

SUSTAINABLE
SEAS

Ko ngā moana
whakauka

Whai rawa, whai mana, whai oranga

Creating a world-leading indigenous blue marine economy

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Sustainable Seas

Vision

New Zealand has healthy marine ecosystems
providing value for all New Zealanders

Our contribution

Exploring how Māori enterprises are
sustainably managing marine resources
drawing on mātauranga Māori and Western
science and economics

Whai rawa, whai mana, whai oranga

We are mapping the Māori marine economy (MME) and value-chain innovations using data on Māori enterprises, indigenous frameworks, surveying up to 50 Māori marine-based enterprises, and five case studies of Māori enterprises.



Research team

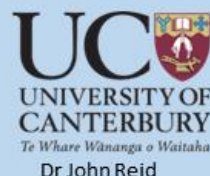
National
Science
Challenges

SUSTAINABLE
SEAS

Ko ngā moana
whakauka



Dr Jason Mika



Dr John Reid



Dr Billie Jane Lythberg



Dr Annemarie Gillies



Fiona Wiremu



Dr Hekia Bodwitch



Manaaki Whenua
Landcare Research

Dr Shaun Awatere



Te Whare Wānanga o Tāmaki Makaurau

Dr Dan Hikuroa



THE UNIVERSITY OF
WAIKATO
Te Whare Wānanga o Waikato

Mylene Rakena

Mātauranga Māori Advisory Group

- Distinguished Professor Sir Hirini Moko Mead
- Distinguished Professor Graham Smith
- Judge Layne Harvey
- Dickie Farrar
- Sir Mark Solomon
- Robert Edwards

Providing support and expert advice on conceptual and applied mātauranga Māori

What the research will deliver

- Identify innovations used by Māori marine-based enterprises
- Map indigenous models that optimise commercial activity within kaitiaki-centred marine management.
- Identify opportunities kaitiaki-centred marketing based of marine products.



Project Questions



POLICY & REGULATION

What are the policy and regulatory tools that will foster marine ecosystem and economic management that reflect Māori knowledge systems, values frameworks and operating principles?



MODELS

What do kaitiaki business models look like that embed Māori commercial activity within sustainable ecosystem processes?



AUTHENTICATION

How can premiums for Māori seafood products be accessed through embracing and communicating kaitiaki models to market?



IDEAS

How are Māori enterprises supporting local Māori economies, communities and environments and how can we support them?

Literature Review

STRONG REGULATION

DEREGULATION

WORLDVIEW & VALUES

Whakapapa, Tangaroa, Mauri, Tapu, Kaitiakitanga, Whanaungatanga, Manaakitanga, Take-Utu-Ea etc.,



POLICY AND REGULATION

Property Rights – Ecology of User Rights – individual, whanau, hapū with harvesting rights according to species, season, location (e.g. reef), and territory,

Authority – Rangatira – Adjudicators and Distributors

Transferring Property Rights – Ahikāroa, Tāketuku, Raupatu, Whakamoe

Exchange – hokohoko (barter), koha (gift), takoha / tauututu (reciprocal obligations), hākari (feasting), kauhaukai (sharing of excesses)

Resource Management – tikanga mo kia moana, kaitiakitanga (maintaining mauri) **TOOLS** - mataitai, mataika, rahui etc.,



BUSINESS MODELS

Whanau and hapū centred integrated supply chains
Inter whānau, hapū, and iwi exchange



MARKET IMPRESSION & VALUE

Exchange built on mana

Pre-1840

WORLDVIEW & VALUES

Terra nullius, maximise resource exploitation, sea in human service etc.,



POLICY AND REGULATION

Assumed Crown sovereignty – 3 mile limit, 12 mile limit, EEZ (200 miles)

Little Regulation

No Enforcement

Commons

1840 to 1986



BUSINESS MODELS

Subsistence & local markets growing into tragedy of the commons resource exploitation (alienating Māori who lacked investment capital). Growing export industry.



MARKET IMPRESSION & VALUE

Volume and commodity

Literature Review

WORLDVIEW & VALUES

Technocratic, mechanistic, extrinsic valuation, instrumental with Māori influence.



POLICY AND REGULATION

Property Rights – ITQ – Individual Transferable Quotas (owned by individuals, or other legal persons). Recreational & Customary. Restricted quantities of fish species based upon location, sometimes season, and technological limitations.

Authority – Crown

Transferring Property Rights – ITQ – Market exchange – ACE (Annual Catch Entitlements) permit leasing – Inheritance or gifting. Recreational and customary non-transferable

Exchange – market exchange,

Resource Management – QMS, RMA, marine reserves, mataitai, rahui etc.,



BUSINESS MODELS

Primarily processor controlled vertically integrated supply-chains
ACE Traders. Māori: Corporate, ACE Strategies, Sharecropper, Integrated



MARKET IMPRESSION & VALUE

Primarily volume and commodity with some value-adding

**Post
1986**

Moving to:

**Ecosystem-
Based
Management**

Case studies

- Iwi Collective Partnership
- Te Rūnanga o Ngāi Tahu
- Whakatōhea Māori Trust Board
- Wairoa Taiwhenua
- Aotearoa Clams New Zealand

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