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POUTŪTERANGI I MARCH 2025 *Kua hauhake te kai. The crops are now harvested.*

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TE PŪRONGO NŌ NGĀ POU MATARUA CO-DIRECTORS UPDATE

Our NPM researchers have hit the ground running in 2025, with a flurry of activity across research programmes, conferences, capability building initiatives and media. We truly appreciate the way that our researchers carry out their 'critic and conscience' role with integrity and manaakitanga for our communities, never shying away from having critical conversations that are needed.

Our Matakitenga Research Funding round has just opened and we are expecting more interest than ever, given the challenges of the wider research funding environment. You can read more about the opportunities later in this e-pānui.

We also acknowledge and celebrate the four inaugural winners of the Kanapu awards, Ngā Tohu Kanapu: Kaye Maree Dunn, Jacqui Forbes, Professor Anne-Marie Jackson and Peter-Lucas Jones. Kei runga noa atu koutou!

Ngā Pou Matarua | Co-Directors

Professor Tahu Kukutai

Professor Linda Waimarie Nikora

KAUPAPA MATUA

MĀORI DATA INNOVATION FEATURES ON WORLD STAGE



Data ILG lead data technician Kirikowhai Mikaere

By Cindy Simpkins-McQuade

The <u>Māori Data Governance Model</u> (MDG Model) featured at the <u>Istanbul Innovation Days</u> <u>2025</u> last month, highlighting the distinctive value that Māori bring to global conversations about data and digital innovation. Sponsored by the United Nations, the annual gathering is a major event for the development community, and is attended by government, industry and civil society groups from around the world.

Kirikowhai Mikaere (Tuhourangi, Ngāti Whakaue) was invited to speak at the Days in her role as lead data technician for the National Iwi Chairs Forum Data Iwi Leaders Group (Data ILG) and Te Aho Tapu for its operational arm <u>Te Kāhui Raraunga</u> (TKR). The MDG Model is a world-first, providing a comprehensive guide to data governance through a Te Ao Māori lens. Kirikowhai is one of the Māori data experts that designed the Model, along with NPM Pou Matarua Professor Tahu Kukutai and senior researcher Associate Professor Donna Cormack.

Kirikowhai says the Model piqued the interest of organisers because of its unique approach to data governance, rooted in mātauranga and tikanga Māori. "I am a firm believer that there is a real contribution that our mātauranga can make to these conversations. As soon as you go global you can see the profound contribution mātauranga can make at an international level where there are conversations about digital technology and data."

The Model was designed to provide the Aotearoa public service with clear guidance on how to steward Māori data in ways that align with Māori values and empower self-determination. Kirikowhai says a trustworthy system is key and people around the world are recognizing how important this is. "Trust is the currency of data, so if you don't have trusted systems, it's hard to have trust in the people and the institutions in this complex unsecure world. Our model is raising crucial issues that are important for everyone, not just Māori and Indigenous peoples," she says.

The Model was released in 2023 and quickly grew a reputation as an ethical, values-driven approach to data governance that was quite different from existing approaches.

"In 2023, we were invited to the International Conference on Machine Learning in Hawaii where I sat on a panel with international innovators from Apple, Facebook, Google DeepMind and Microsoft, as well as a professor from MIT. These people had been meeting for 40 years, but this was the first time they had ever had an Indigenous person on their panel."

"What they said after they read the model, was that they had been missing an important voice in the whole development of AI and machine learning. They realized they had forgotten to embed ethics when they started to create machine learning," says Kirikowhai.

She says the international community is looking at Māori as innovators in this space, "all the way from Rotorua in Aotearoa, we are innovating in this digital and data space, not just for Indigenous people, but for global communities."

Kirikowhai says data is one of the biggest assets in the world and because of this it has huge potential as well as risk. "Data is a strategic asset, and it is very much an economic asset."

Because of the risks, she says Aotearoa needs to be very intentional about the technology that it adopts. "If it's not our data, then it's not really our intelligence. One of the key factors for what we do at Te Kāhui Raraunga is being mindful of how we drive the continuity of our consciousness in this data and digital world. We need to be careful about the consciousness being programmed into AI, and what that may mean for future generations."

On a local level Te Kāhui Raraunga is developing and innovating several platforms for use. These platforms not only safeguard data but also utilize data to the benefit of different communities. One such platform is <u>Te Whata</u>, a 'by iwi, for iwi' data visualization platform.

Te Whata brings together iwi Māori data to allow greater access and use by iwi of their data in ways that will benefit their communities. "The potential is huge. One of the biggest things we are doing is helping iwi to understand their own data. Once they understand this, they are better able to make strategic decisions about the types of initiatives they want to roll out."

Te Kāhui Raraunga is training iwi information managers throughout the country, so they can understand and use their data appropriately. To date, it has run two large workshops in Rotorua (with over 80 iwi information practitioners) and will run a roadshow around the country this year to further share the platform and learnings. Kirikowhai says there is huge potential for the data to be used to impact lives in many areas such as health, education and employment.

"When we have data that is reflective of us and our communities, we can make good decisions about our futures. This platform enables iwi to be more responsive to the needs of their people."

RANGAHAU | RESEARCH

HUGE SUCCESS FOR RANGATAHI SOCIAL MEDIA CAMPAIGN

By Cindy Simpkins-McQuade

A highly successful 2024 social media campaign highlighting rangatahi well-being underscores the importance of community voices, rather than messaging from government.

EIT researcher, Raun Makirere Haerewa worked with rangatahi to spread the message on the importance of health and well-being, and it proved much more successful than health guidelines developed in Wellington.

Raun was a member of the 'Nourishing Hawke's Bay' project with Professor Boyd Swinburn and Professor David Tipene-Leach. The project was developed to identify how nutrition and well-being guidelines could be more relevant and useful to rangatahi. Their conversations with youth in the Hawkes Bay revealed that the current Ministry of Health guidelines were not working for them.

"Rangatahi between the ages of 12 through to 20 had no idea of what the Ministry of Health guidelines were or where to find them. And after we presented them the guidelines, rangatahi thought they were out of date, overly complex, and patronizing. The government had missed the mark by miles," says Raun.

The research team set about collaborating with local rangatahi to co-design a more relevant and persuasive set of guidelines for nutrition and wellbeing.

A core group of rangatahi was established and after their first wānanga with researchers, created a new set of guidelines: 10 for nutrition and 10 for wellbeing. The core group then went back into their schools for feedback and fine-tuning.

"The key messages from the schools were to get rid of jargon, to make language and tone encouraging," says Raun. The importance of relationships was also at the heart of messaging. Afterwards, the messaging was refined and the team, including rangatahi, set about asking themselves the best way to distribute the guidelines to youth in the region and beyond.

Rangatahi were adamant that a social media campaign was the best way to access young people. The team then enlisted the help of a Gisborne film crew, several well-known social media influencers, and a campaign was created. "They came up with 20 amazing messages that generated views in the hundreds of thousands, so there is no doubt that the campaign was highly successful," says Raun.



Raun Makirere Haerewa is part of the team from EIT's Te Kura i Awarua Rangahau Māori Centre.

He believes this success underscores how powerful health messaging can be when you understand your communities. "This research illustrates how money is wasted by the government when it does not understand who their target audience is. When you know your target audience, and they are involved in the process, the results can be very powerful," he says.

"Through this process we demonstrated how messages could be much better presented to rangatahi audiences – and how appropriate engagement is key".

Raun believes health messaging to rangatahi is crucial because teenage years are when they are laying down habits that will last their lifetimes. "It is also a time of massive change and growth in their bodies, so it is important that they understand how to keep themselves well both physically, mentally and spiritually."

"People want to see themselves reflected in health messages that are authentic to them, not messaging that comes from advertising agencies and bureaucrats sitting in Wellington."

Since the campaign, schools and other health organisations have been excited to use the messages and adapt what the research team has found for their own purposes. "Sport Bay of Plenty loves it and wants to modify it for its own region. The interest is high to grow and build on the campaign. It has potential to be used for pakeke, and schools have said they want to adapt it for their curriculum."

Professor Swinburn presented the research to Government Ministers and policy makers last year, but little progress has been made on adapting the current guidelines.

KÖRERO WITH NPM RESEARCHERS

Each month we feature one of our NPM lead researchers. This month our korero is with Dr Teah Carlson who is a kaupapa Māori researcher at SHORE and Whāriki Research Centre, Massey University.



Ko wai tō ingoa, nō whea koe?

Ka ara a Hine te marama, Ka ara hoki ahau, topa whio ana au i ngā tihi maha a Tihirau. Ka anga whakararo taku rere ki te Taunga waka, a Tauira mai tawhiti. I heke mai ra i Hawaiiki tawhiti, Hawaiiki kaikai, Hawaiiki pamamao ki te Whangaparāoa. Ka tau he rūrū, ka tō a marama, ka tō ngā whetū, ka tō hoki ahau. Ko Te Whānau-ā-Apanui tōku iwi. Ko Teah Carlson tōku ingoa.

What are your areas of research?

My areas of research are Kaupapa Māori praxis, creative and decolonial qualitative methods, community psychology, wayfinding navigational leadership, and Community Participatory Action Research. Currently, I am focusing on developing Wairua methodologies through cocreative processes in climate adaptation with rangatahi Māori.

What excites you about your work?

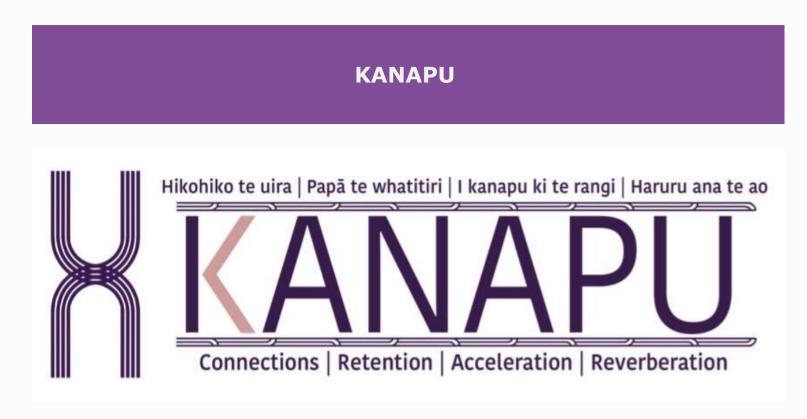
On any given day, I might travel to Te Kaha to kōrero about kai sovereignty, then take a trip around Highway 35 to grab a paua pie from my aunty. The following day, I'll meet with my friends to conduct a wānanga on the doctrine of discovery and te Tiriti o Waitangi. After that, I'll support a takatapui co-creative workshop in Tairāwhiti. The next week, I'll participate in an ethics panel focused on kaupapa Māori research and finish the week by meeting with my master's and PhD students. Being a kairangahau Māori isn't about going to mahi then coming home, then doing whānau and community stuff, it's a lifestyle of aroha, manaaki and service for our people while living your best life.

Our NPM vision is flourishing Māori futures. What does that mean for you?

For me, it's about the ability to be creative, dream, laugh until your cheeks ache, and lose track of time since we aren't under the western measures of time and progress. It's a future where our inherent rights to whenua, hauora, housing, kai, and te reo Māori are honoured. Where we are thriving in abundance and sharing generously from a full cup—manaaki. Here, our disagreements are just about which Matatini roopū reigns supreme, who gets a turn to have moko over, and who will pull the cray pot up.

Lastly, can you tell us something surprising about you?

I'm a bit of an introvert, and I find being social a challenge sometimes. I used to turn red, sweat, stutter when presenting, forget my words, and hate being looked at. I'm okay with it today, but it took years of practice and feeling out of my depth. I often mask my anxiety by cracking a dry joke, going off on a tangent or saying the wrong thing. I've learnt over the years in social settings to give myself permission to go off for a bit, recharge, then get back to it. But if anyone is in a hard place, I need to stand up to a bully or advocate for injustice; it all melts away cause it's not about me; it's about others, and all the words and energy arrive.



Funded by the Ministry of Business, Innovation and Employment (MBIE), Kanapu is a NPM initiative to support Māori talent and leadership across te ao Māori in research, science and innovation spaces.

HUI HIHIRI AWARDS

As our first in-person event, Hui Hihiri 2025 was a resounding success. The hui gave us the chance to hear first-hand from te iwi Māori about their aspirations, challenges and successes. We launched the inaugural Ngā Tohu Kanapu – Kanapu Awards to acknowledge individuals who exemplify te ao Māori brilliance across Rangahau, Research, Science, Innovation and Technology.



Ngā Tohu Kanapu 2025 - Award winners, from left to right: Vanessa Clark on behalf of Anne-Marie Jackson, Kaye-Maree Dunn, Jacqui Forbes, and Peter-Lucas Jones.

KANAPU AWARD WINNERS

Hikohiko te uira | Connection Outstanding contribution to strengthening connections between Māori researchers, scientists, innovators, knowledge holders and hapori Award winner: Kaye-Maree Dunn

Papā te whatitiri | Retention

Outstanding support for Māori researchers, scientists, innovators, and knowledge holders to thrive as Māori by providing opportunities to access the right resources **Award winner:** Anne-Marie Jackson (was unable to attend in person)

I kanapu ki te rangi | Acceleration

Outstanding Māori leadership on our own terms, within and across the RRSIT system Award winner: Jacqui Forbes

Haruru ana te ao | Reverberation

Outstanding capability building to empower Māori people, Māori knowledge and Māori resources **Award winner:** Peter-Lucas Jones

FUTURE KANAPU EVENTS

TŪHONO RAU TANGATA | MĀTANGA TALKS

Tūhono Rau Tangata | Mātanga talks are online kōrero with mātanga Māori from diverse RRSIT fields (rangahau, research, science, innovation and technology) sharing insights on their life and career journeys. Some sessions are in te reo Māori, others in English. All are welcome!

We have many outstanding mātanga already confirmed for both our reo Māori and general sessions:

4 June 2025 – Peter-Lucas Jones

All sessions are held on Wednesdays, 12:00 - 1:00 pm. Registration is essential. Come along and be inspired.

https://kanapu.maori.nz/matanga-talks/

KANAPU TŪHONO RAU TANGATA | MASTERCLASSES

These 2.5 hour classes (primarily in English) allow more time to explore important kaupapa for undertaking RRSIT-related mahi, whether that mahi is for whānau, hapū or iwi, academic studies or professional work. Here's what's in store:

30 April 2025: Where Is Your Data? with Vanessa Clark **2 July 2025:** He Kura Nō Te Ao Atua with AATEA with Whare Kupenga-Keefe and Hinerangi Edwards

All Masterclasses are held on Wednesdays, 12:00-2:30 pm. Registration is essential. Nau

mai, haere mai!

Masterclass Registration: <u>https://kanapu.maori.nz/masterclass/</u> Follow Kanapu_instagram, facebook or_linkedin

NGĀ MANAAKITANGA | OPPORTUNITIES

SOCIAL MEDIA SUCCESS FOR EARLY-CAREER RESEARCHERS

This webinar mini-series is targeted at early-career researchers and PhD candidates wanting to harness social media to share their work. We have chosen speakers who have successfully used social media to share content related to their own work. During this series, they will share their insights, tips, tricks and challenges for utilising social media. The series will take place during the month of May and is hosted by Associate Professor Awanui Te Huia. **Week One: Luke Fitzmaurice-Brown**

Date: Thursday 1st May, 12 -1 pm

"Welcome to Treaty Chat: Social Media Use and Te Tiriti o Waitangi"

Register Now: <u>https://auckland.zoom.us/webinar/register/WN_IDOFIS-PSASijofYSUCpPQ_</u>

MEDIA SAVVY - IMPROVE YOUR SKILLS!

Applications are open for the Science Media SAVVY workshops. These workshops give valuable tips and tricks for those wanting to develop and improve their interactions with the media.

When: 3-4 July Where: Tāmaki Makaurau

Register now: <u>https://www.sciencemediacentre.co.nz/media-savvy-maori/</u>

MATAKITENGA RESEARCH FUNDING

Applications are open for the Matakitenga Research Fund! We invite research applications aligned to the four Pae in our Matakitenga Research Framework: Pae Ora, Pae Ahurei, Pae Auaha and Pae Tawhiti. The lead applicant must be a Māori researcher employed at a NPM Partner Entity - we welcome applications from new and emerging researchers. The wider team must be multi-institutional and can include community-based partners. The lead applicant should expect to participate in at least one NPM Rangahau Wānanga. **Application Deadline:** 28 April, 2025. **For more information:**

https://www.maramatanga.ac.nz/funding-opportunity/matakitenga-research-round

FULBRIGHT | NPM GRADUATE AWARD APPLICATIONS OPEN

The Fulbright-Ngā Pae o te Māramatanga Graduate Award is for a promising Aotearoa graduate student to undertake postgraduate study or research at a US institution in the field of indigenous development.

One award valued at up to US\$50k (plus NZ\$4k travel funding) is granted annually for up to one year of study or research in the US. Students undertaking multi-year Masters or PhD degrees have the opportunity to apply for additional funding of up to US\$40k towards their second year of study. **For more information:** https://fulbright.org.nz/study-in-the-united-states/awards-for-nz-graduate-students/fulbright-nga-pae-o-te-maramatanga-graduate-award/

MĀORI RESEARCHERS HITTING THE HEADLINES

Waatea News

Applications Close: 1st August, 2025

4 March 2025 **Māori Lawyer strengthens Tino Rangatiratanga abroad** Borrin | NPM Scholarship recipient Rhianna Morar will study at the London School of Economics and Oxford University. <u>https://waateanews.com/2025/03/04/maori-lawyer-strengthens-tino-rangatiratangaabroad/</u>

Waatea News

5 March 2025 **Māori Media advocate criticizes reform proposal** AUT Professor Ella Henry says merging funding agencies and broadening their accountability shifts focus away from targeted approaches like Māori media.

https://waateanews.com/2025/03/04/maori-media-advocate-criticizes-reform-proposal/

Waatea News

17 March, 2025 **AUT appoints Meihana Durie for Māori leadership** AUT has appointed Professor Meihana Durie to a new role, Te Toi Aronui, to lead Māori scholarships as part of its Te Aronui framework.

https://waateanews.com/2025/03/17/aut-appoints-meihana-durie-for-maorileadership/

RNZ

18 March, 2025
Gene technology Changes – not tika
Geneticist and bioethicist Associate Professor Phillip Wilcox is concerned the Genetic
Technology Bill lacks a Tikanga Māori Framework.
https://www.rnz.co.nz/news/te-manu-korihi/544179/gene-technology-changes-what-you-

need-to-know

Waatea News 18 March, 2025

Homelessness blamed on systemic failures

Psychologist Dr Shiloh Groot has studied homelessness for 15 years and says effective Kaupapa Māori housing programmes often struggle to scale. <u>https://waateanews.com/2025/03/18/systemic-failures-contributing-to-aucklands-homelessness-crisis-expert-warns/</u>

Waatea News March 21, 2025

Bev Lawton named 2025 New Zealander of the Year

Professor Bev Lawton named the 2025 Kiwibank New Zealander of the Year, in recognition of her groundbreaking work in women's health. https://waateanews.com/2025/03/21/bev-lawton-named-2025-new-zealander-of-year/

RNZ

March 22, 2025 Dr Elana Curtis

Dr Elana Taipapaki Curtis joined other prominent voices to challenge the government's decision not to further lower the Māori eligibility age for bowel cancer screening. https://www.rnz.co.nz/national/programmes/mapuna/audio/2018979984/dr-elana-curtis

Waatea News March 26, 2025

Māori economy helps Aotearoa exit recession Professor Matt Roskruge says the Māori economy is growing but there are still challenges to sustain its assets long-term and to improve whānau wellbeing.

https://waateanews.com/2025/03/26/maori-economy-helps-nz-exit-recession/

Waatea News March 27, 2025

Greaves warns of Māori roll confusion Political scientist Associate Professor Lara Greaves says confusion over the Māori roll is growing as electoral boundary changes are announced. <u>https://waateanews.com/2025/03/27/greaves-warns-of-maori-roll-confusion/</u>

Kāti rā ngā kōrero mō tēnei wā,

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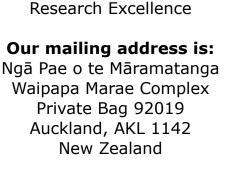
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