The Māori Psychology of Fishing

Te Matau a Maui Māori Fisheries Conference
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• National Institute of Water and Atmospheric Research (NIWA)

• $1.4 million research grant funded by FRST

• 4 year project started in 2003

• 2005-2007 second phase of the research
Aim

• To identify the determinants of growth and innovation in the seafood sector of New Zealand, with particular emphasis on its importance to Māori.
Purpose

• to promote the development of a culture of innovation that drives economic growth in the seafood sector. It also reflects the context of harvest limits and competitive global markets.
Project Team

- Dr Manuka Henare Principal Investigator, UoA
- Dr Basil Sharp Principal Investigator, UoA
- Dr Andrew Jeffs NIWA Scientist
- Dr Jay Sankaran Associate Investigator, UoA
- Dr Shantha Liyanage Associate Investigator, UoA
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- Dr Manley Begay Director, Native Nations Institute University of Arizona, Tucson
- Mr Waitai Petera Researcher and Project Kaumatua
- Apanui Skipper NIWA Māori business
- Julie Silbthorpe Project Librarian, UoA
- Kathy Henry Project Manager, UoA
Project Team...continued

• Prof. Ken Simmonds, Visiting Professor Global Enterprise, Oxford University & UoA

• Prof. David Hughes, Visiting Professor Innovation, Duke University

• Marama Findlay, PhD candidate, UoA

• Diane Ruwhiu, PhD candidate, Otago University
Outcomes

• Innovation website and library as a public resource

• Training courses innovation for Māori and industry

• Public promotion of innovation in the seafood industry

• Assist seafood industry increase business innovation, sustainability & profits
Synopsis of research to date

• Case studies
  - Forms of innovation in value chains at a micro-level
  - Looking at exemplars – food, nutriceuticals
  - Innovation in Kawa atua, Tikanga tangata
  - 1000 years of Māori business - *fisheries*

• Innovation occurring over time
  - Econometrics
  - Data Sets

• Review of aquaculture
  - Macro Level
  - Literature Review

• Full reports and articles available
  www.business.auckland.ac.nz/seafod
Benefits to the industry

Helping the industry to grow by understanding and encouraging innovation driven economic growth

Identifying options and strategies for enhancing the value of Māori assets in the seafood industry

Identifying the factors that have contributed to innovation over the past two decades

Disseminating lessons learned from exemplary companies

Development of a framework for managing innovation in integrated aquaculture firms

Seek ways to further increase innovation and growth
Kawa atua, Tikanga tangata

Explore how wairuatanga inspires innovation, productivity & development
Psychology of Māori fishing

- Understanding the mind set of Māori
- Mental processes
- Ways of thinking
- Persona, psyche
- World view is a life view
- Philosophy its metaphysics & spirituality
Sources of a Māori Mindset

- Kawa atua knowledge – derive from spiritual world
- Tikanga tangata knowledge – derive from kawa atua and constructed by humans

- Two sources traditional knowledge:
  - Philosophy, metaphysics & religion, and worldview
  - Māori history - Ancestral activity informs the present generation of Māori
- Māori mindset and ethics applied to knowledge economy, biotechnology, globalisation, new technologies
Sources of Philosophy, metaphysics & ethics

- Ngā mahi a ngā tūpuna
  - Reflect on works/experiences of ancestors
- I ngā wā o mua
  - From within the days in front of the present
- I te kore ki te pō ki te ao mārama
  - From the creative energy to night to the world of light
A Business is:

- Historically speaking a business is:
  - A community of interest that comes together for a set purpose, and, having achieved their purpose they may disband; to
  - Form a new community of interests around a set purpose
    - (c.f. Dee Hock, founding CEO, Visa International)

- Historically, what is a Māori business?
1,000+ YEARS

MĀORI BUSINESS

of
Trade inspires Pacific exploration
From Rolett, Tianlong & Gongwu, ‘Early seafaring in the Taiwan Strait and the search for Austronesian origins’, *Journal of East Asian Archaeology*, 2003
‘A Journey of Pacific Renaissance’

A six-man outrigger is reviving the sailing legacy of the Austronesian people by making a 16 month journey around the Pacific rim in an outrigger canoe during 2005 & 2006
Taiwanese stone adzes

Figure 7. Stone adzes from the Fujian Museum excavations at Huangguashan (Lin 1994). (Photo by B. V. Rolett).
Māori adzes & chisels

From: Elsdon Best, *The Māori as he was*
A planked outrigger sailing canoe at Motuirna Island in the Louisiade Archipelago of Papua New Guinea (Geoffrey Irwin. 1985)
They brought useful plants for food

- Traditional Kumara: Ipomoea batatis
- Modern kumara
- Raupi

Images of various plants: Taro and Kumara
They found the moa already here

A moa-hunting scene by Geoffrey J. Cox
Animal foods: they brought the kiore & the kurī with them

Kiore were an important source of animal protein

Kurī were both a meat source as well as a source of bone and animal skin. But in 1836, when warfare had created a shortage, they were able to import dogskins from Sydney.

Tawhiti Kiore - rat trap
Gardening at Palliser Bay, c.900AD

Artist’s reconstruction of gardening at Palliser Bay
A kainga as the domestic economy dated between the 11th and 13th centuries, at Wairau Bar in the northern area of the South Island, was a centre of stone adze fabrication, gardening & fishing.
By the 16th century, pā had become the visible centres of economic activity & emergence of new urban centres.
Food storage & rat protection
Māori tree-felling device
When Governor Philip King showed Tuki Tahua a map of Nu Tireni drawn by James Cook, Tuki noted that the Hokianga River had been omitted. Tuki’s own map showed it clearly with an indication of the area’s Kauri forests which would become a significant trade item with NSW.
Anaura Gardens – land & sea usage: 18th century
• Māori were engaged in the bêche-de-mer trade by the late 1820s. Six Māori men were recruited at the Bay of Islands in 1829 by the American brig, *Glide*, to assist in obtaining bêche-de-mer. At least two of them absconded within weeks to work among the Fijians.
Otuataua Stonefields, Māngere

1,000 years of Māori gardening & fishing history
Collecting kaimoana

- 1,000 years of fishing enterprise
Pre-European Fisheries...

- Dr Charlotte Severne (NIWA)
- Iwi and hapū held rights to use specific local fisheries
- Well-established rules to manage fishing sustainably and to regulate fishers' behaviour
- Importance of fisheries to Māori;
  - valued food source
  - commodity for inter-tribal trade
"their nets are much larger than any that are made use of in Europe . . . . One of them very often gives employment to a whole village."

- J L Nicholas in 1814
“sometimes they would go in large canoes to the deep sea fishing, five to ten miles from the shore, or with large drag nets [would ensnare] great numbers of . . . those fish which swim in shoals” - William Colenso, 1835

“It] was 5 fathom deep and its length we could only guess, as it was not stretched out, but it could not from its bulk be less than 4 or 500 fathoms [7 - 900 metres].” – Joseph Banks, 1769
Flax & timber were major export items during the 1830s
New Zealand’s first commercial dairy farmer

Taiwhanga was selling butter at the Bay of Islands in the 1830s
A group of five Māori whalers established trading operations at Ponape in the Caroline Islands by 1840.
Following the Treaty of Waitangi, Pākehā traders presented new commercial opportunities.
25 years post-Treaty… customary fishing

- Māori were unrestricted in their fishing and fish trade and they in turn had no reason to seek limits on the settlers' fishing, for the settlers fished mainly for their subsistence and personal needs.

- Somewhere in history the tide has changed…
  - (Dr Charlotte Severne)
Mechanics Bay 1843 – coastal trading
Taupo Pā 1844

Fresh water fishing
Levels of food cultivation increased producing substantial surpluses

Hakari Stage, Bay of Islands: 1849
Māori Bullock Team: 1855
Auckland Harbour: coastal trade
Māori flourmill on the Wanganui River, 1861 exports
Mechanics Bay: 1860s
Whanganui River fresh water fishing, trade: 1860s
Mechanics Bay & Parnell Rise, 1864
Māori hostel & marketplace in foreground
Hoop-net fishing, Waiapu
Māori fishing party: Far North 1907
Eel Weir on the Wanganui River: 1918
Māori took to the trade in whale products enthusiastically after contact with European & American whalers.
Whale oil production early 1900s.
And went Kauri Gumdigging from the 1840s to the 1930s at least
In the 21st Century
Māori Global Enterprise

• Fisheries in the Māori Economy
Māori in Sport
Māori in the Arts

Michael Parekowhai

Ralph Hotere

Shane Cotton

University of Auckland Business School

M Parekowhai
Māori in Shows

Maui: One man against the Gods

Black Grace

University of Auckland Business School

Kapa Kitchen in Starlight Express, Germany
Māori in Music & entertainment

Howard Morrison

Kiri Te Kanawa

Maori Volcanics

Che Fu

Dalvanius Prime

University of Auckland Business School

John Rowles

Moana Maniapoto
Māori in Global Tourism

Māori-owned Sunbeam Tours London office.

This company sold tours of Europe to Australians, Americans & Canadians, tours of the USA and Canada to Europeans & Australians etc
Māori in Literature
Māori in Film
Māori in global aquaculture & aquatics

Oyster farming at Kaeo

Photo courtesy of NIWA
Social Innovation – Treaty Settlement Process
Māori back in fisheries
Product Innovation
Māori & 21st Century Cuisine

Charles Royal gathers traditional herbs for top restaurants around the world
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- Elsdon Best, *The Māori as he was*, 1934
- Garry Law, *Picturing the Past*, online
- Dr Charlotte Severne, *Role of Research in te Growth and protection of Customary Fisheries*, Te Ara Matariki Conference, Rotorua, 20th June 2005
- Te Ara Encyclopedia of New Zealand, URL www.teara.govt.nz