



HE TORONGA PAKIHI KI TARANAKI

venture
TARANAKI
Te Puna Umanga

Māori Business Survey June 2020

INTRODUCTION

An invitation with survey link was sent to approximately 161 business owners, who had previously self-identified as Māori, both in enrolment forms for support services and through referral from He Toronga Pakihi ki Taranaki.

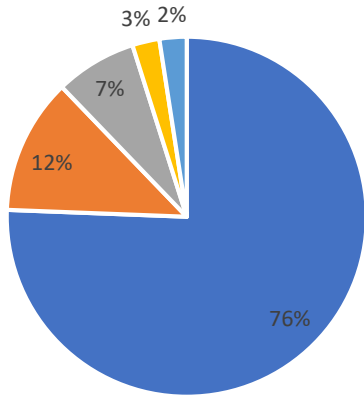
Māori business is defined as any business that is owned or part-owned by Māori.

41 people responded, from 40 unique businesses, giving a response rate of 26%.

The survey was opened on Thursday 11 June 2020 and closed on Monday 22 June 2020.

All respondents provided contact details and a description of their business. ANZSIC codes were assigned based on these business descriptions, and this sector breakdown is included in the analysis.

WHO WERE THE RESPONDENTS?

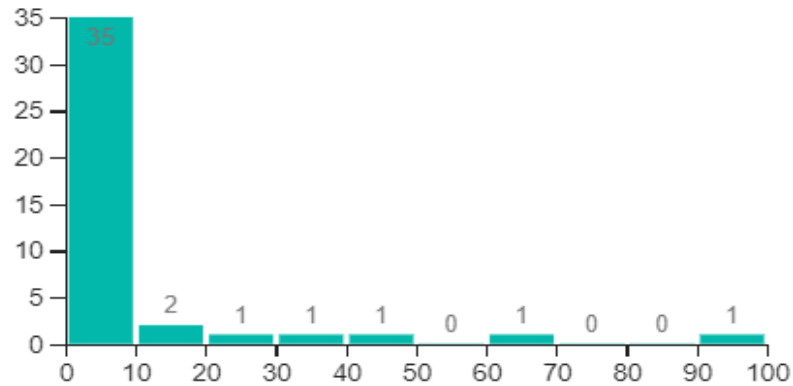


- Limited company
- Sole Trader
- Partnership
- Limited partnership
- Māori trust or collective

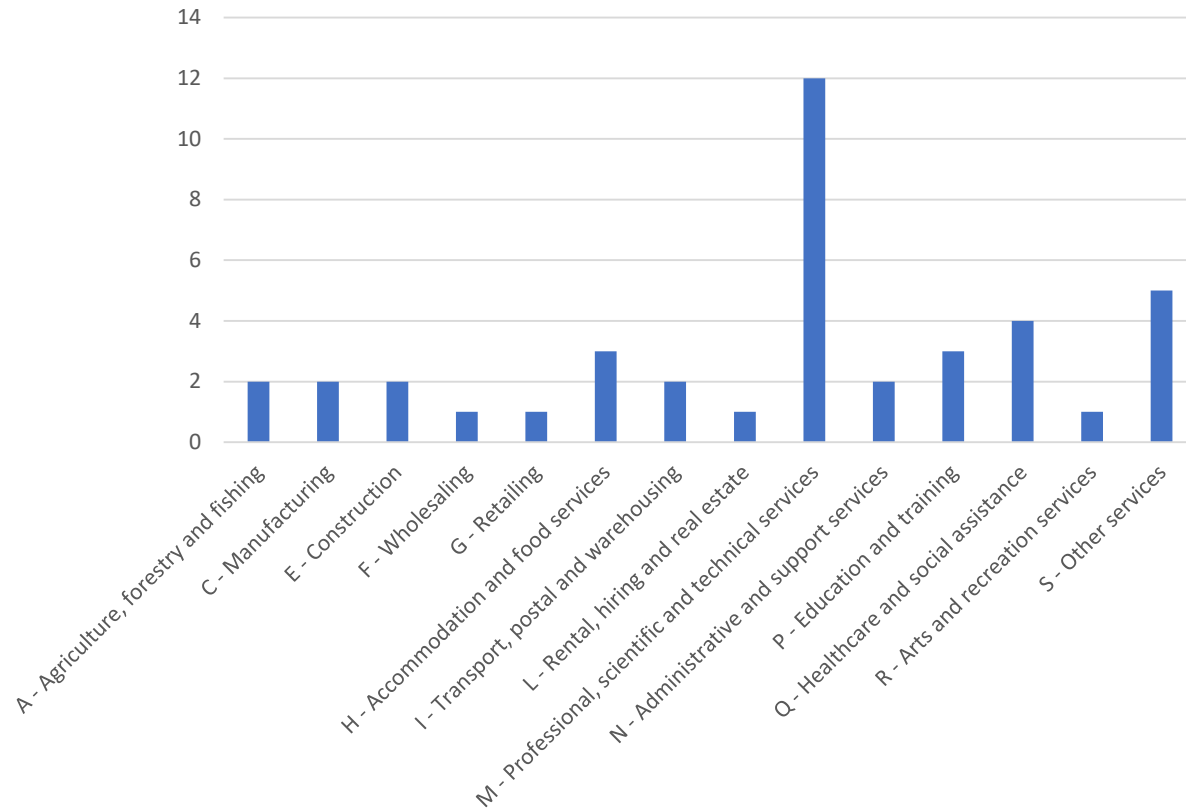
41 people responded to the survey, from 40 unique businesses.

The majority of respondents were Limited Liability Companies (76%)

The majority of respondents employed fewer than 10 people (83%)



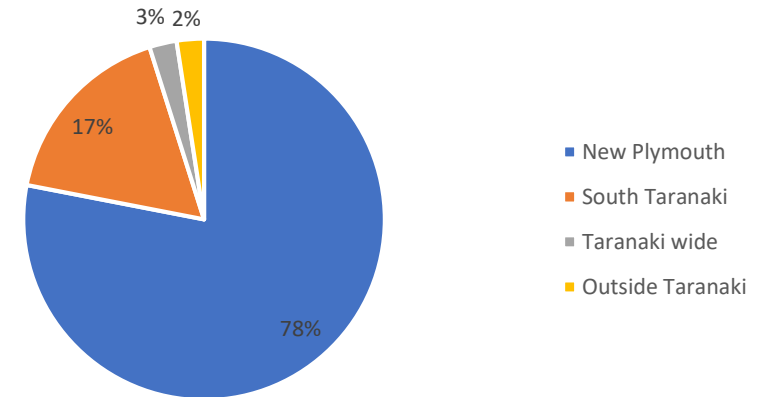
WHO WERE THE RESPONDENTS?



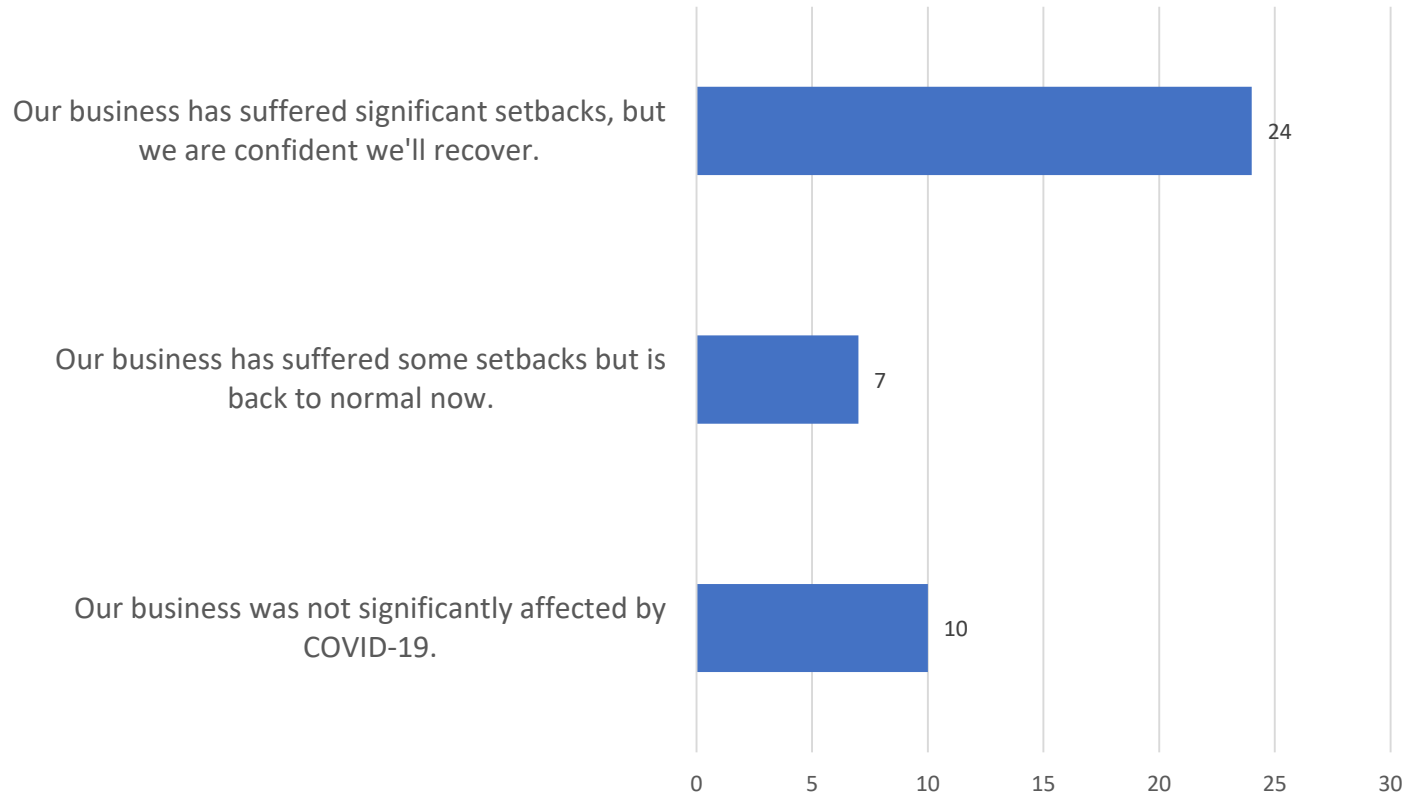
Professional, scientific and technical services accounted for 29% of respondents. These included architects, surveyors, engineers, management consultants and photographers.

The remainder were spread fairly evenly across a range of sectors.

The majority of respondents (78%) were from North Taranaki/New Plymouth.



WHICH STATEMENTS BEST DESCRIBE THE EFFECT OF COVID-19 ON YOUR BUSINESS?



41 respondents answered this question

The majority of respondents indicated that they had suffered significant setbacks as a result of COVID-19.

In addition to the options listed here, respondents were offered;

- Our business has been devastated by COVID-19 and we are not sure if we can continue.
- Our business is no longer trading.

No respondents chose those two options, indicating that all respondents were either unaffected or in recovery.

WHAT ARE THE MAIN PRIORITIES FOR YOUR BUSINESS NOW?

Weighted ranking

Rank	Option
1	Generating profit to further our kaupapa
2	Providing goods and services for whānau and community
3	Providing employment
4	Growing our asset base for the future
5	Improving our whenua and environment
6	Retraining or changing our business model

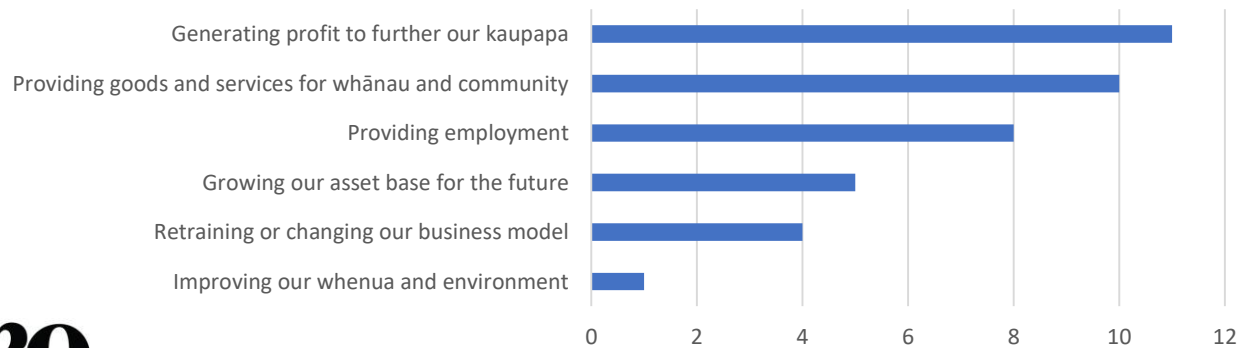
39 respondents answered this question

Respondents were asked to rank the six priorities in order of preference. The rankings were weighted to give an overall ranking for the group. This overall weighted ranking is shown above left.

The graph below left shows the ranking based on number 1 rankings only, with no weighting given to other options.

28% of respondents ranked “**Generating profit to further our kaupapa**” as their number one priority.

No. 1 ranking



WHAT ARE THE BARRIERS TO SUCCESS FOR YOUR BUSINESS NOW?

Weighted ranking

Rank	Option
1	Cashflow and revenue
2	Access to customers
3	Specialist advice
4	Whānau jobs and income
5	Access to technology

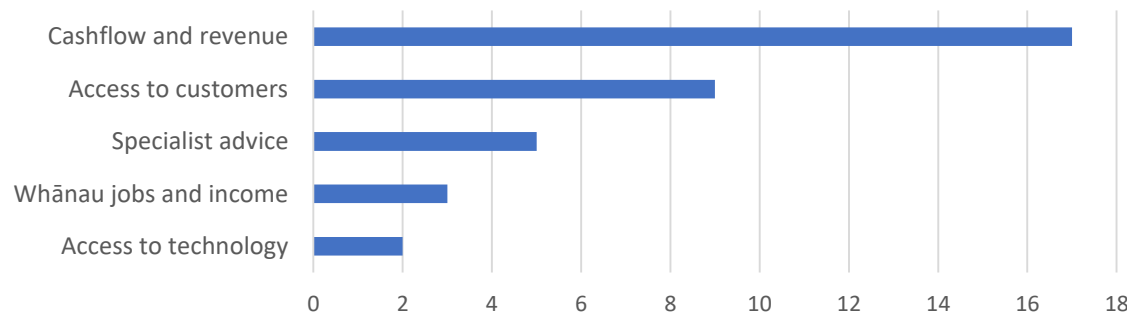
36 respondents answered this question

Respondents were asked to rank the five barriers to success in order of relevance. The rankings were weighted to give an overall ranking for the group. This overall weighted ranking is shown above left.

The graph below left shows the ranking based on number 1 rankings only, with no weighting given to other options.

47% of respondents ranked “**Cashflow and revenue**” as their number one barrier to success.

No. 1 ranking



WHAT DOES SUCCESS IN THE FUTURE LOOK LIKE?

Weighted ranking

Rank	Option
1	Happy and healthy whānau
2	Good financial returns
3	Business growth and expansion
4	Cultural health and wellbeing
5	Thriving whenua and clean environment

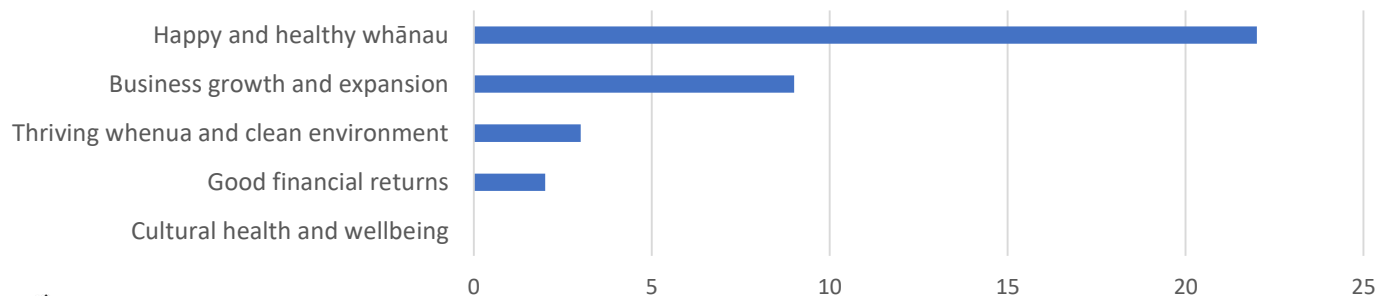
36 respondents answered this question

Respondents were asked to rank the five success markers in order of preference. The rankings were weighted to give an overall ranking for the group. This overall weighted ranking is shown above left.

The graph below left shows the ranking based on number 1 rankings only, with no weighting given to other options.

61% of respondents ranked “**Happy and healthy whānau**” as their number one marker of success.

No. 1 ranking



WHAT SUPPORT DO YOU MOST NEED NOW?

Weighted ranking

Rank	Option
1	Access to funding/capital
2	Connections with other Māori businesses
3	Legal or financial advice
4	Support to train or re-train employees
5	Other specialist advice

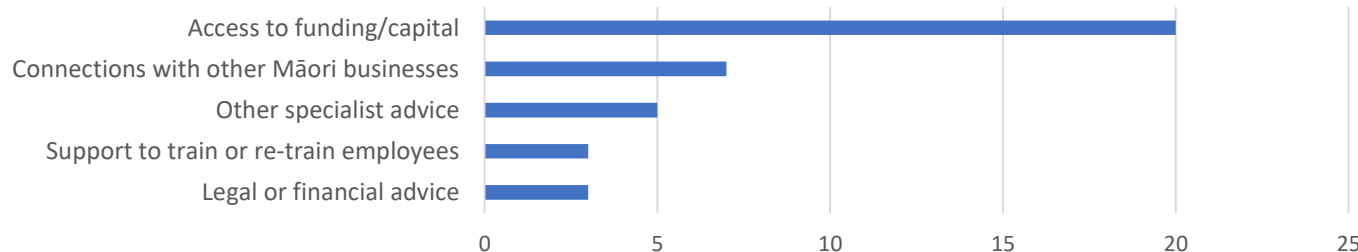
38 respondents answered this question

Respondents were asked to rank the five support needs in order of preference. The rankings were weighted to give an overall ranking for the group. This overall weighted ranking is shown above left.

The graph below left shows the ranking based on number 1 rankings only, with no weighting given to other options.

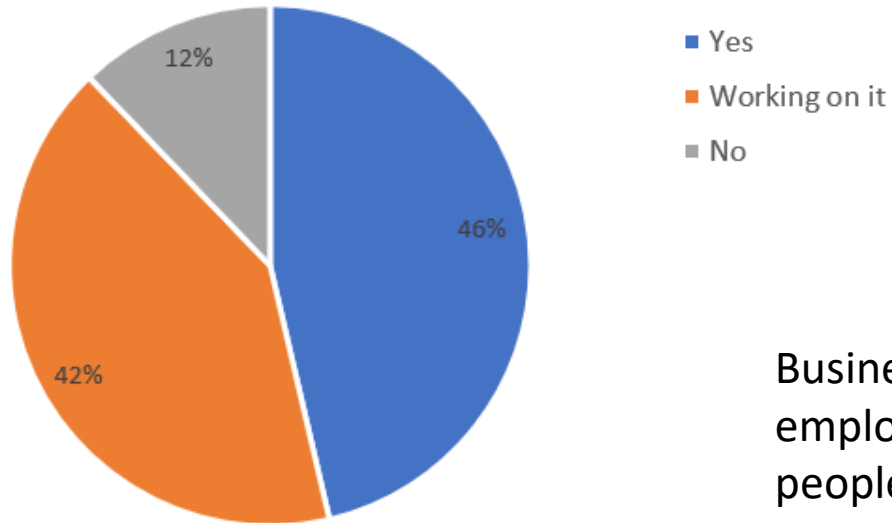
53% of respondents ranked “**Access to funding/capital**” as their number one support need.

No. 1 ranking



DO YOU HAVE A BUSINESS PLAN IN PLACE?

All businesses



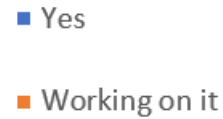
41 respondents answered this question

Most respondents (88%) said they either had a business plan or were working on one.

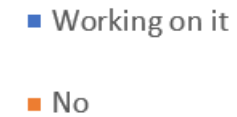
All the business employing more than 10 people had a business plan, or were working on one.

None of the Sole Trader businesses had a business plan, but the majority said they were working on it.

Businesses employing >10 people



Sole traders



SUMMARY

- All respondents to the survey were positive about their business prospects post COVID-19.
- Māori businesses are similar to other businesses, in that generating profits, providing goods and services, and providing employment are priorities.
- Managing cashflow and accessing capital are significant barriers for Māori businesses.
- Healthy and happy whānau are by far the greatest marker of success for Māori businesses.
- Māori businesses value support and connection with other Māori businesses.