

Proactive Release

Date: 19 May 2022

The following Cabinet Minute and related Cabinet paper have been proactively released by the Parliamentary Under-Secretary to the Minister for Trade and Export Growth (Maori Trade):

Title:	Reference:
Minute of Decision - Aotearoa ki te Ao - Māori Trade Opportunities	CAB-22-MIN-0105 DEV-22-MIN-0052
Aotearoa ki te Ao - Māori Trade Opportunities	Cabinet Paper



Cabinet

Minute of Decision

This document contains information for the New Zealand Cabinet. It must be treated in confidence and handled in accordance with any security classification, or other endorsement. The information can only be released, including under the Official Information Act 1982, by persons with the appropriate authority.

Report of the Cabinet Economic Development Committee: Period Ended 1 April 2022

On 4 April 2022, Cabinet made the following decisions on the work of the Cabinet Economic Development Committee for the period ended 1 April 2022:

Proactively Released by the Parliamentary Under-Secretary to the Minister for Trade and Export Growth (Maori Trade)

DEV-22-MIN-0052 **Aotearoa ki te Ao: Māori Trade Opportunities** CONFIRMED
Portfolio: Trade and Export Growth
(Parliamentary Under-Secretary)

Michael Webster
Secretary of the Cabinet

Proactively Released by the Parliamentary Under-Secretary to the Minister for Trade and Export Growth (Maori Trade)



Cabinet Economic Development Committee

Minute of Decision

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Aotearoa ki te Ao: Māori Trade Opportunities

Portfolio Trade and Export Growth

On 30 March 2022, the Cabinet Economic Development Committee:

Background

1 **noted** that the Aotearoa ki te Ao Strategy, in place since 2020, has been successful in advancing and supporting Māori trade outcomes across the four agreed pou:

1.1 Pou 1: Grow Māori Exporter Opportunity and Success;

1.2 Pou 2: Protect and Support Mātauranga Māori/Traditional Knowledge Values;

1.3 Pou 3: Strengthen Indigenous International Connections;

1.4 Pou 4: Promote Indigenous Trade Missions and Exchange Opportunities;

2 **noted** that it is timely to review and update the Aotearoa ki te Ao Strategy to:

2.1 ensure Aotearoa ki te Ao takes into account developments in New Zealand's trade landscape since February 2020;

2.2 ensure that New Zealand's trade agenda continues to reflect Māori trade aspirations and supports Māori economic growth;

2.3 support Māori trade aspirations and provide cross-cutting benefits for SMEs, the regions, women, and the digital innovation sector, and enhance New Zealand's international profile and reputation as a leader on indigenous trade;

Pou 1: Grow Māori Exporter Opportunity and Success

3 **agreed** to expand Aotearoa ki te Ao to include a focus on delivering for Māori through free trade agreement (FTA) engagement, promotion and implementation;

Pou 2: Protect and Support Mātauranga Māori/Traditional Knowledge Values

4 **noted** the continued importance of Pou 2, focusing broadly on the value of mātauranga Māori in education, social wellbeing and the environment, and developing policy frameworks to guard against cultural appropriation and the misuse of mātauranga Māori, which remain a focus within existing Ministry of Foreign Affairs and Trade (MFAT) and NZ Inc workstreams and resources;

- 5 **agreed** that officials continue to seek provisions in international agreements that protect and maintain Mātauranga Māori and traditional knowledge and values;

Pou 3: Strengthen Indigenous International Connections

- 6 **noted** that the recently concluded Indigenous Peoples Economic and Trade Cooperation Arrangement (IPETCA) will be integrated into MFAT's Trade and Economic Group, and will complement the broader indigenous collaboration work programme, in partnership with Māori, to advance relationships and connections, and enhance Māori profile internationally as part of the government's broader diplomatic effort;
- 7 **agreed** that officials continue to strengthen partnership with Māori in the implementation of the IPETCA;

Pou 4: Promote Indigenous Trade Missions and Exchange Opportunities

- 8 **directed** officials to report back to Ministers with a proposal for Māori trade missions in 2022 and 2023, particularly focused on the FTA agenda set out in Pou 1 and increasing Māori representation in the government's broader programme of overseas trade missions;
- 9 **directed** officials to explore the development of a mechanism to provide funding for increased SME Māori businesses with an interest in internationalisation to participate in trade missions with an exporter mentoring objective.

Janine Harvey
Committee Secretary

Present:

Hon Grant Robertson (Chair)
Hon Dr Megan Woods
Hon David Parker
Hon Poto Williams
Hon Damien O'Connor
Hon Stuart Nash
Hon Michael Wood
Hon Dr David Clark
Hon Meka Whaitiri
Hon Phil Twyford
Rino Tirikatene, MP

Officials present from:

Office of the Prime Minister
Officials Committee for DEV

Office of the Undersecretary to the Minister for Trade and Export Growth,
Māori Trade Chair

Cabinet Economic Development Committee

Aotearoa ki te Ao: Māori Trade Opportunities

Relation to government priorities

- 1 Supporting Māori economic growth through trade, and positioning Māori to lead international efforts to expand Indigenous participation in global trade, complement and support work underway across Government to support Māori economic growth, including but not limited to the Māori Economic Resilience Strategy and NZTE's work to grow Māori SME exports

Rāpopoto - Executive Summary

- 2 This paper provides an update on work undertaken to progress the Government's Aotearoa ki te Ao strategy to support Māori trade opportunities, and to set out a programme for the next phase of the work, 2022-2023. This approach is intended to:
 - 2.1 Ensure Aotearoa ki te Ao takes into account developments in New Zealand's trade landscape since February 2020;
 - 2.2 Ensure that New Zealand's trade agenda continues to reflect Māori trade aspirations and supports Māori economic growth;
 - 2.3 Support Māori trade aspirations and seek cross-cutting benefits for SMEs, our regions, women and the digital innovation sector;
 - 2.4 Enhance New Zealand's international profile and reputation as a leader on Indigenous trade.
- 3 The objectives outlined build on the direction provided by Cabinet in February 2020 (DEV-19-MIN-0351) and are consistent with the Government's Trade for All Agenda.

Pūrongo – Report

Background

- 4 In 2019, then Associate Minister for Trade and Export Growth, Nanaia Mahuta, established a work programme to support Māori Trade opportunities: Aotearoa ki te Ao. The Strategy aims to support Māori economic growth

through trade, and to position Māori to lead international efforts to expand Indigenous participation in global trade, including through expanding inclusive trade policies, rules and co-operation with trade partners. This strategy is designed to complement and support work underway across Government to support Māori economic growth, including but not limited to the Māori Economic Resilience Strategy and NZTE's work to grow Māori SME exports.

5 Initiatives undertaken to date to support this programme of work have included:

- establishing the Inclusive Trade Action Group (ITAG), which specifically involves work to advance Indigenous trade issues;
- the Australia and Aotearoa-New Zealand Indigenous Collaboration Arrangement;
- the negotiations towards an Agreement on Climate Change, Trade and Sustainability (the ACCTS), which will support Māori aspirations and responsibilities as kaitiaki of the environment;
- the Te Aratini programme at Expo 2021 in Dubai, designed to elevate Indigenous and Tribal peoples' knowledge, know-how and aspirations globally;
- the Māori Success programme in our APEC21 host year that included some APEC economies agreeing the New Zealand-proposed Indigenous Peoples' Economic and Trade Cooperation Arrangement (IPETCA);
- Te Pae Tawhiti, the all of government approach to issues relating to mātauranga Māori;
- and a comprehensive work programme to engage with Māori on FTA negotiations, including those with the UK and the EU which involve multiple Government agencies.

6 MFAT's Trade and Economic Group has developed with Treaty partners an engagement programme to ensure that Māori interests and expectations shape, inform, and are reflected in international trade negotiations. The NZ-UK FTA, for example, contains the broadest set of outcomes for Māori that New Zealand has negotiated as a direct result of Māori engagement, input and feedback.

Updating Aotearoa ki te Ao

7 The Aotearoa ki te Ao strategy agreed by Cabinet in February 2020, is based around four strategic Pou:

- 7.1 Pou 1: Grow Māori Exporter Opportunity and Success;
- 7.2 Pou 2: Protect and support Mātauranga Māori/Traditional Knowledge Values;
- 7.3 Pou 3: Strengthen International Indigenous Connections;

7.4 Pou 4: Promote Indigenous Trade Missions and Exchange Opportunities.

Pou 1: Grow Māori Exporter Opportunity and Success

- 8 This continues to deliver the most tangible economic opportunities for Māori through negotiating trade agreements and trade rules that reflect Māori interests and expectations and therefore will be my priority area of effort. The establishment of independent Māori trade bodies like Te Taumata, supported by MFAT, have proven successful in reaching Māori communities in the regions, communicating the benefits of trade to Māori, and elevating the Māori voice in New Zealand's trade agenda.
- 9 Following the conclusion of FTAs with the UK and, if we are successful, also with the EU in 2022, New Zealand's free trade agreements would cover 76% of New Zealand's trade with the world. With the majority of New Zealand's trade covered by preferential agreements, New Zealand will need to look for new levers to improve trade conditions for New Zealand businesses.
- 10 How we operationalise our existing and future international commitments and ensure that Māori can access the benefits is increasingly, though not exclusively, where the balance of benefit will be found in the future. I propose, therefore, that Pou 1 of Aotearoa ki te Ao be expanded to include a focus on delivering for Māori through FTA engagement, promotion and implementation - including the recently concluded UK-FTA which includes a number of critical elements which will support and help bolster international trade.
- 11 To inform that work I propose to commission analysis from MFAT's Trade and Economic Group on:
- 11.1 the impact of trade agreements on Māori business; and
 - 11.2 technical barriers to trade with the UK for Māori exporters.
- 12 Using the findings of that analysis as a basis, I propose to explore with NZTE and MFAT how we can improve outreach to support Māori businesses to extract the benefits of New Zealand's trade agreements to grow and internationalise. This work will review and build on programmes of work already underway in NZTE and MFAT to expand and improve engagement with Māori on trade and improve coordination across agencies.
- 13 The information from the analysis proposed will it is hoped shed light on gaps and opportunities for Māori businesses to better leverage New Zealand's FTAs, and will be used by officials to develop a FTA implementation programme to support Māori business interests. New Zealand has an active FTA implementation programme, which includes regular review and implementation meetings with FTA partners, formal FTA reviews, and upgrade

negotiations. This programme provides a mechanism to ensure that Māori business interests are prioritised and addressed in FTA implementation work.

- 14 Given the opportunities for Māori in the UK FTA, including prioritising early tariff elimination on a range of products such as honey, horticultural goods and seafood, I propose that the initial focus of this work programme is on implementing and promoting these opportunities to Māori businesses in the long-term.

Pou 2: Protect and support Mātauranga Māori/Traditional Knowledge and Values

- 15 To help guard against cultural appropriation and the misuse of mātauranga Māori this Pou will continue to focus broadly on the value of mātauranga Māori in education, social well-being and the environment, and developing policy frameworks. This remains important to Māori businesses seeking to develop a unique value-added edge in the global market.
- 16 A further key element is to promote and integrate Indigenous perspectives into international agreements and instruments, while at the same time ensuring that these instruments address Māori interests and expectations.
- 17 I propose that this pou remains a focus of activity within existing MFAT and other agency workstreams and resources. Building on the work being done to strengthen partnership with Māori on trade policy, I propose that this work continues to accelerate in order to reflect Maori interests.
- 18 A key part of this is ensuring that Aotearoa continue to seek provisions in international agreements that protect Aotearoa's ability to respect, preserve, promote and maintain Mātauranga Māori, and Traditional Knowledge and Values. I propose that this work continue, particularly through seeking appropriate protections in our international trade instruments.
- 19 I further propose that Aotearoa continue to pursue avenues for Indigenous cooperation and perspectives, building on existing international agreements and instruments, and others currently under negotiation. My priority will be the implementation of the IPETCA, which will be led by officials and Māori, and will provide a significant opportunity for tangible cooperation activities.
- 20 Te Pae Tawhiti, the all of government approach to issues relating to mātauranga Māori, sets the broader context for this Pou [CAB-22-MIN-0003]. Te Puni Kōkiri is leading this interagency programme of work which includes collaboration with MFAT to enable Māori to effectively engage in international instruments and fora. Other Te Pae Tawhiti mahi, which will support the initiatives outlined in DEV-19-MIN-0351, include exploring a domestic bioprospecting regime and developing a sui generis intellectual property policy and legal system to protect mātauranga Māori and other taonga.

Pou 3: Strengthen International Indigenous Connections;

- 21 New Zealand is recognised internationally as a leader on Indigenous trade diplomacy and issues. New Zealand's APEC21 hosting further embedded our leadership through developing the IPETCA and involving Māori directly in its design and advancement, as well as the Māori-led and Government-supported Te Aratini programme at Dubai 2020. This work strengthens New Zealand's identity internationally as a country with strong Indigenous interests and values. Drawing on our Māori identity to connect with Indigenous communities internationally supports the development of deeper relationships with partners and new strands of international cooperation with flow-on benefits for the Māori economy.
- 22 The IPETCA implementation work in its first year of operation will be mainstreamed into MFAT's Trade and Economic Group, and will complement existing and future Indigenous cooperation initiatives, in partnership with agencies, to advance relationships and connections, and enhance Māori profile internationally as part of our broader diplomatic effort. This includes membership in the Inclusive Trade Action Group, Indigenous cooperation chapters in the UKFTA's, and New Zealand's Indigenous Collaboration Arrangement with Australia.
- 23 That work will draw on MFAT and NZTE global networks and existing bilateral relationships and arrangements led by Te Puni Kōkiri to identify areas of cooperation with a trade and economic focus and be progressed in partnership with Māori trade interest groups.

Pou 4: Promote Indigenous Trade Missions and Exchange Opportunities:

- 24 MFAT and NZTE international trade missions were stalled in 2020 and 2021 by the impacts of COVID-19 on travel. Virtual trade missions have proved challenging, though in the first of its kind, a successful virtual mission to Japan was undertaken in June 2021. With New Zealand borders re-opening in 2022, there is the prospect of restarting trade missions, as well as strong support from the business community as it seeks to reconnect with the world.
- 25 I propose to task officials to provide Ministers with a proposal for Māori trade missions in 2022 and 2023, particularly focused on the FTA agenda set out in Pou 1. I also propose that Māori representation be increased in our broader programme of overseas trade missions, and that in doing so, officials actively seek to include representation from a new generation of Māori businesses. The inclusion of established and new Māori businesses in New Zealand trade missions increases the exposure of the Māori economy to international markets; strengthens New Zealand's cultural identity with trading partners; and supports New Zealand's trade diversification goals by creating opportunities for Māori businesses in established and new markets.

- 26 I also propose to task officials to explore mechanisms to provide funding increased SME Māori businesses with an interest in internationalisation to participate in trade missions with an exporter mentoring objective.

Financial Implications

- 27 Cost arising from this Strategy will managed from within existing budgets.

Legislative Implications

- 28 There are no legislative implications for this proposal.

Impact Analysis

Regulatory Impact Statement

- 29 There is no regulatory impact from this proposal.

Population Implications

- 30 The proposals in this paper are designed to support the Māori economy through the growth of the Māori export sector.

Consultation

- 31 This paper has been consulted with NZTE and Te Puni Kōkiri.

Communications

- 32 This programme of work will be led by the Undersecretary to the Minister of Trade and Export Growth for Maori Trade, Rino Tirikatene. A programme of communications and engagement with Māori will be developed by MFAT and NZTE to support this work.

Proactive Release

- 33 This paper will be publically released.

Tūtohu - Recommendations

The Undersecretary to the Minister of Trade and Export Growth for Māori Trade recommends that the Committee:

- 1 **Note** that the Aotearoa ki te Ao Strategy, in place since 2020, has been successful in advancing and supporting Māori trade outcomes across the four agreed Pou:
 - 1.1 Pou 1: Grown Māori Exporter Opportunity and Success
 - 1.2 Pou 2: Protect and Support Matauranga Māori/Traditional Knowledge Values
 - 1.3 Pou 3: Strengthen Indigenous International Connections
 - 1.4 Pou 4: Promote Indigenous Trade Missions and Exchange Opportunities

- 2 **Note** that it was timely to review the update the strategy to:
 - 2.1 ensure Aotearoa ki te Ao takes into account developments in New Zealand's trade landscape since February 2020;
 - 2.2 ensure that New Zealand's trade agenda continues to reflect Māori trade aspirations and supports Māori economic growth;
 - 2.3 support Māori trade aspirations and provide cross-cutting benefits for SMEs, our regions, women and the digital innovation sector; enhance New Zealand's international profile and reputation as a leader on Indigenous trade.

Pou 1: Grow Māori Exporter Opportunity and Success

- 3 **Agree** to expand Aotearoa ki te Ao to include a focus on delivering for Māori through FTA engagement, promotion and implementation.

Pou 2: Protect and Support Matauranga Māori/Traditional Knowledge Values

- 4 **Note** the continued importance of this Pou focusing broadly on the value of mātauranga Māori in education, social well-being and the environment, and developing policy frameworks to guard against cultural appropriation and the misuse of mātauranga Māori, which remains a focus within existing MFAT and NZ Inc workstreams and resources.

- 5 **Agree** that officials continue to seek provisions in international agreements that protect, and maintain Mātauranga Māori and traditional knowledge and values.

Pou 3: Strengthen Indigenous International Connections

- 6 **Note** that the recently concluded Indigenous Peoples Economic and Trade Cooperation Arrangement (IPETCA) will be integrated into the Ministry's Trade and Economic Group, and will complement the broader Indigenous collaboration work programme, in partnership with Māori to advance relationships and connections, and enhance Māori profile internationally as part of our broader diplomatic effort.
- 7 **Agree** that officials, continue to strengthen partnership with Māori in the implementation of the IPETCA.

Pou 4: Promote Indigenous Trade Missions and Exchange Opportunities

- 8 **Agree** to direct officials to provide Ministers with a proposal for Māori trade missions in 2022 and 2023, particularly focused on the FTA agenda set out in Pou 1 and that that Māori representation be increased in our broader programme of overseas trade missions;
- 9 **Agree** to instruct officials to explore the development of a mechanism to provide funding for increased SME Māori businesses with an interest in internationalisation to participate in trade missions with an exporter mentoring objective.

Authorised for lodgement



Undersecretary to the Minister for Trade and Export Growth for Maori Trade
Rino Tirikatene