



WELLBEING IN MĀORI BUSINESS

BDO WELLBEING IN BUSINESS INDEX
BDO TE RANGAHAUA O NGĀ HAUORA PAI

JULY 2022



WELLBEING IN MĀORI BUSINESS

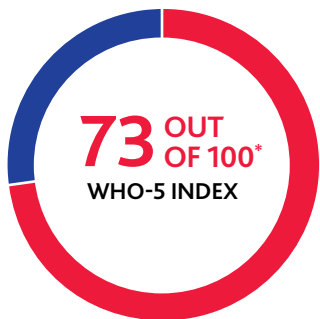
HIGH LEVELS OF WELLBEING AMONG MĀORI BUSINESS OWNERS

In addition to asking respondents what sector they were based in, we also asked what ethnic group they identify with. We had 99 of our respondents identify as Māori. It was great to see a high WHO-5 wellbeing score among this group of 73 – 4 points above the whole-of-business average.

Nearly three-quarters (74%) said that they were feeling significantly or somewhat better than when COVID-19 was at its peak.

When asked whether anything had been causing them to feel less mentally healthy than normal, 51% said yes. Of these, 56% said the impacts of COVID-19 had been a cause of this.

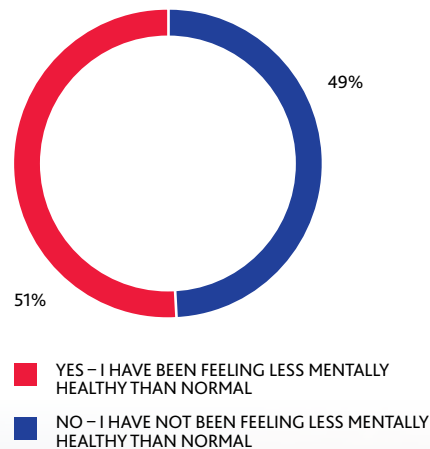
Given Māori were and continue to be disproportionately affected by the pandemic this is not surprising.



*** HOW THE WHO-5 SCORE IS CALCULATED:**

The WHO-5 survey prompts respondents to rate their wellbeing in the last two weeks against 5 key statements. Someone who scores 'all of the time' on a particular statement is given a score of 5, while if they score 'at no time' they get a score of 0 for that statement. The total raw score, ranging from 0 to 25, is multiplied by 4 to give the final score, with 0 representing the worst imaginable wellbeing and 100 representing the best imaginable wellbeing.

IN THE LAST 6 MONTHS HAS ANYTHING BEEN CAUSING YOU TO FEEL LESS MENTALLY HEALTHY THAN NORMAL?



DIGITAL INEQUALITY CONTINUES TO CAUSE PROBLEMS FOR MĀORI BUSINESS

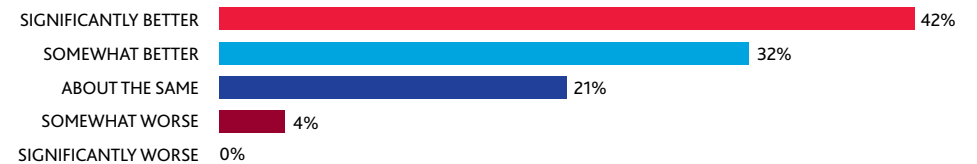
In addition to the health impacts, many Māori businesses are located in regional Aotearoa, where digital inequality continues to be an issue. This was further highlighted during COVID-19, when poor or non-existent internet connections caused problems for those working remotely. Even with peak COVID-19 disruption behind us, online working continues, while many businesses are increasingly having to rely on e-commerce to reach customers. This all may be having an impact on wellbeing among Māori business owners, with 28% of those saying they had been feeling less mentally healthy than normal citing business systems and technology challenges as a reason for this.

Over one-third (34%) said that exposure to risks they feel unable to control was causing them to be less mentally healthy, while 30% cited external economic and political factors.

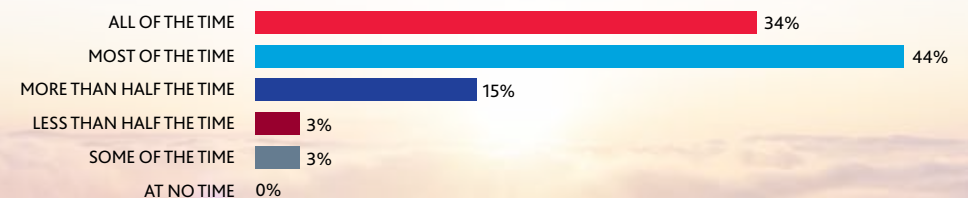
Employee performance or conflict was at 32%, while 28% said that they felt they did not have enough people around them to rely on for support. Again, the regional difference is likely to have had an impact here, with fewer people in the professions to turn to in some areas.

Encouragingly, there is a strong future outlook for wellbeing in Māori business, with 78% saying they expect to feel generally satisfied with life all or most of the time.

COMPARED WITH WHEN YOUR BUSINESS WAS FACING THE MOST DISRUPTION FROM COVID-19, WOULD YOU SAY IN THE LAST TWO WEEKS YOUR GENERAL WELLBEING HAS BEEN:



TAKING INTO CONSIDERATION YOUR PREVIOUS ANSWERS, HOW DO YOU EXPECT YOUR GENERAL SATISFACTION WITH LIFE TO BE IN 6 MONTHS' TIME?



WELLBEING IN MĀORI BUSINESS

PROVIDING OPPORTUNITIES IN THE REGIONS

"It's great to see such high levels of wellbeing among Māori business owners. We know that to run a business through a te ao Māori lens means focussing on people and the environment just as much profit – perhaps this broader focus and people-centric view is helping business owners achieve high wellbeing.

Digital inequality and access to the right people continues to be a challenge for Māori businesses. BDO is strong in the regions, and so we see first-hand the lack of educational training and support for anything outside of the trades and primary industries. But these areas also need accountants, lawyers and other professionals.

This is clearly having an impact on the wellbeing of Māori business owners, who do not feel they have enough people around them for help. We know the regions have the talent, but sometimes the opportunities are not there to unlock people's potential, and this is having a knock-on effect for Māori businesses, who do not feel they have the support they need around them."



ANGELA EDWARDS, MĀORI BUSINESS SECTOR LEADER,
BDO PĀKIHI TAITOKERAU MANAGING PARTNER

TIPS FOR MĀORI BUSINESSES



For those Māori business owners located in the regions, there was recently a significant amount of funding announced in the Government Budget to provide support. It's worth exploring what funding options are available that you may be eligible for.



For those requiring more staff, there are several options for apprenticeships currently available.



The Government has also indicated its continued support of progressive procurement by awarding 5% of all contracts to Māori businesses. It's a good idea to explore what opportunities are available to you.



Depending on your sector, we have also developed sector-specific advice as part of this report.



WELLBEING SUPPORT
CONTACTS

Xero Assistance Programme (XAP)
1737.org.nz – National mental health helpline
Mental Health Foundation (mentalhealth.org.nz)



CONTACT OUR SPECIALIST MĀORI BUSINESS TEAM
AT [BDO.NZ/MĀORIBUSINESS](https://www.bdo.co.nz/maoribusiness)