



# Towards a Dynamic Community - From a Maori Women's Perspective

Enhancing the competitiveness of  
Womens' Businesses for sustainable  
development and prosperity

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# My businesses

- NH Packing & Farming Co Ltd-Director, Packhouse for processing
- Jay Ar Contractors Ltd- Director
- Horticultural and Agricultural Consultant
- I grow buttercup squash, for the local and export markets
- Peas for processing – exports and locals
- Greycrown Pumpkins – local market
- I export to Japan, Korea and Australia
- Real estate, buy, sell or lease



# Pre-colonisation, Māori were...

- Great strategists, big picture thinkers and they could put ideas into action
- Self-sufficient, skilled for their environments
- Strong economically – controlled the economy
- Resource owners, eg land, labour
- Astronomers, traders, exporters, navigators, horticulturalists
- Environmentalists, eg forestry, 1 tree for a waka/canoe, plant 3. Never rob the land or the sea
- Colonisation impacted through Govt regulations, policies, land confiscation, disease, dis-location etc...Maori no longer control the economy, but there are many successful Maori businesses today.



# Why did I succeed in business?

- Dream to succeed and focussed on my vision
- I wanted to control my own future in terms of employment and income, being in business allows this
- I found my team, eg accountant, lawyer
- I knew my product, focussed on quality not quantity
- Learnt about the industry, in detail
- Determination, hard work and made sacrifices
- Created good networks and found support
- Knew what I needed, eg machinery, employees, markets (local, export)
- Controlling finances and taxes

**No one plans to fail, they just fail to plan**



# Challenges I faced

- Male dominated industry
- The only Maori women in the industry back then, and I couldn't get financial support from the banks or Government funders



# For more information...

- <http://www.tpk.govt.nz/publications/factsheets/default.asp>
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