



TIPU PAKIHI Inaugural Māori Business Summit

Māori Innovation
Nā Toni Kerr (née Gotty)

Friday 7.7.23

WellingtonNZ

Pepeha

Ko Ngāti Raukawa ki te Tonga

Ko Ngāti Tūwharetoa ngā Iwi

Ko Te Tikanga te marae

Nō Tokorangi ahau

Ko Piko Gotty rāua Ko Glenniss Monastra ōku
mātua

I tipu ake au ki Te Awakairangi

Ko Toni Kerr tōku ingoa

Whakautaukī

E kore au e ngaro

He kākano i ruia mai

i Rangiatēa

*I shall never be lost,
I am a seed sown
from Rangiatēa.*



What do we mean by innovation?



Te Ao Hurihuri/*The changing world*

Innovation, can refer to something new or to a **change** made to an existing product, idea, or field that is both novel and **useful**.



Unicorn

Something rare and highly valued.



VRIO Model

What happens when we don't innovate?

- Stagnation and decline
- Loss of competitive advantage
- Missed opportunities
- Client dissatisfaction
- Inability to attract and retain talent



What can we learn from the past?

Accessing ancestral wisdom

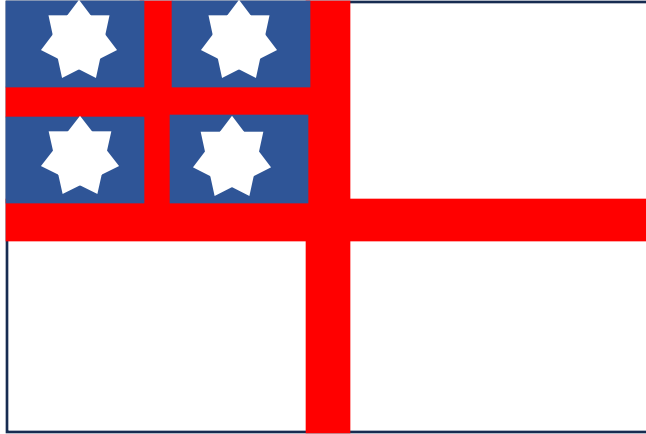
- Kaupapa tuku iho – values gifted from our tīpuna
- Tikanga - proven and adaptable processes
- Wānanga – deep exploration of ideas with others
- Whare wānanga – acquisition and application of knowledge
- Rangatiratanga – weaving people together
- Kaitiakitanga – taking care of people and resources

Collective thinking

- Highly connected
- Intergenerational
- Multiple perspectives



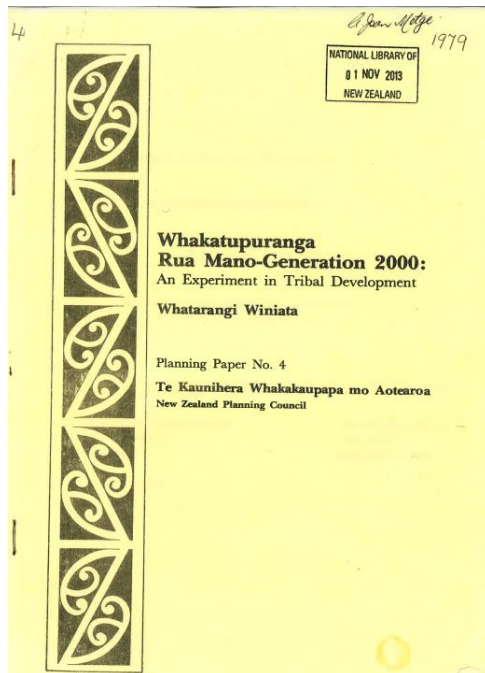
Collective thinking in action



Whakaputanga

c1835

The **idea** of collective independence for northern tribes as reflected through a national flag.



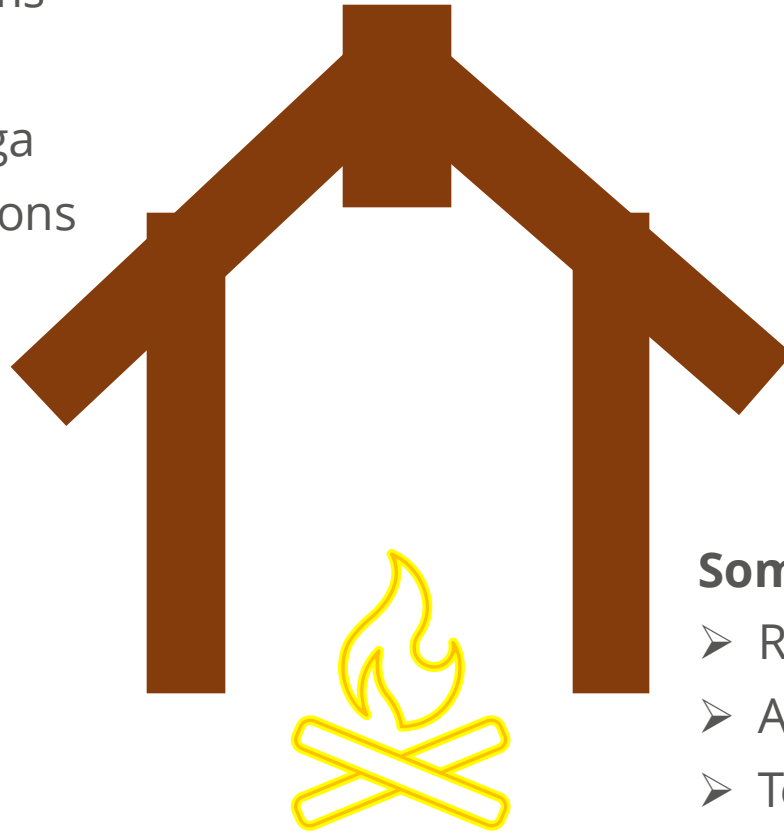
Whakatipuranga Rua Mano c1979

The **idea** of preparing iwi and hapū from the ART confederation for the 21st century

What does Māori innovation look like?

Some themes

- Navigate and access systems
- Raise awareness/capability
- Protect and preserve taonga
- Build and nurture connections



Some concepts

- Ritenga – guidelines, processes, frameworks
- Ahurea – language, stories, knowledge
- Te Taiao – rongoa, kaitiaki
- Hauora – te whare tapa whā, whānau ora

What does Māori innovation look like in a global context?

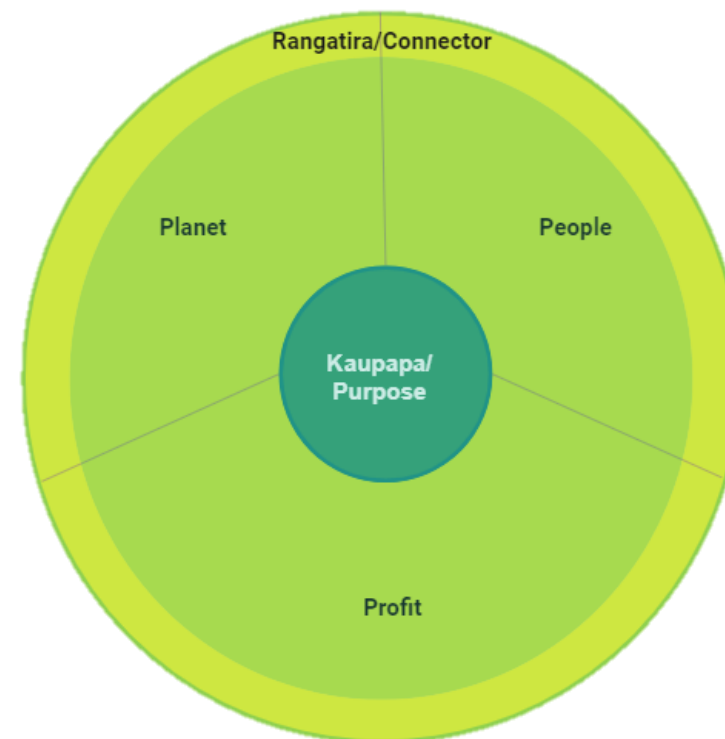
B corporations



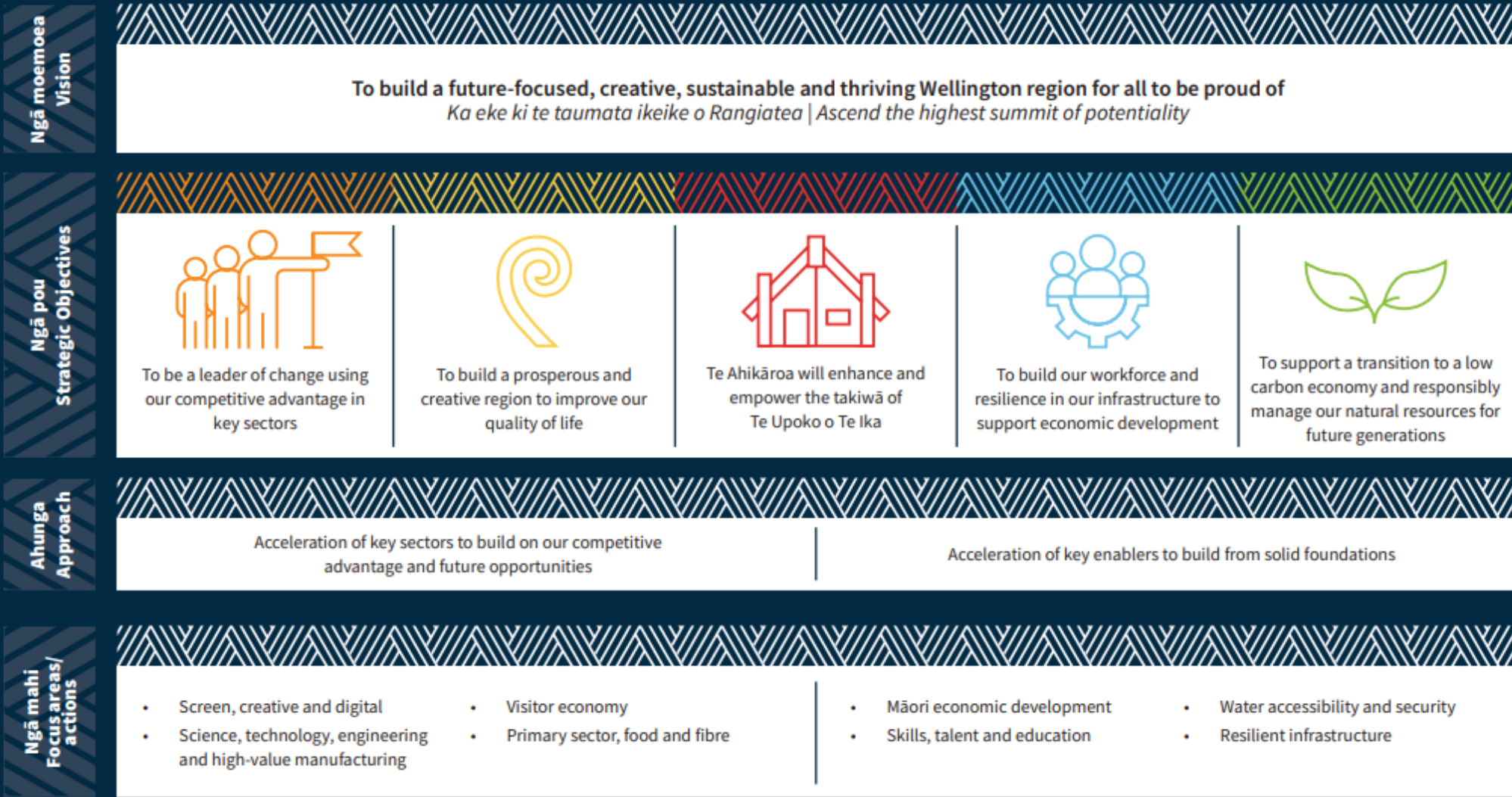
PEOPLE USING BUSINESS AS A FORCE FOR GOOD

A **Certified B Corporation** is a company that has voluntarily met the highest standards for social and environmental performance. 😊+

Beyond profit



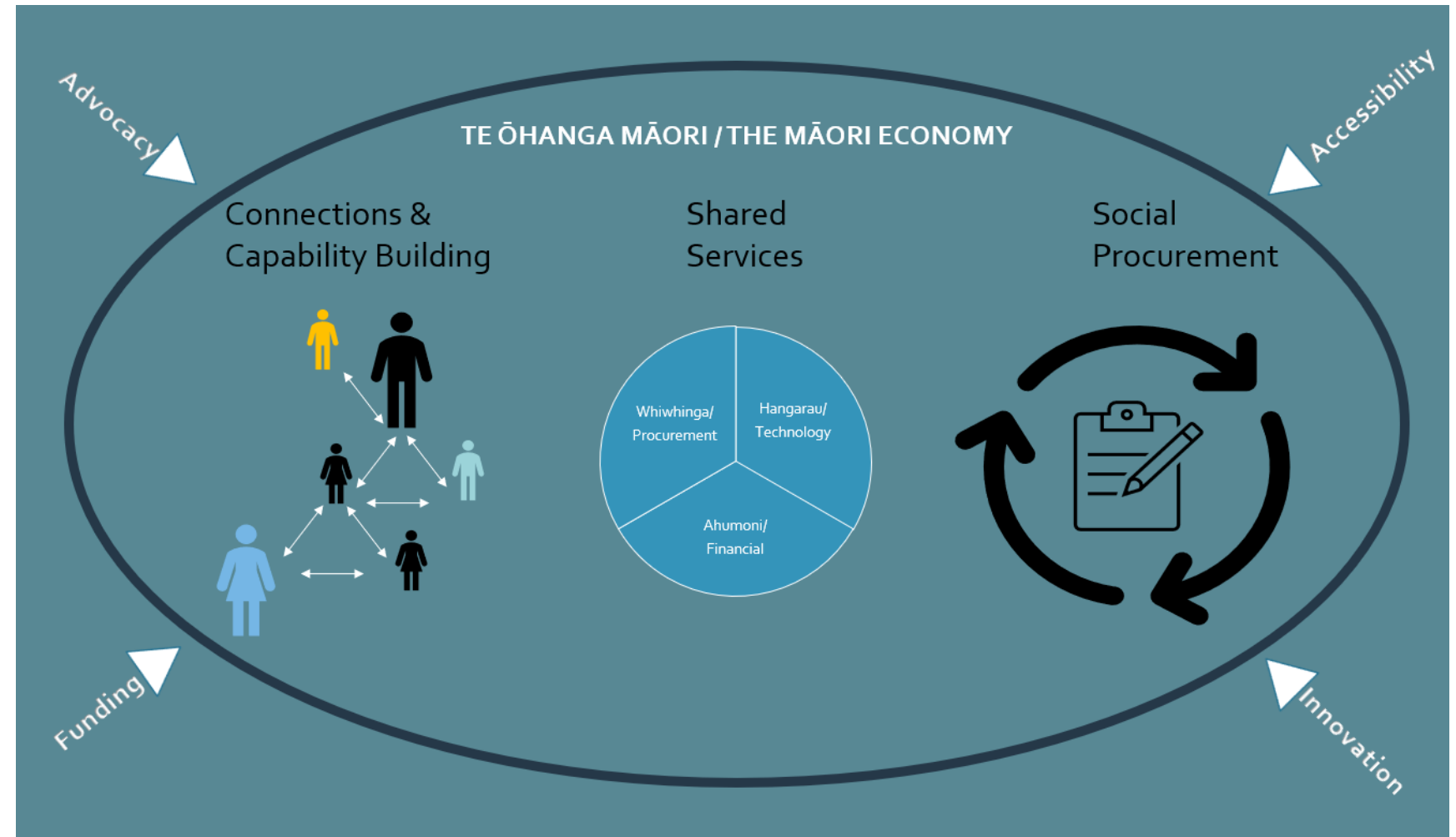
Overarching Wellington regional economic framework



What does Māori innovation look like in a regional context?

Opportunities:

- Māori communities are connected and capable
- Iwi and pakihi Māori are key drivers in the local, regional and national economy
- Across the region Māori know who, what, why and how to participate and collaborate in the Māori economy
- A skilled and successful Māori workforce that contributes to its community and pursues its aspirations
- Māori leadership and governance is engaged and collaborating to achieve impact.



The infinite possibilities of Innovation

- Design features
 - Marae-based tikanga
 - Physical and online
 - Onsite support team
- Pakihi Services
 - Business essentials - health assessment, desktop support
 - Kaiāwhina services - client management, governance support
- Targeted services
 - Contract management
 - Funding applications
 - Health and safety
 - Risk management
 - Technology solutions
- Trusted Partners
 - Due diligence and suitability assessment
 - Assign Value Mark/Tohu toa

Shared Services



$$1 + 1 = \infty$$

What we achieve by innovating together

Our **connections** are wide and deep

Our open **processes** are multi-dimensional

Our story **resonates** and is **retold**

We are **resilient** and **retain** people

We are **ready** to adopt and adapt

We remain **relevant** and **respected**

