

Kia ora,

I would like to make a submission to the Commerce Commission's study into the competitive nature of the supply, acquisition and/or sale of groceries by retailers, namely the duopoly exhibited by the two main supermarket chains, Countdown and Woolworths; pursuant to section 51(1) in Part 3A of the Commerce Act 1986.

Specifically, I contend that the broader impact of such a duopoly on communities and especially Iwi communities is both unnerving and unnecessary.

I believe therefore that the intervention of a third party into the supermarket chain industry would, enable a fairer and more equitable service offering, especially to Iwi, through a more balanced and competitive marketing platform.

I also contend that if that third party were to be Iwi owned, led and driven, then a real opportunity pursuant to the partnership principles of Te Tiriti of Waitangi would be acceptable.

the original economic strategy report for Ngāti Tūwharetoa in 2012 titled 'He Kapua Whakapipi'. The strategy was the initiative of the Paramount Chief of Ngāti Tūwharetoa, Ariki Sir Tumu te Heuheu.

The strategy was organised to visit up to 22 marae, including 3 major urban centres. The immediate objective was to gather the thoughts of tribal members and create a final report for future tribal consideration and direction.

That report has since been updated and can be viewed on line as 'Te Kapua Whakapipi'.

A section of the report references a desire to purchase a number of businesses on behalf of the tribe. One of those recommendations was to buy supermarkets and a specific business proposal regarding the purchase of supermarkets for the Iwi was created.

I firmly believe mine, as part of a wider Iwi corporation, has the business acumen, business nous and resources to support the proposition of this submission.

I submit that having Māori owned and Māori run businesses per se is a necessary part of ensuring Māori are, as mentioned earlier, reflected as true partners of Te Tiriti o Waitangi.

Obtaining a space in the supermarket industry, through submissions such as this, is a real opportunity to imbed other cultural nuances in the strategy:

1. Create opportunities to provide 'discount offerings' to Iwi members who are able to whakapapa to the local iwi;
2. Provide job opportunities for tribal members at an initial 60/40 per cent ratio;
3. Create and use te reo Māori labelling and encourage the use of te reo Māori with staff and customers;
4. Encourage healthy living with the local Iwi community through discounts with healthy foods;
5. Create Internship programmes for young Māori to work in the grocery industry; and
6. Set up network communications with other Iwi supermarket entities.

In closing I contend that the insertion of Iwi into the supermarket industry is inevitable as we contemplate the general and overall wellbeing of our people. The competitive nature of the present duopoly needs to be checked and this submission asks the commission to seek a favourable pathway for Iwi to allow an alternative offering.

A final thought confirms that what is inevitably good for Māori is definitely good for all New Zealand

Noho ora mai

