

Snapshot: Te Ōhanga Māori 2023

The Ministry of Business, Innovation and Employment (MBIE) commissioned Business and Economic Research Limited (BERL) to update and provide the fourth iteration of Te Ōhanga Māori (the Māori economy).

The 2023 iteration provides a comprehensive and comparable snapshot to explore and highlight the implications of COVID-19 on Māori households and businesses in the past five years.

High-level findings

Te Ōhanga Māori continues to be a strong, growing, unique, and diversified component of the New Zealand economy.

The Māori economy is transforming, moving beyond agriculture, forestry, and fishing

The Māori economic contribution to the New Zealand economy has grown from \$17 billion (6.5 percent of GDP) in 2018 to \$30 billion (8.4 percent) in 2023.

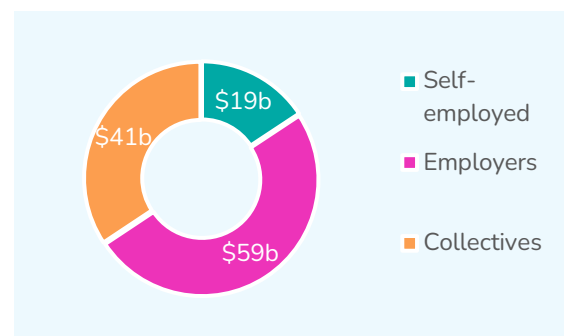
While agriculture, forestry, and fishing were the primary contributors in 2018, real estate, property services, and professional services now lead the way.

Exponential growth in the Māori asset base from \$69 billion to \$119 billion

The Māori asset base has grown from \$69 billion in 2018 to \$119 billion in 2023.

This is made up of \$59 billion in assets for Māori businesses and employers, \$41 billion in assets for Māori trusts, incorporations, and other Māori entities (Māori collectives), and \$19 billion in assets for self-employed Māori.

Figure 1 Māori asset base, 2023



Entrepreneurship continued its solid growth trajectory, though it still lags behind the national average

Māori entrepreneurship saw dramatic growth again between 2018 and 2023. The number of self-employed Māori surged by 50 percent, while the number of Māori employers increased by 31 percent.

Despite this significant progress, Māori remain underrepresented in these roles compared to the wider New Zealand population.

For the first time since 2006, Māori workers now hold more high-skilled jobs than low-skilled jobs

Māori representation in the workforce is growing, with the younger generation entering the workforce. Additionally, there has been a positive shift in the skill levels of Māori workers, with 45 percent now in high-skilled jobs, 13 percent in skilled jobs, and 43 percent in low-skilled jobs. In 2018, 35 percent of Māori were in high-skilled jobs and 53 percent in low-skilled jobs.

Figure 2 Number of Māori employees by skill level, 2023



For Māori households, economic disparity persists, despite recent positive trends

Homeownership rates continue to be lower among Māori, with only 52 percent owning their homes, compared to 67 percent for non-Māori households.

Additionally, government grants and social benefits constitute a larger portion of Māori household income, accounting for 33 percent of the total, while this figure is only nine percent for non-Māori households. Notably, this is the first time since 2006 that the reliance on government assistance for Māori households has not increased.