

**Ministry for Primary Industries**  
Manatū Ahu Matua



# **MĀORI AGRIBUSINESS: PATHWAY TO INCREASED PRODUCTIVITY**

**Applicant Guidelines**

**February 2015**

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## 1. About this document

The Applicant Guidelines provides information about the Māori Agribusiness: Pathway to Productivity programme (MAPIP). It will assist Māori owners/trustees through the MAPIP process of applying for support which will lead to increasing the productivity of their primary sector assets.

### Intended audience

This guide is aimed at Māori owners/trustees who collectively own primary sector assets and are interested in obtaining MAPIP support.

### Support

Our staff are located in communities across Aotearoa and can provide you with further information and support. They can also help you with your ideas towards increasing productivity, which may be suitable for MAPIP support (or support from other agencies). For further information, email [MAPIP@mpi.govt.nz](mailto:MAPIP@mpi.govt.nz).

## 2. Overview of MAPIP

MAPIP is a component of the Ministry for Primary Industries (MPI) Māori Agribusiness Programme with a specific focus on Māori primary sector assets that are in collective ownership. This focus includes land, agriculture, horticulture, forestry and seafood and covers the whole value chain from production, through processing to export.

MAPIP is a partnership between MPI and Māori owners/trustees who are committed to sustainably increasing the productivity of their primary sector assets.

MPI will work with you to identify specific support tailored to assist you to reach your end aspirations for increasing the productivity of your primary sector assets. It will support you to test your ideas and progress these into applications for MAPIP support.

MAPIP works on the basis that as Māori owners/trustees, you are in the driving seat and lead decision making about the use and development of your primary sector assets. MAPIP is based on both you and MPI achieving mutual outcomes.

### Background

The Māori Agribusiness programme recognises that growing the Māori economy also grows the New Zealand's economy. Māori economic development and regional development are inseparable as highlighted in the staged programme that MPI is leading across New Zealand regions and different sectors to support economic growth.

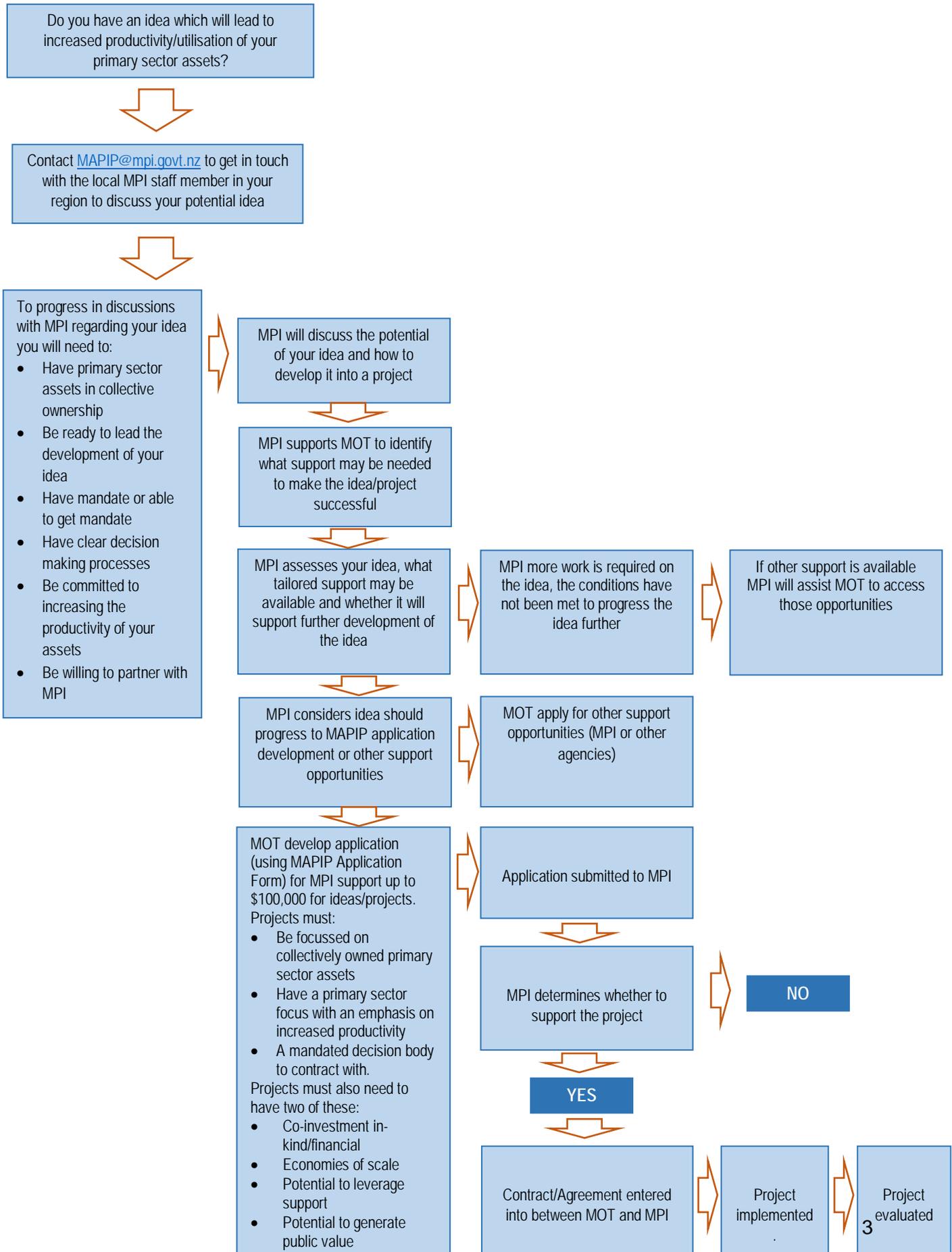
MAPIP emphasises developing and sustaining relationships with Māori owners/trustees. It builds on MPI's expertise in developing and sustaining good working relationships with Māori owners/trustees which enable them to achieve their long-term intergenerational goals for their primary sector assets.

This relational approach was described in the recent evaluation of six prototype projects between MPI and Māori land owners/trustees (focussed on increasing the productivity of Māori land). It highlighted that MPI staff are highly effective in working in partnership with Māori land owners and a range of other stakeholders in varied contexts by connecting them with specialists in multiple fields for transfer of knowledge, building networks and working together to conceptualise solutions to improve the productivity of Māori land (Kinnect Group, 2014).

MAPIP consolidates the work that MPI has tested through the six prototype projects. It draws on the learnings from these such as widening the scope and facilitating access to all the services and programmes that MPI has. In addition, it can facilitate connections to other organisations, agencies and experts who may assist Māori owners/trustees to achieve their aspirations and raise the productivity of their assets.

To find out further information about how MPI has been partnering with Māori, refer to [www.mpi.govt.nz/funding-and-programmes/maori-in-the-primary-industries](http://www.mpi.govt.nz/funding-and-programmes/maori-in-the-primary-industries).

### 3. How to apply



## 4. Applying for MAPIP support

MAPIP starts with your ideas for increasing the productivity of your primary sector assets. MPI will work with you to flesh out these ideas and help you identify your starting points and end goals and the potential tailored support you might need to reach these.

If you have ideas that you would like MPI assistance to develop further, you can apply for MAPIP support if you:

- Are a Māori owner/trustee who collectively owns primary sector assets or holds them on behalf of Māori.
- Are prepared to drive the initiative and make the decisions.
- Have or be able to get the mandate of other owners.
- Have a transparent decision making process in place.
- Are committed to increasing the productivity of the Māori owners/trustees primary sector assets.
- Are willing to partner with MPI.

Before you submit your MAPIP application, there are opportunities to test your ideas with MPI, get information and advice on developing your application and guidance on the expertise that can support your proposal.

Your projects must:

- Be focused on collectively owned primary sector assets.
- Have a primary sector focus with an emphasis on increased productivity.
- A mandated decision making body to contract with.

Projects will also need to have two of the following:

- Co-investment, in-kind or financial.
- Economies of scale.
- Potential to leverage support.
- Potential to generate public value.

MPI staff can assist you in the preparation of your application and help cost the tailored support, if required. Once completed, it can be submitted directly to the local MPI staff member that has been working with you in your region.

If you have not required MPI assistance, contact [MAPIP@mpi.govt.nz](mailto:MAPIP@mpi.govt.nz) to identify the local staff member in your region to whom you can submit your application.

## 5. MAPIP support

MAPIP support comprises MPI expertise and specialist advice and enables you to have access to MPI expertise and services which relate directly to increasing the productivity of your primary sector assets.

It also includes funding support which enables you to obtain your own expertise and advice.

MAPIP projects can include, but are not restricted to providing support (expertise and/or funding) for the following activities:

- Providing advice and assistance to a point where Māori owners/trustees are investment ready.
- Connecting Māori owners/trustees with expertise and information relevant to their primary sector assets.
- Assisting Māori owners/trustees to build on the economic scale already achieved.
- Connecting Māori owners/trustees with strategic partners across the primary sector.
- Facilitating access to all MPI services and programmes.
- Assisting Māori owners/trustees to connect with funding programmes within MPI.
- Adding value and exploring market opportunities.
- Identifying challenges and developing options for improved use and management of collectively primary sector assets.
- Information, knowledge and technology transfer.

MAPIP support does not include projects that have the following:

- Capital expenditure.
- Research.
- Long-term ongoing costs of an organisation.
- Retrospective costs.
- Local or central government fees and charges.
- Long-term ongoing costs of a trial or project (breeding or variety trials).
- IP development for private good.

## 6. Funding support

There is an upper limit of \$100,000 per application. Applications can be submitted at any time and MPI will make its decisions on a monthly basis (February to November inclusive).

Where proposals fit into the criteria of SFF and PGP, they will be referred to those programmes. You may want to obtain MAPIP support to help you develop applications for these funding programmes. Participation in MAPIP does not guarantee automatic entry into these programmes. In these cases, you will still need to meet the specific criteria of the programmes concerned.

## **7. Assessing the application**

MPI will assess the application and advise on the type and mix of MPI expertise that can support increasing the productivity and returns of your primary sector assets.

The MAPIP Panel makes the final decision on all applications.

You will be advised of the outcome of your application by MPI staff and via email as soon as is reasonably practicable after the decision has been made.

## **8. Contracts and agreements**

Contracts will be prepared where MAPIP funding support is provided. Agreements will be prepared for those situations where MPI expertise will be used to support the projects.

It is intended that where funding support is provided, it will go directly to the contracting body so that they will contract the tailored services they need to move them to the next step toward increasing the productivity of their primary sector assets.

All projects are expected to submit reports against each of the contracted milestones. Payments will only be made when the success measures of each milestone are completed to MPI's satisfaction.

The final milestone for each project will also require the contracting body to complete a project summary sheet. This two page document is intended to summarise and showcase the project and its findings. This information may be posted on the MPI website as a way of sharing information with others, including potential MAPIP applicants, who are looking for advice and support with their primary sector assets.

You can also get copies of the project summary sheet from your local MPI staff member in your region.

## **9. Evaluation**

At the conclusion of the project, MPI will evaluate MAPIP to find out how it has supported you to take steps towards increasing the productivity of your primary sector assets.

We are also interested to know how the MAPIP process is working. This will enable MPI to continue to improve MAPIP.

The evaluation process will be seamless. Rather than incur high transactional costs and undertake a substantive evaluation process at the conclusion of each project, we prefer to collect the information as we go, for example, as part of the application. We are interested in your insights about MAPIP and how it has supported you to transform your ideas into projects which will lead to increasing the productivity of your assets.

The MAPIP contracts and agreements will have a requirement that you participate in the evaluation. Evaluation will provide valuable information and learnings for both you and MPI about the impact of MAPIP and the tailored support provided to increase the productivity of your primary sector assets.

## 12. Glossary of terms (as used in the Applicants Guide)

Term	Meaning
Collective ownership	Primary sector assets owned by a group of Māori owners <b>or</b> on behalf of Māori by a trust or incorporation (under Te Ture Whenua Maori Act 1993), a statutory Māori Trust Board, a Rūnanga, a post-settlement governance entity (including its commercial subsidiaries), or mandated Iwi organisations under the Māori Fisheries Act 2004
Increased productivity	Raising the value of the production of primary sector assets and primary sector exports
Mandate	Agreement of Māori owners/trustees demonstrated through meetings and minutes
MAPIP	Māori Agribusiness: Pathway to Increased Productivity
MAPIP Panel	The Panel makes the final decisions on MAPIP applications
MPI	Ministry for Primary Industries
PGP	Primary Growth Partnership Fund
Primary sector assets	Primary sector assets includes land, agriculture, horticulture, forestry and seafood and spans the whole value chain from production, through processing to export
Private good	Private good does not provide benefit for all New Zealanders
Public value	The value that the public gets from MAPIP support, for example, increasing the productivity of the primary sector assets of Māori owners/trustees contributes to regional economic development which has benefits for all New Zealanders
SFF	Sustainable Farming Fund
Transparent decision making	Māori owners/trustees have established mechanisms to make decisions and enter into a contract with MPI for MAPIP. It includes communicating with and receiving feedback from its beneficiaries about work taking place and proposals. This may take the form of hui.