

# Creative destruction thrives

**ENTERPRISE:** Plenty of people are out on their own making their ideas work

**HEIGHT OF AMBITION:** Once people have the beachfront property they're happy. Well, no, many entrepreneurs have a drive to develop businesses that will make their mark and make them rich.

NORTHERN ADVOCATE  
by John McMillan

Three-quarters of New Zealand's rich are selfmade. Entrepreneurs succeed by their own efforts, without having to rely on inherited wealth.

IT has been said that New Zealanders by nature are unenterprising—that the ambitions of the typical small business owner stretch no further than retiring to a beachfront property. And it has been said in the media that the concept of “entrepreneur seems somehow un-Kiwi”.

This view, I suggest, is plainly wrong. In today's New Zealand, entrepreneurship is thriving. Entrepreneurs are not only creating firms prolifically but also developing them. The stereotype persists nevertheless. “Joe and Jill Entrepreneur typically operate a six person lifestyle firm,” a Unitec study says. “They are inwardly focused with low horizons.”

New Zealanders are not “daring to be self-reliant and free”, says Australian economist Wolfgang Kasper, because “benevolent state paternalism” imposes “unjustified barriers to entrepreneurial activity”, resulting in “poor growth and a stifling, though comforting, serfdom”.