

# Working with the Māori Business Sector



## Introductory

For practitioners who would like a good foundation to improve their skills.



4 CPD Hours

## Many in the business community and within Government are considering how to engage in the Māori Business sector and are looking to identify the new opportunities.

It is not surprising then that all of the major banks and most of the large business advisors now have their own dedicated Māori teams who focus on doing business with Māori. This course is designed to help with this analysis by describing the Māori economy (including Treaty of Waitangi settlements) and related opportunities. We will draw upon our knowledge and experience to provide an overview of best practice for engaging with Māori and discuss concrete case studies.

### Topics to be covered include:

- To understand the general economic characteristics of the "Māori economy"
- To understand the basic elements and opportunities surrounding Treaty of Waitangi settlements
- To introduce participants to concepts that may allow them to complete a sector analysis of their business in relation to Māori
- To provide participants with an understanding of best practice for Māori business engagement
- To obtain an overview of key challenges and opportunities arising out of engaging with common Māori entities in business
- To understand potential cultural risks and opportunities surrounding transactions.

### Overview

The course will outline the key characteristics of the Māori economic sector. We will canvas the sectors where Māori are most engaged and looking for economic growth. We will also discuss the nature of Treaty of Waitangi Settlements and the economic opportunities arising out of them. We consider that, in general, Māori prefer to conduct their business in a distinctive cultural way and so we will suggest that the mode of your approach to Māori is therefore vital.

Accordingly, the course will discuss some simple steps that constitute the best practice for engagement with Māori. It is obviously important to be aware of the nature of Māori business practice before engaging. We anticipate that most dealings will be with small to medium-sized Māori entities, so the course will also look at the challenges and opportunities surrounding business interaction with such entities.

You can expect we will cover concrete case studies including:

- Ngati Whatua ki Orakei business arrangements, leasehold lands, and the Eastcliffe retirement village joint venture including how this iwi has become a major economic force in Auckland.
- Tuaropaki geothermal ventures. A general overview of the exponential business growth this Māori entity has achieved.



**Presenter - Anthony Ruakere,**  
Associate Director, EY Tahī

Having worked with and alongside Māori and non-Māori organisations across sectors (from legal to business advisory) since 1997, Anthony has a wealth of institutional and subject knowledge within a number of areas related to the improvement of outcomes for Māori. As legal counsel and professional advisor, Anthony brings important and detailed knowledge of the public and private sectors, but also importantly, on effective and appropriate engagement with Māori stakeholders.

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## Te Reo Māori Pronunciation for Business

Reasonable pronunciation of Te Reo Māori is a key start to strong business relationships with Māori. This seminar explores how basic, but reasonable, pronunciation can be achieved. The course is run in an interactive manner with up to 20 participants. We cover the basic sounds of consonants and vowels, vowel combinations, and long and short vowels, along with word emphasis. The course also introduces the audience to some basic words and phrases.

An in-person presentation led by Te Kani Williams co-facilitated with the support of either Bernard Te Paa or other experienced and respected Māori speakers (depending on availability).

Speaker: **Te Kani Williams, Director**, Wackrow Williams & Davies Ltd

## Māori business Hui Protocols

Business hui with Māori tend to follow a general pattern or protocol. In this seminar we discuss the general protocols around meeting and greeting with Māori in the business office environment. This includes:

- customs concerning Manuhiri (visitor) and Tangata Whenua (host)
- basic steps for business hui with Māori
- content for welcomes (mihimihī)
- prayers and songs
- key points to hongī; and
- practical etiquette for business hui with Māori.

Speaker: **James Kara**, Consultant, EY Tahī

## The Treaty of Waitangi and Māori Treaty Claims

The Treaty of Waitangi is an important agreement that continues to affect the people of Aotearoa/New Zealand. In this seminar we outline some basic history leading up to the signing of the Treaty of Waitangi before discussing Treaty of Waitangi claims and related settlements. We address:

- a potted history surrounding the Treaty of Waitangi and the Waitangi Tribunal
- concrete examples of historical Treaty of Waitangi claims and their significance today; and
- the settlement of Treaty of Waitangi claims with case studies of settlements.

Speaker: **Anthony Ruakere**, Associate Director, EY Tahī

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## The Nature and Character of the Māori Economy

There has been much discussion in the media about the “Māori or Taniwha economy” and it is portrayed as being in a phase of growth. In this seminar we discuss:

- economic and other data on the performance and nature of the “Māori economy”
- the attributes of Māori business; and
- some key case studies of successful Māori organisations.

Speaker: **Anthony Ruakere**, Associate Director, EY Tahī

## Engaging with Māori in Business

This course discusses approaches to engaging with Māori in the business environment. We look at the drafting of business proposals and tailoring business transactions to optimise chances of good engagement with Māori. In particular the course covers:

- some opportunities arising in the Māori business sector and key areas of potential
- cultural and economic risks surrounding business with Māori; and
- examples of business ventures with Māori – both successful and unsuccessful.

Speaker: **Anthony Ruakere**, Associate Director, EY Tahī

## Te Reo Māori in Business

Te Reo Māori is a national language of Aotearoa/New Zealand and the use of the language is becoming more common in business. In this seminar we discuss, and set out, some common Te Reo Māori words and phrases:

- used in business interactions
- in mihi mihi (greetings)
- in written correspondence and documents; and
- in oral communications.

Speaker: **Te Kani Williams**, Director, Wackrow Williams & Davies Ltd

## Maori Business Protocol

This workshop focuses on customs concerning Manuhiri (visitor) and Tangata Whenua (host). You will learn how to identify your type of audience and the appropriate hui processes. In this workshop you will get to practice the following:

- written communications
- protocols for holding a hui
- protocols for initial engagement; and
- refining written communications for your audience.

Speaker: **Te Kani Williams**, Director, Wackrow Williams & Davies Ltd