

Mātauranga Māori Strategy, Insights, Advice, Research and Data Guidelines

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He Kupu Tauākī | Position Statement

*Ko te kawa ora, ko te kawa ora,
tākina, tākina te kawa o te ora!*

*Ko te kawa ora tēnei i takea mai ai i ngā atua,
i ngā tupua, i ngā tahito, i ngā tūpuna*

Ka tau ki ngā whenu o Ngā Ohu Ahumahi e tau nei

He whenu Toi Mai, ka tau

He whenu Waihanga Ara Rau, ka tau

He whenu Hanga-Aro-Rau, ka tau

He whenu Ringa Hora, ka tau

He whenu Toitū te Waiora, ka tau

He whenu Muka Tangata, ka tau

Ka whiriwhiria, ka mau te hono o Ngā Ohu Ahumahi e tau nei

He hua whāioio ka puta ki te whai ao, ki te ao mārama

Haumi ē, hui ē, tāiki ē!

The purpose of this statement is to acknowledge the significant role of Mātauranga Māori within this organisation as a living and flourishing kaupapa for transformation across the vocational education ecosystem.

Our tohu (logo) depicts the whiri (plait) representative of the six whenu (strands) woven together to create a strong taura (rope) that binds us together as kaimahi and connects us to the industries we represent.

Mātauranga Māori provides depth and value to all areas of our mahi and as such, requires effort and commitment from all kaimahi to ensure its sustainability for generations to come.

He Kupu Tauākī | Position Statement

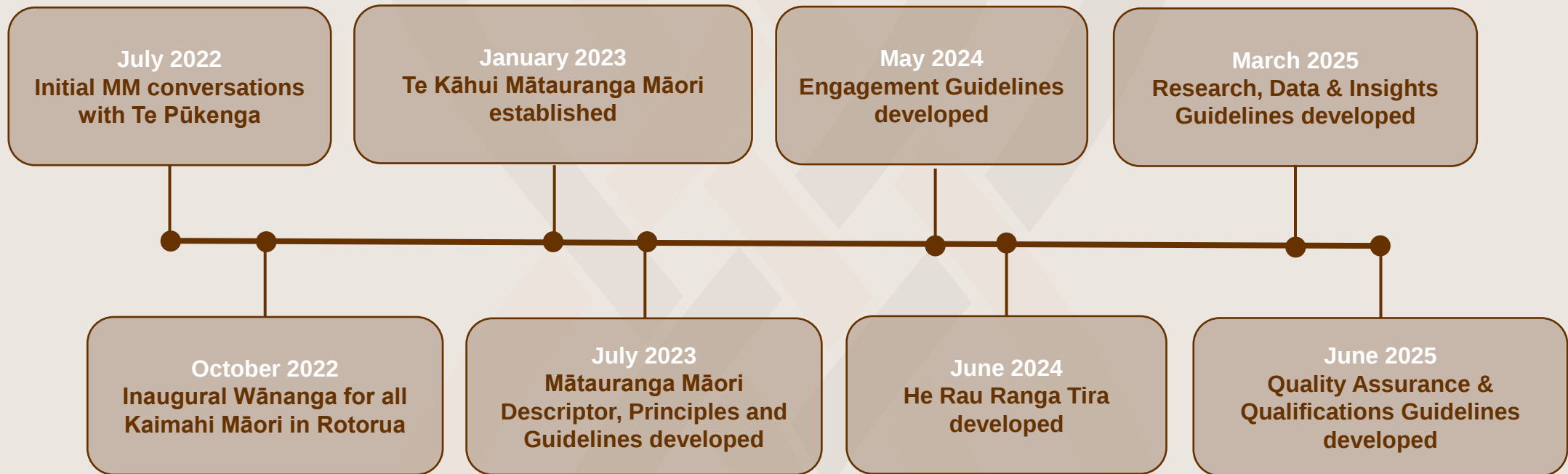
Ko tō mātou tirohanga whakamua ko tēnei; kia kite te ākonga Māori me tōna whānau he mea paenga kore te āpōpō mōna ake i roto i te ara ahumahinga e whāia ana e ia, ā, me tōna mōhio anō he mārama tonu ngā ara e taea ai e ia taua anamata rā te tutuki.

Ko tō mātou hiahia he whakarite i tētahi wāhi hei hāpai i ā tātou kaimahi kia mārama ake ki te Mātauranga Māori, me te whakamahia o te Mātauranga Māori i roto i tēnā, i tēnā tūranga o tēnei wāhi mahi. He mea hanga tēnei rauemi e ngā kaimahi, mā ngā kaimahi anō hei ārahi i a rātou ina mahitahi ana rātou me te ākonga, tōna whānau, tōna hapū, tōna iwi me ngā pākihi Māori anō hoki hei whakarite huarahi e whai whakaaro ai te kaimahi kia kaha tonu te rongohia o tō te ākonga reo i roto i ā tātou mahi.

Our vision is that our Māori learners and their whānau see a limitless future for themselves in their chosen vocation and have clear pathways to achieving that future.

We wish to create space to support our kaimahi in their understanding of Mātauranga Māori, and how Mātauranga Māori can be applied in each and every role within the organisation. This resource has been designed by and for our kaimahi to guide them in their approaches to working with ākonga, whānau, hapū, iwi, and Māori businesses and to create opportunities for how kaimahi can give due consideration to the application and amplification of the Māori voice within the work that we do.

Mātauranga Māori | Milestones



Mātauranga Māori guidelines were developed from 2022-2025 by a working group of Māori leaders and subject matter experts from the Ohu Ahumahi Workforce Development Councils. It is a living kaupapa for all kaimahi, with further iterations expected as the suite of tools grows and changes.

Te Kāhui Mātauranga Māori

Acknowledgement to all the past, present (and future) contributors of Te Kāhui Mātauranga Māori for your time, energy, wisdom, experience and knowledge towards the development and growth of mātauranga Māori.

Kei aku toa takitini, ngā rau ringa i oti ai tēnei mahi – e totō ana te puna o whakamihi.

Ohu Ahumahi	Kaimahi	Kaitautoko
Hanga-Aro-Rau	Riki Ramanui – <i>Te Reo & Mātauranga Māori Advisor</i> Kelly Van Marrewijk – <i>Māori Research Analyst</i>	Darrell Lambert – <i>Poumatua / GM Māori Workforce</i> Mike Crossan – <i>GM Industry Standards</i>
Muka Tangata	Kingi Rakete-Tane – <i>Poutiaki – Te Ara Kounga Māori</i> Rehia Hanara – <i>Kairuruku Māori</i> Adam Ransfield – <i>Poutiaki Ara Kounga Ringa Tohu</i> Daniel Wallwork – <i>Senior Advisor Māori Workforce Development</i> Chelsea Te Awhe-Raston – <i>Poutiaki Ara Kounga Ringa Tohu – Senior Māori Advisor</i>	Moerangi Vercoe – <i>Manukura</i>
Ringa Hora	Sione Niupalau – <i>Kaiārahi Māori – Qualifications & Quality Assurance</i> Les Hoerara – <i>Senior Equity Advisor</i> Riley Te Riini – <i>Kaitohutohu Mātauranga Māori – Qualifications and Quality Assurance</i>	Ben Ngaia – <i>Poumatua</i> Te Oho Reedy – <i>GM Qualifications & Quality Assurance</i>
Toi Mai	Te Whainoa Te Wiata – <i>Mātauranga Māori & Te Reo Māori Specialist</i> Rosalie Reiri – <i>Te Kahu Ahurea – Strategic Māori Advisor</i> Ngarongoa Lentfer – <i>Te Kanohi Ahurea Māori – Mātauranga Specialist</i> Hinepounamu Apanui-Barr – <i>Te Whatu Ohoocho – Senior Advisor</i>	Tama Kirikiri – <i>Poumatua</i>
Toitū Te Waiora	Tanya Milne – <i>Mātauranga Māori & Te Reo Advisor</i> Dawson Marama-Feagai – <i>Engagement and Qualifications Development Specialist</i>	
Waihanga Ara Rau	Te Hapimana King – <i>Iwi Māori Relationship Lead</i> Tariao Te Anga – <i>Mātanga Ara Kounga – Mātauranga me te Reo Māori</i>	
Hāpaitia	Brenda Smith – <i>Amokura – Strategic Advisor</i> Josie Glasson – <i>Māori Lead</i>	

Mātauranga Māori Descriptor

Ko te mātauranga Māori ko ngā mātauranga, ngā uara me ngā mātāpono hirahira e hāngai pū ana, e whaitake ana ki ngā iwi, ki ngā hapū, ki ngā whānau me ō rātou herenga ki te taiao ka whakapuakihia, ka whakaatuhia, ka whakaatatahia mā ngā kōrero tuku iho me ngā rerekētanga ā-motu, ā-rohe, ā-kāinga anō hoki.

Mātauranga Māori is contextually relevant knowledge, values and principles of significance to iwi, hapū, whānau, and their relationship to the environment which are expressed, demonstrated and reflected through national, regional and local variances and narratives.

Kua oti i a mātou tētahi taumata kōrero mō te Mātauranga Māori hei āwhina i ngā kaimahi ki te whakamārama i ōna āhuatanga maha. Ko te taumata kōrero nei ka tipu haere tonu, pērā i (te) tipu o tō tātou māramatanga ki tōna aronga ki te whakamahia o te Mātauranga Māori i roto i te horopaki o tēnei wāhi mahi.

We have developed a high-level descriptor for Mātauranga Māori to help kaimahi understand its multiple dimensions. This descriptor will continue to evolve as we move through implementation and continue to develop and grow in our understanding and application of Mātauranga Māori within the context of this organisation.

An initial set of principles and guidelines have been created based on the feedback received and discussions amongst TKMM.

3 Key Principles

Principle 1: Valued – He taonga te mātauranga Māori

Principle 2: Practised – Te whakatinana i te mātauranga Māori

Principle 3: Supported – Whāia ngā ara mātauranga

16 Guidelines

A series of statements were also developed and aligned to each principle to form the initial guidelines for mātauranga Māori.

Mātauranga Māori Principles and Guidelines

Ko te mātauranga Māori ko ngā mātauranga, ngā uara me ngā mātāpono hirahira e hāngai pū ana, e whaitake ana ki ngā iwi, ki ngā hapū, ki ngā whānau me ō rātou herenga ki te taiao ka whakapuakihia, ka whakaatuhia, ka whakaatahia mā ngā kōrero tuku iho me ngā rerekētanga ā-motu, ā-rohe, ā-kāinga anō hoki.

Mātauranga Māori is contextually relevant knowledge, values and principles of significance to iwi, hapū, whānau, and their relationship to the environment which are expressed, demonstrated and reflected through national, regional and local variances and narratives.

Principle 1: Valued He taonga te mātauranga Māori

Mātauranga Māori is held in high regard as:

- A living and evolving taonga.
- An expression of te ao Māori inclusive of te reo and tikanga.
- Integral to a commitment to Te Tiriti o Waitangi.
- Having significant benefits to Māori and all peoples of Aotearoa.

Principle 2: Practised Te whakatinana i te mātauranga Māori

Good application of mātauranga Māori in practice will:

- Enrich and enhance the work, culture and environment of the organisation.
- Be context-relevant and fully explored and considered to ensure alignment is fit-for-purpose.
- Inform decision-making.
- Be considered at the start of projects / discussions / engagement and involve sufficient preparation and ongoing inclusion throughout the entire process.

Principle 3: Supported Whāia ngā ara mātauranga

For the value of mātauranga Māori to be fully recognised and practiced requires a range of support including:

- Mātauranga expertise is acknowledged, adequately resourced, and not taken for granted.
- Support and guidance is readily available and accessible - e.g. Māori forums, committees and subject matter experts.
- Understanding of mātauranga Māori is linked to cultural capability and professional development within the organisation so all kaimahi are advocates and / or practitioners.
- Training opportunities to enhance learning are available and promoted.
- Recognition that competency goes hand-in-hand with confidence – requiring time and patience.

Within any organisation valuing and practicing mātauranga Māori is an ongoing journey not just a destination.
Competency for an organisation and its kaimahi will be continual.

Mātauranga Māori Principles and Guidelines

Development of a descriptor and overarching principles to provide a consistent approach to mātauranga Māori across the organisation

He Rau Ranga Tira

Te Tiriti o Waitangi guidance
for all kaimahi

Engagement Guidelines

Strategy, Insights, Advice, Research and Data guidelines

Quality Assurance & Qualifications Guidelines



**Mā te kimi ka kite, mā te kite ka mōhio,
mā te mōhio ka mārama, mā te mārama ka ora.**

*Through seeking comes discovery, through discovery comes knowing,
through knowing comes understanding, through understanding comes wellbeing.*

Ngā Pou o te Māramatanga

Refers to each area of the whakataukī as pou (pillars) to māramatanga (understanding and enlightenment).



Kimi
Seek

Mā te kimi ka kite

Through seeking comes discovery.

In the pursuit of meaningful insights, we embark on a deliberate journey – a conscious effort to seek knowledge.

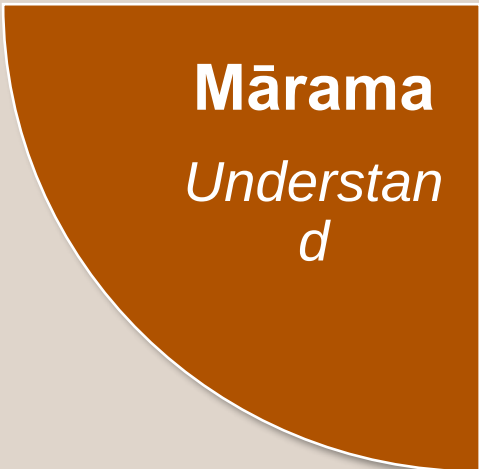


Kite
Discover

Mā te kite ka mōhio

Through discovery comes knowing.

With our plan, we are now ready to actively explore, to gather insights, facts, and experiences.



Mārama
Understand

Mā te mārama ka ora

Through understanding comes wellbeing.

Our valuable insights are tools for growth and transformation, a catalyst for positive change.



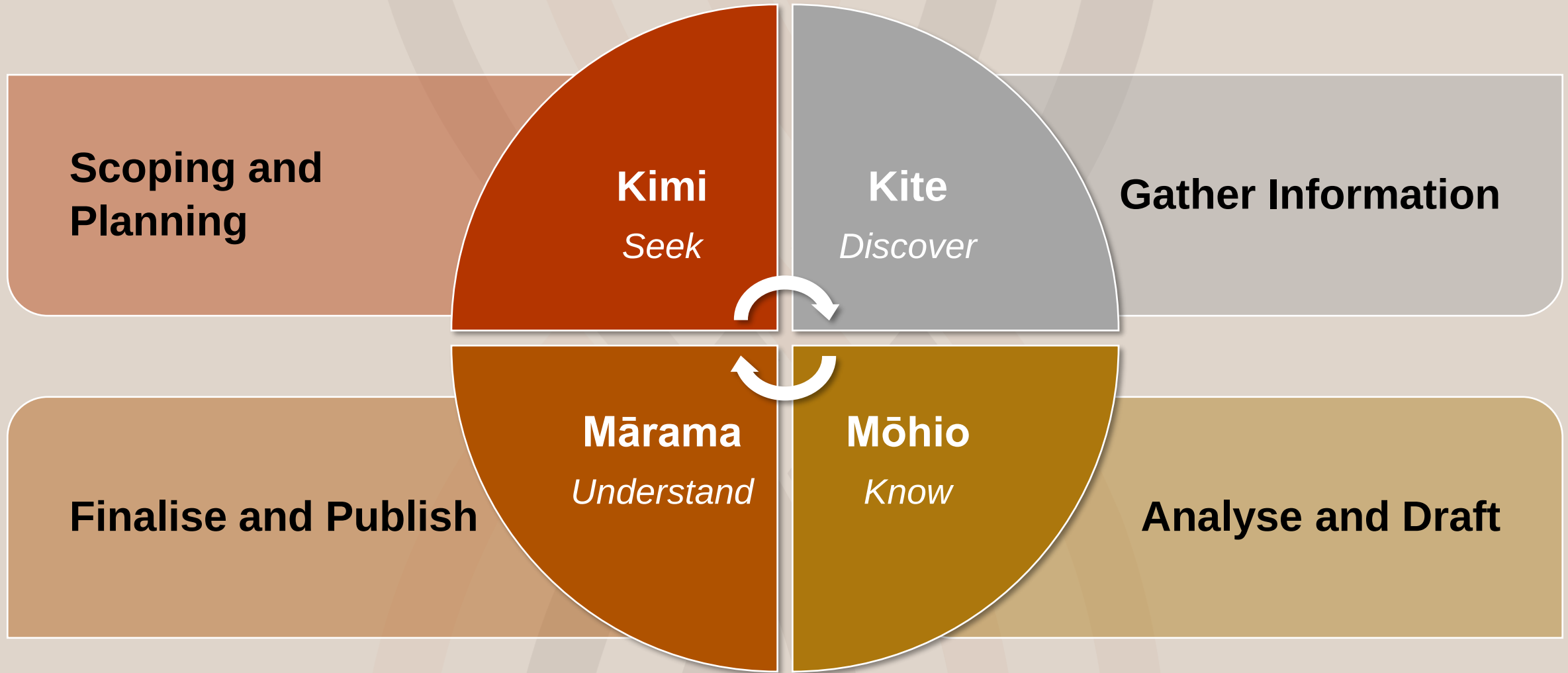
Mōhio
Know

Mā te mōhio ka mārama

Through knowing comes understanding.

From the insights gained, our understanding has deepened, revealing both expected and unexpected outcomes.

Ngā Pou o te Māramatanga – What's involved



MĀTAURANGA MĀORI

STRATEGY, INSIGHTS, ADVICE, RESEARCH & DATA GUIDELINES – OVERVIEW



Scoping and Planning

How is Māori leadership and expertise informing the project design, scope and resourcing?

- Who decides personnel, funding, and timelines?
- How are Māori subject matter experts identified and resourced?
- Are the project priorities and research questions informed by Māori priorities and worldviews?

Will the project have Māori leadership and subject matter experts as part of the team or to provide regular direction and checks throughout the mahi?

If the project requires engagement with Māori, have you planned with Māori leadership, subject matter experts and used the [Mātauranga Māori engagement guidelines](#)?

If the project uses existing data and research about Māori, have you planned for expert Māori involvement throughout to ensure accurate interpretation, analysis and insights?

Kimi Seek

Mā te kimi ka kite
Through seeking comes discovery.

In the pursuit of meaningful insights, we embark on a deliberate journey – a conscious effort to seek knowledge.

Kite Discover

Mā te kite ka mōhio
Through discovery comes knowing.

With our plan, we are now ready to actively explore, to gather insights, facts, and experiences.

Gather Information

Does your team have tikanga in place around gathering, storing, and sharing information?

- Have you made agreements with iwi, hapū, whānau Māori to ensure their ongoing decision-making in the use, protection, and sharing of their information?
- Have you ensured all people involved in the project have a shared understanding of the tikanga?
- This includes who has access to different levels of project information.

Have you identified sources of information for your project that Māori consider to be reputable?

- Information includes data, written information and kōrero.
- Kōrero with Māori must consider which collectives they are mandated to speak on behalf of. Speak with your hoa haere if you're not sure how to approach this.

Have you gathered multiple sources of reputable evidence to represent the collective Māori voice?

Finalise and Publish

Is the use of mātauranga Māori including whakataukī, te reo Māori, and images appropriate?

If you're not sure, check with the appropriate hoa haere before publication.

Ensure you complete the tikanga:

- Have you looped back to them to share the final draft before it is made public?
- Have you acknowledged all participants' contributions?
- Have you checked all participants understand and agree to the use, sharing, and promotion conditions of the final draft before publication?

Have you communicated the conditions of sharing, advertising, and media use to all participants, and to the leadership and teams responsible?

Mārama Understand

Mā te mārama ka ora
Through understanding comes wellbeing.

Our valuable insights are tools for growth and transformation, a catalyst for positive change.

Mōhio Know

Mā te mōhio ka mārama
Through knowing comes understanding.

From the insights gained, our understanding has deepened, revealing both expected and unexpected outcomes.

Analyse and Draft

Have you understood and appropriately expressed any mātauranga Māori shared with you?

Have you understood and correctly used te reo Māori?
If you're not sure, check in with the appropriate hoa haere.

Have you upheld the mana of the Māori collectives' information provided to you?

- **Data analysis:** Have you combined data and drawn insights that make new claims about Māori?
- **Kōrero:** Have you analysed kōrero from hui, wānanga, interviews, or focus groups with Māori?
- **Kia tūpato:** Be careful while drafting the analysis and insights. Check in with the appropriate hoa haere.

Maintaining the mana of their lived expertise and sustaining the relationship is your paramount consideration.

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Ensure you complete the tikanga:

- Have you looped back to them to share the final draft before it is made public?
- Have you acknowledged all participants' contributions?
- Have you checked all participants understand and agree to the use, sharing, and promotion conditions of the final draft before publication?

Have you communicated the conditions of sharing, advertising, and media use to all participants, and to the leadership and teams responsible?

He iti nā te aroha ki te ao Māori me ōna āhuatanga katoa

*A modest gesture given with aroha and respect
to honour the many dimensions of the Māori world*