

Understanding the Maori Economy and Partnerships with Maori

The following details a brief outline of the objective of the course, who should attend, general comments on the course, length of course, the course content and likely presenters.

Objective

To increase the understanding of the changes within Maori thinking regarding the Maori economy, the implications of the Treaty of Waitangi, and a company's situation in this area. This course can also be focused on the Crown's role as a shareholder in this area.

Outcome

At the end of the course a successful participant will:

- Be capable of assessing the Treaty implications (if any) of given decisions made by the Board and participating in board decisions accordingly,
- Be capable of identifying appropriate process or assessing advice in respect of appropriate process in board management of Māori issues in general and Treaty obligations in particular;
- Be capable of assessing a company's interaction with the developing Māori economy and economic initiatives from a strategic perspective.

Who should attend?

This course is aimed at all Company Directors who wish to increase their understanding of this important area and in particular the changes that have been occurring over the last two years.

General Comments

Whilst the Crown, in particular, aims to gain diversity on Boards and in particular cultural diversity, there are many Directors who are not fully conscious of the implications in understanding the Maori economy and the impact it has potentially on the Crown and on business in general.

The Treaty and the operation of business in a bicultural community present both risk and opportunity. Typically the profile of most directors does not equip them well to deal with this area comfortably and may expose shareholders to legal, commercial and reputational risk which is potentially damaging to value.

This course seeks to improve the ability of directors to operate in these areas. At the same time it offers some "scene setting" for the strategic opportunities which the growth in Māori enterprise initiatives offer.

Length of Course

One day.

Content

Sessions will cover:

- *Views of the Treaty and the legal position of companies*
This session will examine some common views of the Treaty and the implications of the major case law in the area with an emphasis on the implications for companies.

- *Practicalities of Working with the Treaty*
This session will cover the major legislative requirements in relation to projects, natural resource use, participation in decision-making and process including issues such as mandating and representation.
- *Commercial Implications*
This session will cover issues such as brand impact and Treaty Policy management, positive interaction processes with Māori communities and constituencies, cultural obligations and their fulfilment
- *Introduction to the "Māori economy"*
This session will outline the major sectoral activity of Māori enterprise in the New Zealand economy, assets and markets of special interest to Māori and scope for joint commercial endeavour.