



Mrs Judith Hawkins

Mrs Hawkins is an export entrepreneur in the horticulture sector and her farming business exports to Japan, Korea and Australia. The business employs 300 seasonal staff all over New Zealand. Experienced Registered Private Training Provider, who worked with disadvantaged young rural Maori. She has been a New Zealand delegate to several Asian - Pacific economic organisation small and medium enterprise ministerial meetings, and Women's Leaders network Conferences. As a consultant, Mrs Hawkins has been able to share her expertise in horticulture development, Māori land development and iwi resource development with women in business. August 2001 elected representative on the New Zealand Local government and also Commissioner of Employment and Training. 2006 New Zealand Honorary List, Member of the New Zealand Order of Merits (MNZM.)



Towards a Dynamic Community - From a Maori Women's Perspective

Enhancing the competitiveness of
Womens' Businesses for sustainable
development and prosperity

By Judy Rangimarie Hawkins



My businesses

- NH Packing & Farming Co Ltd-Director, Packhouse for processing
- Jay Ar Contractors Ltd- Director
- Horticultural and Agricultural Consultant
- I grow buttercup squash, for the local and export markets
- Peas for processing – exports and locals
- Greycrown Pumpkins – local market
- I export to Japan, Korea and Australia
- Real estate, buy, sell or lease



Pre-colonisation, Māori were...

- Great strategists, big picture thinkers and they could put ideas into action
- Self-sufficient, skilled for their environments
- Strong economically – controlled the economy
- Resource owners, eg land, labour
- Astronomers, traders, exporters, navigators, horticulturalists
- Environmentalists, eg forestry, 1 tree for a waka/canoe, plant 3. Never rob the land or the sea
- Colonisation impacted through Govt regulations, policies, land confiscation, disease, dis-location etc...Māori no longer control the economy, but there are many successful Māori businesses today.



Why did I succeed in business?

- Dream to succeed and focussed on my vision
- I wanted to control my own future in terms of employment and income, being in business allows this
- I found my team, eg accountant, lawyer
- I knew my product, focussed on quality not quantity
- Learnt about the industry, in detail
- Determination, hard work and made sacrifices
- Created good networks and found support
- Knew what I needed, eg machinery, employees, markets (local, export)
- Controlling finances and taxes

No one plans to fail, they just fail to plan



Challenges I faced

- Male dominated industry
- The only Māori women in the industry back then, and I couldn't get financial support from the banks or Government funders



For more information...

- <http://www.tpk.govt.nz/publications/factsheets/default.asp>
- Email jayar@xtra.co.nz