

## **Workshop 5A Entrepreneurial Opportunities for Indigenous communities: A Panel Discussion facilitated by Ngaire Molyneux.**

Questions: *What do you see as most entrepreneurial opposites over the next 5 years?* From Prof. Wiremu Doherty – underlying untapped relationship working with Crown. The Crown wants to talk individual ownership – Maori collective own. P.P.P's , definitely huge going forward.

Professor Denis Foley:

- 1) Education
- 2) Health (aging population) – cultural implications
- 3) Alternative fuels and energy – existing land facilities.

Leisa Nathan:

- Maori land owners well positioned: attractive energy, wind farms and turbines.
- New emerging industries, IT communications, knowledge.
- Especially Auckland, Tourism Creative Industries and World Cup a platform for this.

Heta Hudson:

- Growing collaboration between Iwi, especially those with Treaty.
- Pick up strategic assets and re-invest, providing venture finance.
- Meeting of minds.
- Trusts and cups: F,F,F still very important.
- Utilize land assets, primary sector.
- Hapa level, real assets, land, governance and management.
- Trusts, imperative to make \$\$ and invest in the community.
- Economic opportunity presenting to Maori in a much faster way.
- Learning from other practitioners to up skill corporations.

Andrea Anderson:

- Key question individual indigenous entrepreneur.
- Recession has created shaky ground for business, impacting on employment opportunities. What are marketable skills sets? New Zealand has a melting pot – Maori highly marketable globally (creatively and cultural) jobs limited, need to ensure and look after whanau and Iwi. The greatest threat is education for Maori; many are falling outside of education. Education can enable entrepreneurship and innovation. “pracademic, know how”.

Question: *What advantages are there and what is maximized by “walking in 2 worlds”?* The Maori world is full of multiple realities, speaking of tribal, collective and using technologies, adapt to Maori space. Speak with one voice on base principles which allow the ability to engage with The Crown.

Professor Denis Foley:

- The human and social capital (Aboriginal, zilch, Maori, strong). Maori have survived colonization more gracefully than Aboriginals.
- Maori provides a point of difference, brand of Aotearoa, which led's to value system, culture, haka, All Blacks, Ta Moko and tourism.
- Characteristics: resourcefulness, forced to innovate, edge, get hands dirty. Indigenous business? Why? \_\_\_ want to leave a legacy, intergenerational changing mindsets.
- New migrants, still speaking their own language, culture and values are still really important. Number 8 wire still underpins who we are.

CED opportunities for Maori and New Zealand.

- Processes and principles taken for granted as Maori can be applied outside of Maori context.
- Maori mindful of the environment, Maori world view collective responsibility to people and environment.

Professor Denis Foley:

- Te Arawa Trust, 1890's, travelled to Australia to market Rotorua and travelled to England. Rangi went all over social enterprise marketing for Rotorua.
- Tainui River Settlement, "under Re Radar" activity allows generations work.
- Riparian planting in Waikato, cleaning up rivers which are free for all in Aotearoa.
- Engagement by Maori for wellbeing is a win-win for everyone.
- Look for partnership opportunities.
- It's not just about Maori Entrepreneurs, it's about other cultures.