



AMOTAL

SUPPLIER DIVERSITY AOTEAROA

Amotai

- Established by **The Southern Initiative**, Auckland Council in 2015, originally as *He Waka Eke Noa*
- **Focus on buyer** organisations – 200+ buyers
- Largest growing **verified Māori & Pasifika** supplier database – 1,700+ suppliers
- **National** reach and team of **supplier diversity experts**
- Support buyer organisations with **resources and tools** to embed supplier diversity practices



Moemoeā, Whakatakanga, Wawata

- **Moemoeā / Vision**

Building sustainable wealth for Māori and Pasifika.

- **Whakatakanga / Mission**

Unlocking opportunities for Māori and Pasifika businesses through supplier diversity.

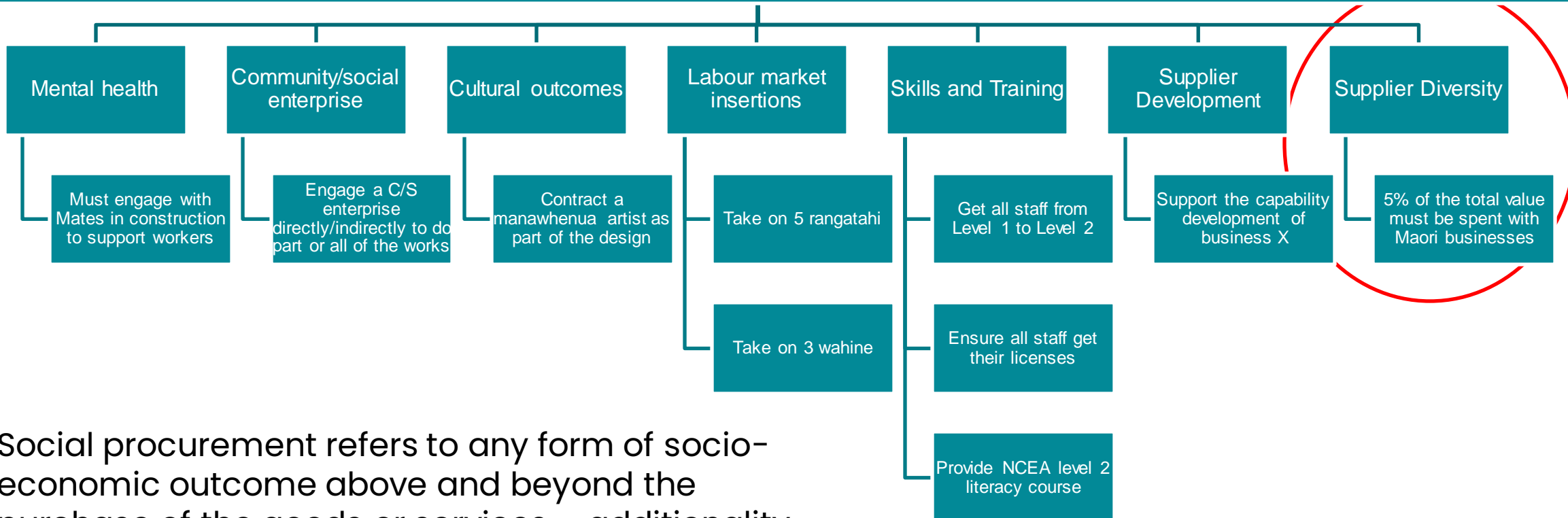
- **Wawata / Ambition**

To significantly increase total contract value (revenue) for Amotai businesses year on year.



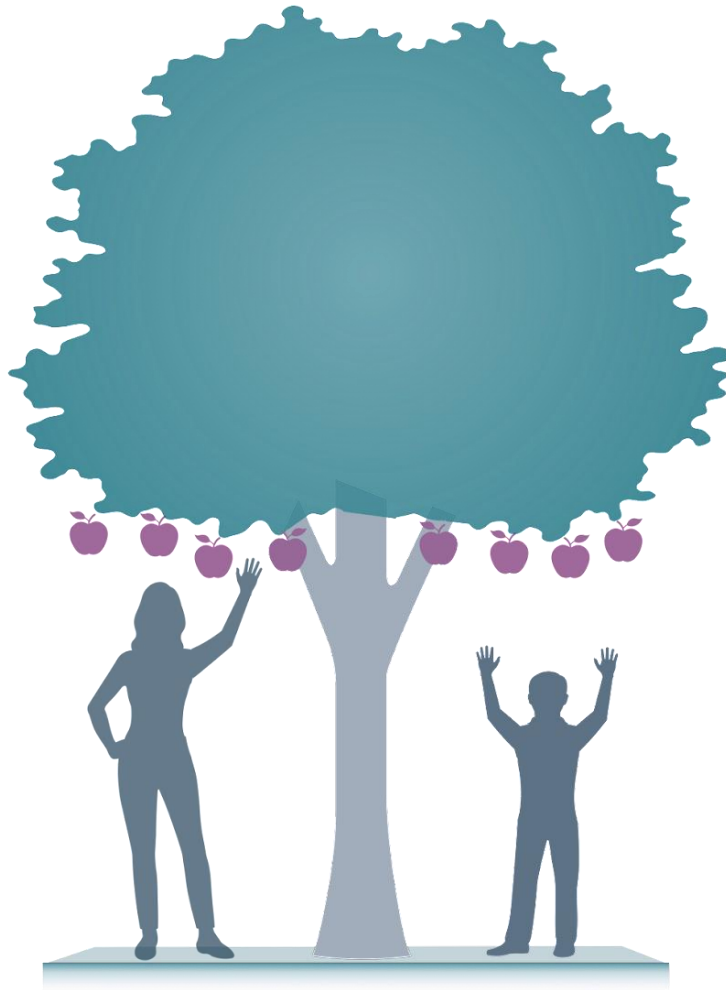
Social Procurement Examples

Social Procurement



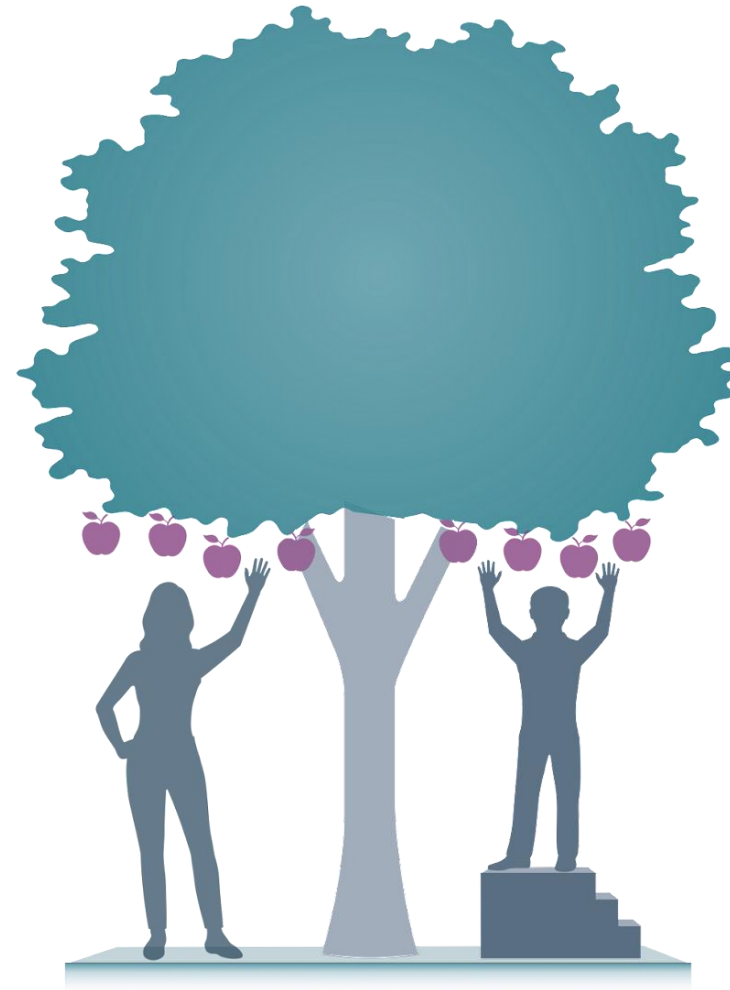
Social procurement refers to any form of socio-economic outcome above and beyond the purchase of the goods or services – additionality is the key!





EQUALITY

People are treated identically, but there is no equality of opportunity



EQUITY

People are treated in different ways resulting in equality of opportunity



Ngā Pou e toru

Buyers

We help buyers grow their socio-economic impact by building their ability to grow long term relationships with Amotai suppliers

Suppliers

We verify that Māori and Pasifika suppliers are at least 50% indigenous owned

Knowledge

Amotai is the first place people go to for credible information and support on supplier diversity in Aotearoa.

Market shaping

Inform government procurement processes and business support



Buyers

- Central Government
- Local Government
- Corporate Organisations
- Iwi



Suppliers

- Māori Owned 50% shareholding
- Pasifika Owned 50% shareholding
- Combination of Māori and Pasifika 50% shareholding
- Combination of Iwi and Māori ownership
- NZBN registered



18,500

FTE employed
by Amotai
businesses

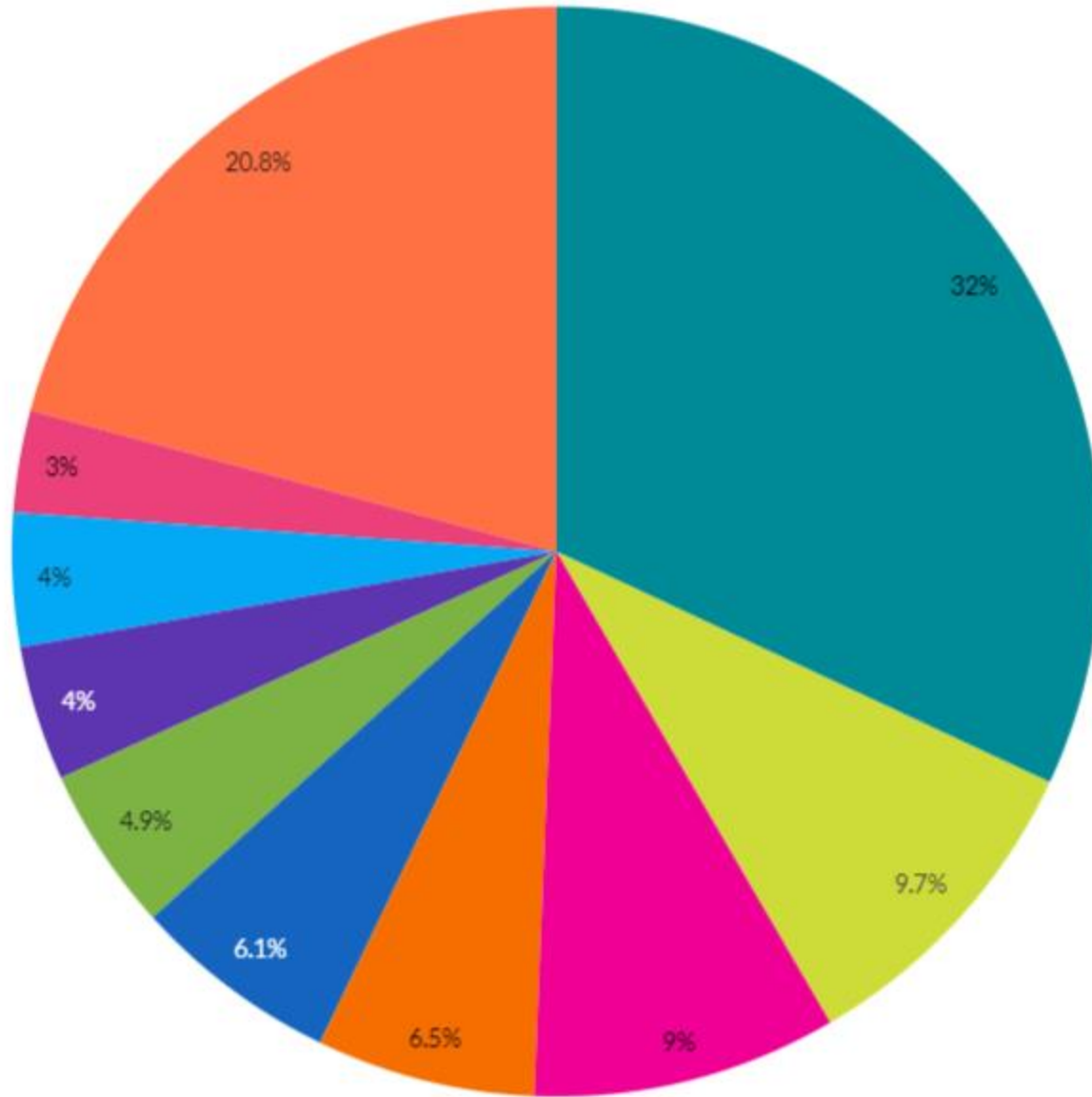
67%

Of employees
are Māori
and/or Pasifika

Average number of
employees is

11

1750
businesses



- Construction
- Professional, Scientific and Technical Services
- Information Media and Telecommunications
- Electricity, Gas, Water and Waste Services
- Education and Training
- Retail and Domestic Goods and Services
- Accommodation, Food Services, Travel and Tourism
- Administrative and Support Services
- Fire, Safety and Security
- others



How do we foster connection?

- Events – Meet the Buyer, Summit
- Matchmaking
- Project Briefings
- Buyer led initiatives
- Supplier led networking
- Collaboration



Whakapaa mai



Karewa Arthur

Manuhuia – Supplier Diversity
Lead (Te Tai
Hauāuru/Wellington-
Taranaki)

Karewa Arthur

*Ngāti Toarangatira, Ngāti Koata, Ngāti Tama,
Ngāti Mutunga, Ngā Ruahinerangi, Rangitane, Te
Ati Awa, Ngāti Raukawa, Ngai Tahu*

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Case Studies

- Direct Procurement
- Indirect Procurement
- Māori / Pasifika Support Ecosystem
- Supplier to Supplier business
- Cultural connection
- Connecting with Iwi



Direct Procurement



Indirect Procurement

DATACOM



Māori / Pasifika Support Ecosystem



**MINISTRY OF BUSINESS,
INNOVATION & EMPLOYMENT**
HĪKINA WHAKATUTUKI



Te Puni Kōkiri
MINISTRY OF MĀORI DEVELOPMENT



Supplier to Supplier Business





Cultural Connection



Partnering with Iwi


accenture



Table Workshop



Tepu Patai e rua

1. What Buyer Behaviours would enable more Māori and Pasifika businesses to win work?
2. How would you redesign GETS so that you would engage with the platform?



He mihi aroha

