Vision Mātauranga and the Māori Economy

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Dame Mira Szászy Research Centre Webinar Series
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Mihi – Greeting

Rachel Maunganui Wolfgramm

Te Aupouri, Ngāi Takoto, Te Whakatohea, Vava'u Tonga
To those who have passed beyond the world that we reside in – our ancestors

Waimirirangi, 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.


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.

Example of a Vision Mātauranga Statement


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.
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

Distribution of businesses by industry
As at February 2013

ANZSIC06 division

- Agriculture, forestry, & fishing
- Mining
- Manufacturing
- Electricity, gas, water, & waste services
- Construction
- Wholesale trade
- Retail trade
- Accommodation & food services
- Transport, postal, & warehousing
- Information media & telecommunications
- Financial & insurance services
- Rental, hiring, & real estate services
- Professional, scientific, & technical services
- Administrative & support services
- Public administration & safety
- Education & training
- Health care & social assistance
- Arts & recreation services
- Other services

Note: This graph shows the number of businesses, not the value of businesses.
Mātauranga Māori research philosophy
Mātauranga Māori research philosophy

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

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

Mana Atua
Mana Tupuna
Mana Whenua
Mana Tangata

Mana Reo
Is learned, lived and demonstrated - mohiotanga

Wānanga, Whakapapa, Whakairo, Te Reo, whaikorero, waiata, kawa, whakatauki, whanaungatanga, kaitiakitanga, manaakitanga, wairuatanga
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’.
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 ēna tikanga Māori

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

Professor Linda Tuhiwai Smith : Cited: 35300
## Characteristics of Four Identified Types of Research, Science & Technology

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

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 nga 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 tautou e korero?
Who will lead the meeting. Get Māori expert help, from a cultural navigator or connector

He wai
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?
Resources

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


Resources


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_M%C4%81ori.pdf
• http://www.hauhake.auckland.ac.nz/
• http://www.maramatanga.co.nz/sites/default/files/Rauika%20Ma%CC%84ngai%20Guide%20to%20Vision%20Ma%CC%84tauranga_FINAL.pdf
• https://docs.wixstatic.com/ugd/f09098_5bf4b8058e48845038cd9b9d776c1c3f6.pdf