbeing
- 4. Mātauranga:** Exploring indigenous knowledge and science and innovation.

Source: <http://www.mbie.govt.nz/info-services/science-innovation/unlocking-Māori-potential>

Example of a Vision Mātauranga Statement

<https://bioheritage.nz/about-us/vision-matauranga/>



Our Māori Strategy

- We take a proactive role in partnerships with Māori researchers and communities.
- We create opportunities for emerging Māori leaders and explore co-leadership models.
- We seek to build capacity amongst non-Māori researchers and end-users to enable them to work confidently in partnership with tangata whenua.
- We invest in kaupapa Māori and Māori-led research.
- Co-design is a cornerstone of the way we work.
- We partner with other entities seeking to build Māori capability and capacity across the New Zealand innovation system.
- We enrich our research and innovation investments by blending Mātauranga Māori with contemporary research methods.

Example of a Vision Mātauranga Statement

<https://www.psych.auckland.ac.nz/en/about/new-zealand-attitudes-and-values-study/vision-matauranga.html#4b942261ca1f30e7944c4acbf71db75d>

NZAVS Vision Mātauranga

In keeping with Vision Mātauranga, we understand that **Māori success is New Zealand's success**. The NZAVS is committed to upholding Vision Mātauranga as another way of strengthening our commitment to making a positive, long term contribution to New Zealand.

We do this by:

1. Proactively seeking patterns in our data which is of interest and relevance to Māori and encouraging co-publication with Māori students and scholars.
2. Developing Māori research capability through supporting Māori undergraduate and postgraduate students seeking employment, research and study opportunities with the NZAVS team.
3. Fostering connections with Māori researchers through the **Māori Identity and Financial Attitudes Study**.



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The Māori Economy – key features



Māori economy – diverse range of entities

Tourism

Hospitality

Screen Production

Wellness

Fashion

Digital Enterprise, IT, VR, AR

Creative Social Entrepreneurship



The Māori Economy

Currently estimated NZD50 billion

Māori economic growth has centred around four main sectors:

- Agriculture, forestry and fishing and farming. Māori own \$13 billion in primary sector assets (which is approx 10% of the total New Zealand **agriculture, forestry and fishing asset base**), including:
 - 30% of New Zealand's lamb production, 30% of sheep and beef production, and 10% of milk production.
 - Approximately 30% of New Zealand's plantation forests.
 - 50% of New Zealand's fishing quota. The fishing quota asset has a value of approximately \$2.5 billion.

Māori potential *Source: Māori Economy Investor Guide, MBIE/NZTE, June 2017*

Māori small and medium-sized enterprises in New Zealand

By industry, as at February 2019, number of businesses

Provider: Stats NZ

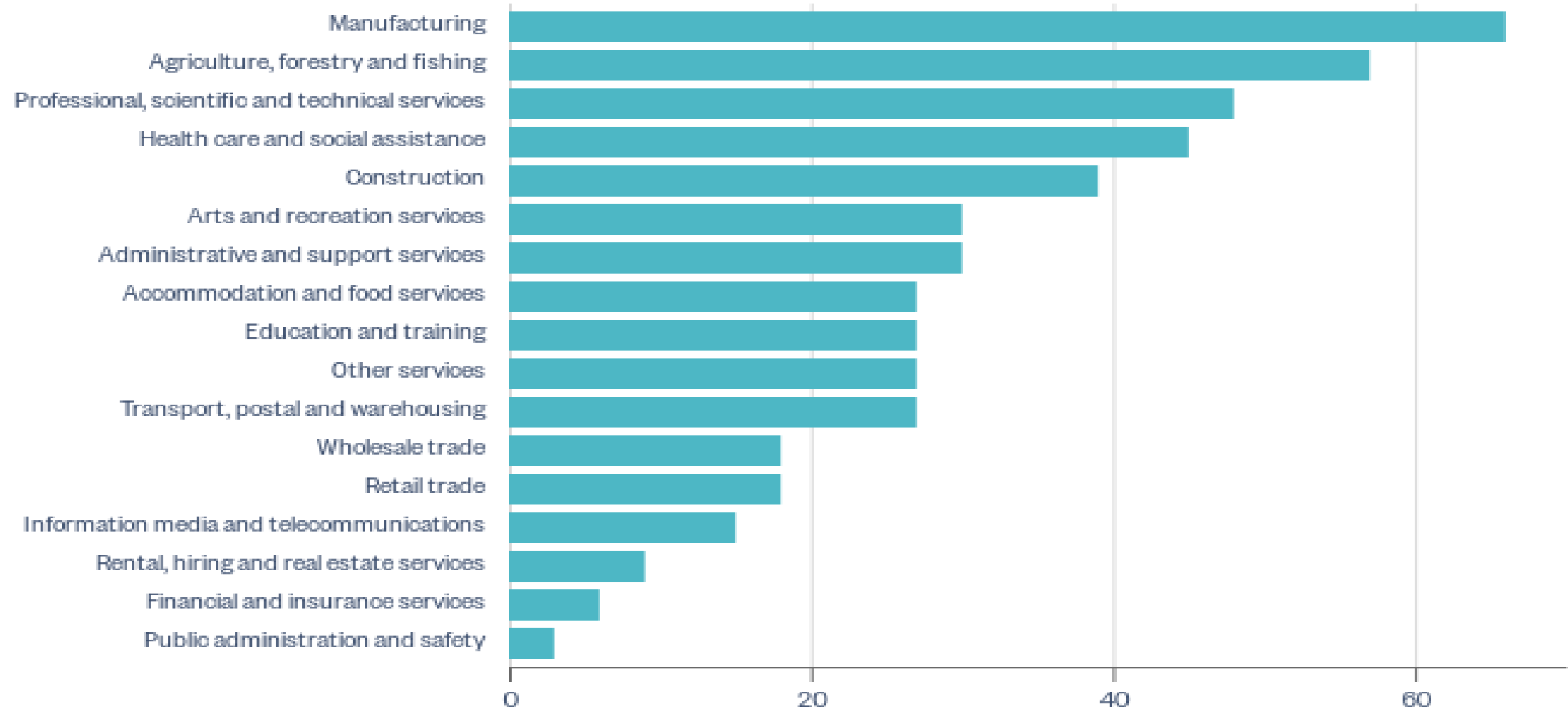
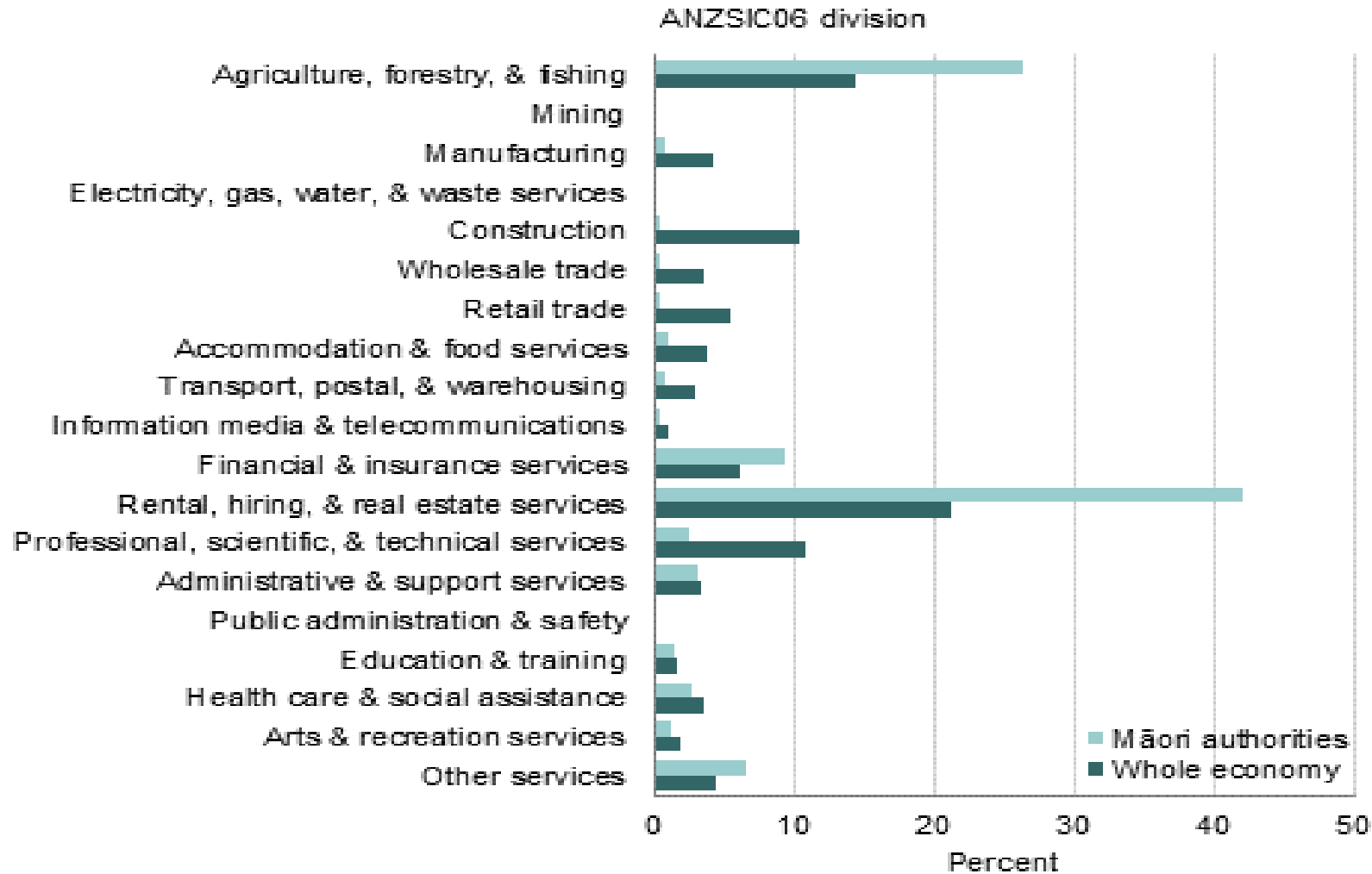


Figure 1

Māori Authorities relative to Whole (NZ) economy

Distribution of businesses by industry

As at February 2013



Note: This graph shows the number of businesses, not the size of businesses.



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Mātauranga Māori research philosophy



Mātauranga Māori research philosophy

Māori philosophy, ontology, epistemology and principles matter when contributing new knowledge (Royal, 1998:83)

Kaupapa Rangahau: A collection of readings from the Kaupapa Rangahau Workshop Series, Edited by Leonie Pihama, Sarah-Jane Tiakiwai, and Kim Southey, 2015

Mātauranga Māori research philosophy

Mātauranga Māori is created by Māori according to a worldview 'Te Ao Mārama'

Mātauranga Māori is created by the employment of methodologies derived from this worldview to explain Māori experiences of the world. (Royal, 1998:83)

Kaupapa Rangahau: A collection of readings from the Kaupapa Rangahau Workshop Series, Edited by Leonie Pihama, Sarah-Jane Tiakiwai, and Kim Southey, 2015



Mātauranga Māori research philosophy

Mātauranga Māori is created by the use of **whakapapa** (*layering of relationships across time and space*).

Whakapapa is an analytical tool employed to understand our world and relationships in it.

Kaupapa Rangahau: A collection of readings from the Kaupapa Rangahau Workshop Series, Edited by Leonie Pihama, Sarah-Jane Tiakiwai, and Kim Southey, 2015





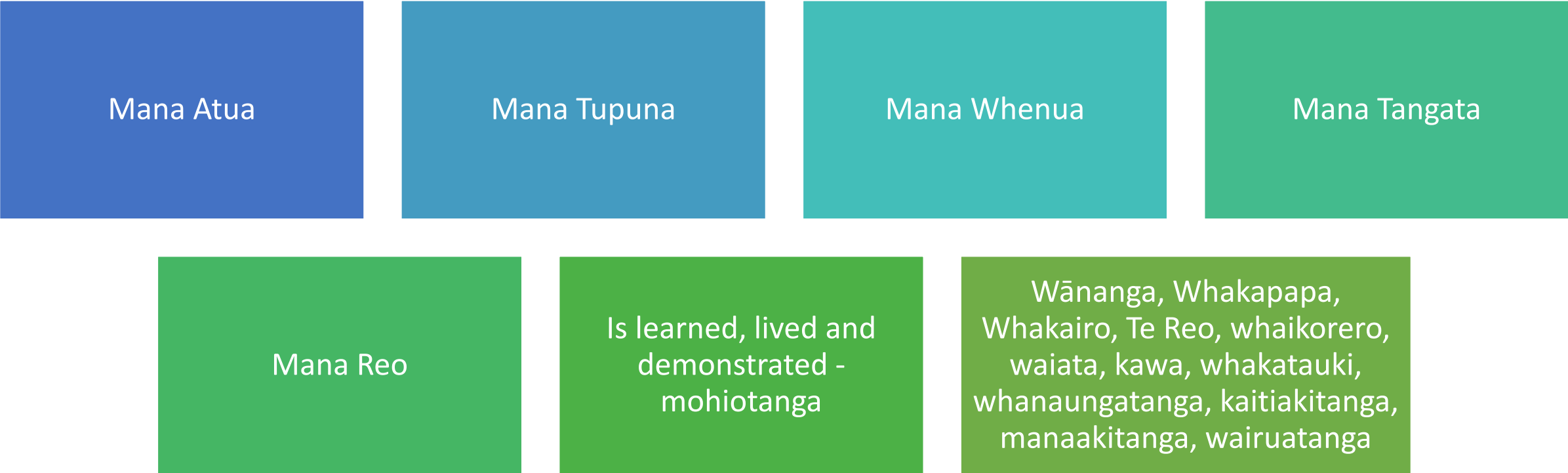
Mātauranga Māori research philosophy

Whakapapa is a vehicle and expression of mātauranga Māori.

The assertion through whakapapa of the origins of mātauranga Māori returns us to Papatūānuku and Ranginui (Royal, 1998).

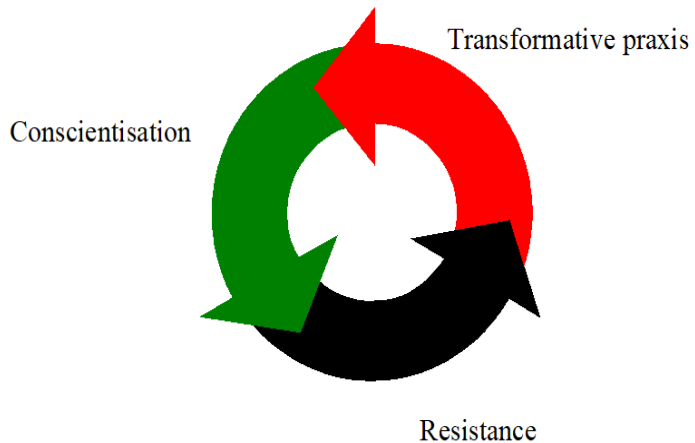
Mātauranga Māori provides a distinct Māori epistemology and way of knowing and draws upon a range of both verbal and non-verbal forms for its expression (Wiri, 1999).

Te Ao Māori Worldview encodes Matauranga Māori through Whakapapa



Kaupapa Māori – aligning matauranga Māori with research in action

Kaupapa Maori as theory and praxis



The Kaupapa Māori approach has to be won on at least two broad fronts; a confrontation with the colonizer and a confrontation with `ourselves`.

This is what I have labelled as the `inside - out' model of transformation – in this sense, as Paulo Freire (1971) has reminded us, `first free ourselves before we can free others`.

Distinguished Professor Graham H Smith, 1990

Kaupapa Māori – aligning matauranga Māori with research in action

A growing body of studies have developed Kaupapa Māori Research methods and procedures, underpinned by ethical principles and values (Bishop, 2005; Henry & Pene, 2001; Smith, 1999).

Research for, with and by Māori

Validates Te Reo me ōna tikanga Māori

Transformative – positive outcomes for Māori people, culture and wider society

Kaupapa Rangahau: A collection of readings from the Kaupapa Rangahau Workshop Series, Edited by Leonie Pihama, Sarah-Jane Tiakiwai, and Kim Southey, 2015



Decolonizing Methodologies
RESEARCH AND INDIGENOUS PEOPLES
Linda Tuhiwai Smith



Professor Linda Tuhiwai
Smith : Cited: 35300

Characteristics of Four Identified Types of Research, Science & Technology

Characteristic	Research not involving Maori	Research involving Maori	Maori-centred research	Kaupapa Maori research
Description	Research with no noticeable impact on Maori	Maori participants or subjects, Maori data is sought, Maori use mainstream methods and analysis	Maori are significant participants and researchers. Maori analysis produces Maori knowledge, measured against mainstream standards	Research which primarily meets expectations and quality standards set by Maori
Examples	Quantum chemistry	Analysis of ethnic differentials	Longitudinal social science studies	Traditional studies, studies of cultural determinants, eg of health
Control	Mainstream	Mainstream	Mainstream	Maori
Maori participation	Nil	Minor	Major	Major, exclusive
Methods/ tools	Mainstream	Mainstream	Mainstream and Maori	Maori and mainstream
Analysis	Mainstream	Mainstream	Maori	Maori

Cunningham (1998)

The 5 Wai's of Māori Engagement

Nā wai

*Nā wai te hui i
karanga?*

*Clarify why you are
engaging with Māori*

Ko wai

Ko wai ngā Māori nei?

*Who are you engaging
with? Not just engaging
with Māori, which
Māori! Find out more
about who they are*

Mō wai

Mō wai tēnei hui?

*What is the benefit of
this meeting for Māori?*

Mā wai

Mā wai tatou e korero?

*Who will lead the
meeting. Get Māori
expert help, from a
cultural navigator or
connector*

He wai

Have you got a song?

*How do you connect with
cultural respect and
authenticity. Think about
cultural protocols.*

Summary

Mātauranga Māori – Māori philosophy, ontology, epistemology and principles matter when creating new knowledge

Kaupapa Māori – validating Māori worldview, empowering, transformation for positive change



Responsiveness to Māori – things to consider

- Have a research idea?
- Be proactive: Find out as much information as you can about a Māori perspective and *who* to engage. Approach them respectfully with an understanding they may not be interested at all.
- Consultation fatigue is a challenge for Māori researchers.
- Be reflexive: Consider the history of colonization and why Māori may be skeptical about the intention of researchers and the value of research for their own communities.

Key questions

- Who are the key researchers in this area (Māori and non-Māori) and what do they write/say about the issue?
- If Māori are not active in his research space, who might be active in the community/interested in this topic or a similar area? Can you connect with them?
- Can your research develop new capability in Māori organisations?
- Will your research increase Māori engagement with research and/or help to prepare Māori for a research career?
- Can Māori knowledge be leveraged, expanded through this project?



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Resources

These resources underscore the diverse ways Vision Mātauranga may be approached across disciplines and methodologies.

- Allen, W., Jamie M. Ataria, J. M., Apgar, J. M., Harmsworth, G., and Tremblay, L. A. (2009). Kia pono te mahi putaiao—doing science in the right spirit. *Journal of the Royal Society of New Zealand*, 39:4, 239-242. DOI: 10.1080/03014220909510588
- Crawford, S. (2009). Mātauranga Māori and western science: The importance of hypotheses, predictions and protocols, *Journal of the Royal Society of New Zealand*, 39:4, 163-166. DOI: 10.1080/03014220909510571
- Broughton, D. (Te Aitanga-a-Hauiti, Taranaki, Ngāti Porou, Ngāpuhi), and McBreen, K. (Waitaha, Kāti Māmoe, Ngāi Tahu). (2015). Mātauranga Māori, tino rangatiratanga and the future of New Zealand science. *Journal of the Royal Society of New Zealand*, 45:2, 83-88. DOI: 10.1080/03036758.2015.1011171
- Kana, F. and Tamatea, K. (2006). Sharing, listening, learning and developing understandings of Kaupapa Māori research by engaging with two Māori communities involved in education. *Waikato Journal of Education*, 12, 9-20.
<https://researchcommons.waikato.ac.nz/bitstream/handle/10289/6198/Kana%20Sharing.pdf?sequence=3&isAllowed=y>

Resources

- Macfarlane, S., Macfarlane, A. and Gillon, G. (2015) Sharing the food baskets of knowledge: Creating space for a blending of streams. In A. Macfarlane, S. Macfarlane, M. Webber, (eds.), *Sociocultural realities: Exploring new horizons*. Christchurch: Canterbury University Press, 52-67.
- Moewaka Barnes, H. (2006). Transforming Science: How our Structures Limit Innovation. *Social Policy Journal of New Zealand Te Puna Whakaaro*, 29, 1-16.
- Pihama, L., Tiakiwai, S.-J., and Southey, K. (eds.). (2015). *Kaupapa rangahau: A reader. A collection of readings from the Kaupapa Rangahau workshops series*. (2nd ed.). Hamilton, New Zealand: Te Kotahi Research Institute.

Websites

- <http://www.kaupapaMāori.com/>
- <http://www.rangahau.co.nz/>
- <http://www.rangahau.co.nz/rangahau-videos/>
[https://gateway.hrc.govt.nz/funding/downloads/Guidelines for researchers on health research involving Māori.pdf](https://gateway.hrc.govt.nz/funding/downloads/Guidelines%20for%20researchers%20on%20health%20research%20involving%20Māori.pdf)
- <http://www.hauhake.auckland.ac.nz/>
- [http://www.maramatanga.co.nz/sites/default/files/Rauika%20Ma%CC%84ngai A%20Guide%20to%20Vision%20Ma%CC%84tauranga FINAL.pdf](http://www.maramatanga.co.nz/sites/default/files/Rauika%20Ma%CC%84ngai%20A%20Guide%20to%20Vision%20Ma%CC%84tauranga%20FINAL.pdf)
- <https://www.productivity.govt.nz/assets/Documents/32e1af4242/Deloitte-Top-200-firms.pdf>
- <https://www.anz.co.nz/content/dam/anzconz/documents/specialists/ANZ-maori-Business-Key-Insights-20150701.pdf?MOD=AJPERES>
- <https://news.anz.com/new-zealand/posts/2019/08/focus-of-iwi-investment-shifting>
- https://docs.wixstatic.com/ugd/f09098_5bf4b8058e8845038cd9b9d776c1c3f6.pdf