

# Creativity and Mātauranga Māori Toward Tools for Innovation

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This report was written for the Hui Taumata and can be obtained at this address:

[www.huitaumata.maori.nz](http://www.huitaumata.maori.nz)



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The goal of Hui Taumata is to assist the transformation of the Māori dimension of New Zealand's economy.

Māori are significantly represented in the conventional sectors of New Zealand's economy including fishing, forestry, agriculture, horticulture and so on. These enterprises and their development represent their own opportunities, issues and challenges.



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The purpose of this report is to discuss **distinctive aspects** that the Māori world may be able to bring to the New Zealand economy.

One way of thinking about these 'distinctive' Māori aspects of the economy is by considering mātauranga Māori derived or inspired innovation – **the possibility of creating distinctive products, processes, systems and services derived from or inspired by mātauranga Māori.**



# Thrust of the Report

- Assert the **creative potential of mātauranga Māori**
- Encourage the development of a culture of **mātauranga Māori inspired creativity** and innovation,
- Offer **assistance to iwi based businesses** and companies who wish to use aspects of iwi knowledge in their creative activities.



# Thrust of the Report

- Offer **assistance to non-iwi located businesses** ('Māori businesses') who also wish to utilise aspects of mātauranga Māori in their activities.
- Recommend that **tools for innovation** be created
  - Knowledge Management and Intellectual Property
  - Management of relationships
  - Research and Development Tools
  - Commercialisation and Entrepreneurial Tools



# Report Contents

1. An Introduction to Mātauranga Māori
2. Towards a Culture of Mātauranga Māori inspired creativity
3. Towards Tools for Mātauranga Māori inspired Innovation



# 1. An Introduction to Mātauranga Māori



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# Mātauranga Māori

- Modern terms for **the continuum of knowledge with Polynesian origins**
- **Knowledge elements** include scientific, mythological, religious, imaginative, rational
- **Variety of applications** in material culture and cultural activities and behaviours



# Contents of Iwi/Hapū Pools of Knowledge

- Fabrics
- Perfumes
- Cosmetics
- building materials
- cuisine
- art objects
- medicinal plants
- marine engineering
- Stories and storytelling, literature
- Music
- Dance
- Earthworks
- Rituals
- Building design
- clothing



# Contents of Iwi/Hapū Pools of Knowledge

## Perspectives on:

- knowledge,
- education, teaching and learning
- The nature of the expert
- Health and wellbeing
- Healing
- Environment (e.g. water, soil, seasonal activities)
- Dispute resolution



# ‘Mātauranga Māori Creativity Timeline’

*The opportunity, therefore, that lies before the Māori world and the New Zealand nation as a whole, is the recognition of this history of creativity and innovation and the harnessing of the energy and dynamism of this tradition in the 21st century. Whilst there is much to lament in the Māori experience of colonisation – and genuine cases of injustice must be addressed in a genuine manner - there is also much to celebrate, to uplift and to be inspired by...*



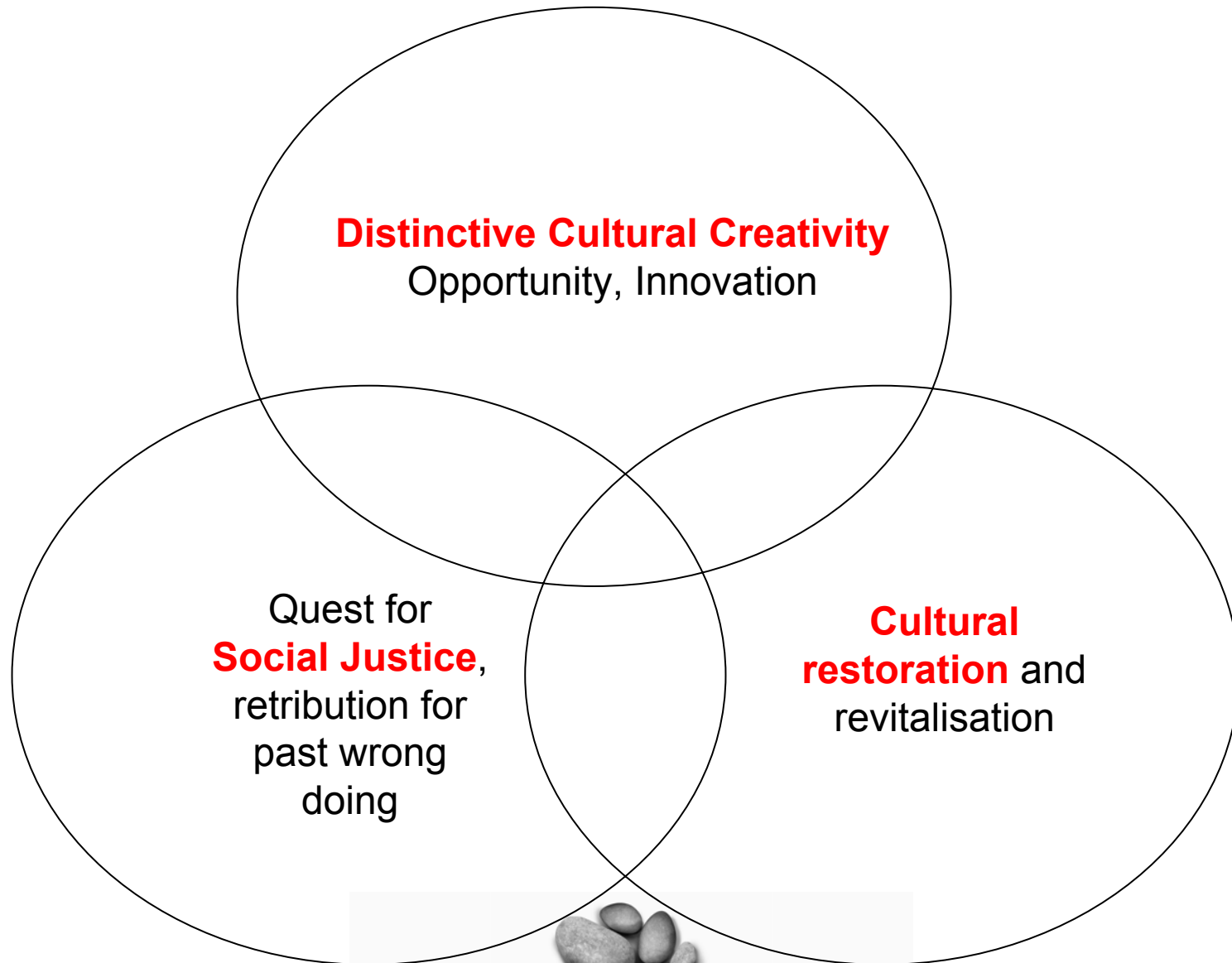
## 2. Towards a Culture of Mātauranga Māori inspired creativity



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*It is clear that iwi/Māori communities are now crossing an **historical threshold** from a time dominated by the quest for social justice and cultural restoration to one in which these activities are being supplemented by **creativity, innovation and opportunity**...*





# Aspects of the new 'Creative Potential' paradigm

- A Source of National Pride
- An Interleaved Distinctiveness
- A Mana derived quest for social justice and cultural restoration



# The new paradigm viewed from within mātauranga Māori

- Moving through tangata Māori to tangata whenua
- Moving through Te Ao Māori to Te Ao Mārama
- Moving through Mātauranga to Wānanga





Te Ao Mārama  
Tangata Whenua  
Wānanga

Te Ao Māori  
Tangata Māori  
Mātauranga



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# 3. Towards Tools for Mātauranga Māori Inspired Innovation



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# Recommendations

1. That a **dedicated programme of activities be initiated** to explore the arrangements, tools and knowledge which will enable iwi communities to conduct mātauranga Māori inspired innovation.
2. That an **investigation into non-iwi specific mātauranga Māori** be conducted.. to understand the nature of this knowledge.. that the development of tools also take place to enable this kind of innovation to occur.



# Recommendations

3. That models for the process by which the **motivations for a mātauranga Māori inspired innovation activity** be developed to assist iwi/Māori communities in their innovation proposals.
4. That a sustained activity takes place relating to the **development of appropriate intellectual property tools** which protect legitimate iwi/Māori interests in mātauranga Māori and by which mātauranga Māori inspired creativity and innovation may take place.



# Recommendations

5. That **models for research and development processes** which utilise aspects of mātauranga Māori be created.
6. That **models for commercialisation and entrepreneurship** which concern products, processes, systems and services inspired by or derived from aspects of mātauranga Māori be created.



# Where to next?

- Coordination across Government agencies
- A 'ground up' approach within iwi
- Some academic work



# Government Agencies

- Ministry of Research, Science and Technology
  - Vision Mātauranga
- Ministry of Economic Development
- New Zealand Trade and Enterprise
- Ministry of Education, TEC
- Te Puni Kōkiri



# Iwi Icon Projects

- Creative Activity
- Makes use of some aspect or element of traditional knowledge
- Connects deeply with the mana and identity of an iwi
- Creates a new sustainable economic enterprise or product
- Rises above 'village politics'



# Research, Theoretical Activity

- Development of the 'tools'
- Development of an **indigenous philosophy of economic activity** that avoids the excesses of consumer, capitalistic societies
- Whare wānanga , Business schools of universities

