te pūrongo
NPM
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PIPIRI | JUNE 2025

Kua tino mātao te tangata, me te tāhuhu ahi, ka pāmana.
Man is now extremely cold, and so kindles fires before which he basks.

CONTENTS

Te Pūrongo Nō Ngā Pou Matarua
Kaupapa Matua: Māori Social Media App
Rangahau: Resilience of Māori Single Parents
NPM Researcher: Dr Terina Raureti
Ngā Mawsolānga | Opportunities
News | Events
Researchers in the News

TE PŪRONGO NŌ NGĀ POU MATARUA
CO-DIRECTORS UPDATE

Being able to support the next generation of excellent, impactful Māori researchers is an enduring kaupapa at Ngā Pae o te Māramatanga and one that makes our hearts sing. So this issue of the Pūrongo is dedicated to our Māori doctoral students. In the coming months we will be researching a diverse variety of kaupapa from ketimpunamahing whānaunui to better understanding what helps Māori midwives in lead maternity care practice.

We are also committed to building research capability at the undergraduate and Honours levels and every year offer summer internship opportunities for Iaura to work alongside our research teams and supervisors. Alternatively, Iaura can work with a Māori academic supervisor to propose summer projects, with applications welcome from all research disciplines. See the Opportunities section below for more detail.

Ngā Pou Matarua | Co-Directors

- Professor Tariu Kukute
- Professor Patricia Wetzer

KAUPAPA MATUA

MĀORI SOCIAL MEDIA APP TO RIVAL ALL OTHERS

By Cindy Simpkins-McQuade

BJ Waihaokiao created and self-funded the social media app Tiku Wribosu.

A Māori social media app hard by self-funding BJ Waihaokiao of Kaitaia believes it has massive potential to empower Māori while maintaining high standards of privacy and control.

BJ Waihaokiao (Ngāpuhi-Tainui) the co-founder of Tiku Wribosu, the social media app built to provide Māori with a safe digital space as an alternative to mainstream social media platforms where Māori data is being mined, used and monetised.

BJ has worked for decades as an information systems engineer for both government departments and iwi. Together his and his wife, Teresia Waihaokiao (Ngāti Kahungunu) created and self-funded the Tiku Wribosu platform out of concern that Māori data is at risk when using platforms owned and controlled by Big Tech corporations.

"I'm not saying social media is bad, but people need to realise using platforms that are owned by people who have no whakapapa connection to us as Māori has created a loss of control over our data. It works while you are alive today, but how do we know what happens after we die, what's going to happen when our grandchildren want the data and information that we've created for them? These huge corporations will be changing our grandchildren for the right to retrieve our information. Whoever owns the data writes the history, and that's dangerous for us," says BJ.

BJ has worked for many Māori organisations who have created wonderful ways to tell their histories. However, while that is important, he says there is also a need for Māori to have the ability to control the information safe for future generations.

He says the largest repository of Māori information in the world is currently held by Meta (the company that owns Facebook). Meta, which is widely used on Facebook, AI ventures of its kind have been created without Māori consultation and Māori data is treated as a lamaga and it should be protected accordingly," he says.

BJ, in partnership with principal investigator Dr Moana Karena from Waikato University, has been awarded the recipient of a Ngā Pae o te Māramatanga Rōnakitanga grant. Their research seeks to better understand what Māori want from social media, how we use social media, and what our concerns are. This research guided him in the development of Waihaokiao Tiku Wribosu should have. Researchers found that people wanted a safe digital space where they could connect with their culture and identity, connect with iwi and hapū, and see a place where their kaupapa could be shared and made more available. Participants also expressed a desire to see the platforms promote Māori culture, provide cultural awareness/awareness, and data control were issues they were concerned about.

He believes the app's ability to connect iwi directly with their people will be a game changer. "I have worked for iwi and hapū and they are having problems connecting with their people. Hopefully, Tiku Wribosu, will have the potential to do this for the benefit of everyone."

BJ is hoping to raise investment for further development of the platform and has been approached by Māori who want to develop owning the platform. However, BJ would prefer ownership to be shared by all Māori, with a governance structure to manage the platform. "I don't just want one entity or organisation to have ownership or control. This app is for iwi, for everyone like Kōtahitanga Pae ki te Ao Māori.

BJ is keen for iwi to be involved in some form, because he says there is more accountability with iwi than with a standard business model. "Shareholders are accountable to the shareholders and their bottom line. Iwi are accountable to their people and the children that are not even born yet. You need to be thinking hundreds of years ahead. Hopefully, iwi will see that we need a similar approach when using social media."

RANGAHAU | RESEARCH

DEFINITIONS OF SUCCESS FOR MĀORI POST-GRADUATE SINGLE PARENTS

Shelley Hoare graduated with a PhD from Te Whare Wānanga o Awanuiārangi earlier this year.

If art imitates life, then Shelley Hoare's PhD is surely a work of art. Shelley's PhD looked at the experiences of post-graduate single parents and, in the process of her research, her own hardships, resilience and triumphs often mirrored that of her participants.

Shelley (Te Arawa, Tainui) wanted her research to privilege the voices of Māori single parents because education is often the vehicle that leads to transformation for an entire whānau.

"For myself I know that gaining an education was never about gaining anything just for myself. Success meant attaining post-graduate credentials so I could get a better job to earn more money and provide better for my family. I did my PhD while I was married, marriage and start to curate a new home and life for my whānau that was safe and healthy."

While the circumstances for becoming single parents were all different, Shelley's participants reported that higher education was about gaining a sense of rangatiratanga over the destiny and wellbeing of their whānau.

For many participants, they were stepping into the unknown. "One dad was a trade and he had been working in the family business his whole life and he had to look at other options to support his children and education became the wake that helped him transform his whānau."

Shelley was a common experience for all participants was dealing with a profound sense of loss and tenderness in that path. "You are putting yourself into financial debt, holding down a job, and, for me, I was also dealing with a marriage breakup. I was scared in the beginning if things go wrong. There is massive pressure on single parents that other people don't understand."

Shelley knows only too well how things can go wrong. It took her 10 long years to get her PhD. During the process, Shelley was diagnosed with breast cancer, then after her final chemotherapy she was diagnosed with MS. Her stroke, and her teenage daughter went into deep depression due to the whānau stress.

"I had a meeting with my supervisor to see how I could get through to the finish line, and she asked me, 'while you are mothering everyone else, who is mothering you?' I knew then, I just needed to stop my study for a while and re-gather myself."

Shelley believes educational institutions can play a bigger part to improve support for single parents. She witnessed the inflexibility of institutions first-hand when a fellow PhD student, determined to continue her studies despite significant personal hardships attended a video with her children – only to be asked to leave because the rules didn't allow children to stay in the lecture theatre. Shelley says that, for single parents, life is not black and white and often fall outside of their parameters. You know things are not working when you see that kind of thing happening."

She says many Māori single parents do not complete their post-graduate degrees because the pressures are too great. Not all her participants graduated, however, studying had still been transformational for them because they had gained a sense of what was possible and hope for them and their whānau. It is hard because there are so many voices telling you that you are a failure. That is where the notion of rangatiratanga came from – standing in our mana and our whānau and having the right to determine what success might look like for us and our whānau.

"My participants redefined success on their own terms. They made new friends, developed intellectually and emotionally, and gained a new sense of purpose." Several also experienced a sense of belonging in academia for the first time in their lives. More importantly, education became a vehicle for whānau transformation – the most significant and meaningful success factor of all.

KŌRERO WITH NPM RESEARCHERS

Each month we feature one of our NPM lead researchers. This month our kōrero is with Dr Terina Raureti who is a Postdoctoral Research Fellow at Coastal Peoples Southern Skies: Centre of Research Excellence University of Otago.

Ko wai tō ingoa, nō whea koe?

Ko Terina Raureti tēnei. Ngāpu, he uri tēnei nō Ngāti Kapu, Ngāti Rauāwaru ki te Tonga, Ngāti Kahungunu ki te Rāwhiti. Ko Dave ōku hāpu, Ngāti Dave ano.

What are your areas of research?

My areas of research are mainly kaupapa Māori, focuse on te ao, working with our whānau, hapū and iwi to achieve hauora outcomes. Kaupapa Māori and kaupapa tuku iho o Ngāpu Rauāwaru.

What excites you about your work?

I love seeing Māori Kaupapa we flourishing in our communities, our whānau and our their pūkenga we grow every week through engaging in our kaupapa. Giving our people the opportunity and opportunity to learn pūkenga we in a kei Māori environment, led by Māori kaimahi is an awesome thing to see. Our people feeling safe and connected to whānaunga.

It's also really cool to see the impact good rangahau can have in our hapū and iwiaw operations. The funding we are receiving from Ngā Pae o te Māramatanga is providing an exciting opportunity for our people to develop and implement new technology services for the marae, for our people and for any future Ngāti Kapu whānau to be born into. It's also great seeing how research can truly create transformational change in our community and how our people are participating within the rāpuan to make things happen for ourselves and for our hapū, iwi and Māori across Aotearoa.

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

Contributing to the hāhāwanga continuum and creating initiatives, systems and change that enable our next generation to flourish as their authentic selves. I love being a part of this kaupapa because I get to stay connected with our hāhanga, kuia, whānaunga and local communities. I get to be a part of how can our rangatira and the pūkenga we receive in ways that create change for our next generation guided by our whānau voice and the gaps that we see and feel within our whānau. Ngā Pae o te Māramatanga tauiwa tuku iho, hanning from our older gen and listening to our younger ones to create a world we want to live in.

Lastly, can you tell us something surprising about you?

I'm not a very surprising person if I'm honest. I love being a mum, I love being my fiance and I play netsplits for TāMaA Rāhui in the Manawatū Premi league and I love to go fishing. I'm not good at fishing, something on land and not in or around the water, but I still make all the girls get the water training session every week haha!

NGĀ MANAAKITANGA | OPPORTUNITIES

RAUMATI INTERNSHIP PROJECT APPLICATIONS WANTED

If you are a senior researcher and have a project that could assist students gain 'real life' research skills and experience over the coming summer, please contact NPM. Applications close mid-December 2025 for consideration.

Our raumati programme is about growing tomorrow's Māori research leaders who are able to set and pursue strong research directions to produce knowledge foundational to building a flourishing future. The raumati programme is a successful and long-standing strategy that NPM uses to achieve this goal.
Term: December 2025 - February 2026
Project application dates: Open 3 July, close August 4 2025, 5pm
Supervisor Eligibility: Supervisors must be based at a NPM partner entity
Contact: hq@korero.nationalpanga.ac.nz
Apply here: https://www.nationalpanga.ac.nz/funders-opportunity/raumati-internship-project-application

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 two years. The award is for a maximum of two years and must be taken up within the January 2026 edition. Successful applicants may also apply for additional funding of up to US$40k towards their second year of study.
Eligibility and Criteria: https://fulbright.org.nz/study-in-the-united-states/awards-for-nz-graduate-students/fulbright-npm-pae-o-te-maramatanga-graduate-award/
Application Close: 1st August, 2025

CENTRE FOR WORLD INDIGENOUS STUDIES
CALL FOR PAPERS SPECIAL EDITION

Submissions are invited for a special 2026 edition of our Fourth World Journal (FWJ), which will focus on The Role of Women in Traditional Medicine. The issue will highlight diverse perspectives on women's roles in traditional medicine across cultures and regions, and we welcome submissions from a range of contributors—including researchers, activists, traditional knowledge holders, and leaders.
Call for Papers: https://www.cwis.org/fwj/
Journal 2026 edition – Submission deadline: August 1, 2025
June 2026 edition – Submission deadline: January 1, 2026
Further information: https://www.cwis.org/fourth-world-journal/call-for-papers-special-edition
Contact: fwj@cwis.org

HUI, CONFERENCES, WORKSHOPS, WEBINARS, EXHIBITIONS, EVENTS

INDIGENOUS FUTURES INTERNATIONAL CONFERENCE 2025

Where: Kabi Kabi Country, Novotel Sunshine Coast Resort, Australia
When: November 4th – 7th, 2025
Find out more: https://indigenous.futures.org/news-events/if-conference-2025

HOME AND HOUSING SYMPOSIUM

What: for Imagining Māori and Home
Where: AUT City Campus
When: Thursday, 17 July, 2025
Cost: $50 https://events.humanitix.com/ng-imaginings-maori-and-home-a-symposium-on-home-and-housing
Website: https://www.kia-ruaawa.whanaunet.co.nz/maori-and-home

WEBINAR: PEER REVIEWING FOR FIRST NATIONS HEALTH AND WELLBEING

Hosted by Professor Karen Adams and Professor Catherine Chamberlain, the Editors and co-Editors of the Journal of First Nations Health and Wellbeing, this webinar will focus on Indigenous health scholarship. The webinar will include an overview of the Lowitja Journal and author guidelines, the role of peer reviewer and benefits of reviewing, key steps in the peer review process, and a panel of peer reviewers who will share their experiences with the Lowitja Journal and links to further training. There will also be an opportunity to ask questions.

When: Wednesday 16th July.
Time: 12 noon (NZ)
Public registration link:
https://aotearoa.zoom.us/webinar/register/WN_eCCVeLZWR2ST0ABeHTQGaA

NEWS AND ANNOUNCEMENTS

CONGRATULATIONS TO OUR 2025 PhD SCHOLARSHIP RECIPIENTS

Hongana Watson (Tainui, Te Arawa, Te Rū Fanua o Ngāitonga ki Ngāpuhi)
The University of Canterbury
Project Title: Te Pō Ramutamutu o Tawa. He Kaea Ārarotaki: Designing New Realities Through Māori Interactive Media
Supervisor: Dr Jen Wilson

Waimarie Grabowski (Ngāti Kahungunu me Ngāti Rongomaiwhenua)
Massey University
Project Title: Kia Purananess; Kia Manawanui! Exploring what keeps Māori Midwives in Lead Maternity Care practice in Aotearoa
Supervisor: Dr Alayne Mirabere-Hall

Hamiora Te Huna Ngāti Porou (Ngāti Konohi), Ngāti Raukawa (Ngāti Whakatere), Ngāti Kahungunu (Ngāti Hāmua)
Massey University
Project Title: Anthropomorphizing Whakairo: Creating Living Realities through Augmenting Carvings
Supervisor: Professor Annika Hinze

Gina Waitere (Ngāti Porou, Ngāti Kahungunu (Wairoa), Kai Tahu)
Massey University
Project Title: Raframing Engaging Through a Māori Lens: Exploring ADHD, Brain Activity, and the Cultural Significance of Movement
Supervisor: Professor Karen Waldie

Cynthia Dhone (Ngāpuhi, Te Rārawa)
AUT University
Project Title: Experiences of Pediatric Gut screening, for Māori with diabetes related complications
Supervisor: Professor Matthew Carroll

Leticia Visser (Ngāti Whātua Ōrākei and Kaipara)
The University of Auckland
Project Title: A Timeless Approach to Mental Wellbeing: Ngāti Whātua Ōrākei Oranga and Hauora
Supervisor: Dr Makarena Dudley

Deacon Fisher (Ngāpuhi, Te Parawhau, Te Uriroroi, Te Rūnunuiture ki Whatitiri)
Massey University
Project Title: He mātauranuku ki Te Whare Tapa o Ngāpuhi
Supervisor: Associate Professor Polly Young

Mere-Lisa Warena (Ngāpuhi, Ngāti Rēnairoi)
Massey University
Project Title: Reclaiming Tikanga Rauāwaru: An Ethnography of Māori and Cannabis in Aotearoa
Supervisor: Dr Fiona McCormack

MĀORI RESEARCHERS HITTING THE HEADLINES

ONE
5 June
Record PhD scholarships granted in Māori Cancer Researcher Awards
Professor Tariu Kukute, Dr Jacob Ngatoa, Peer Pearce, and Danielle Reynolds-Hatem scoop prestigious scholarships.
https://www.one.co.nz/news/te-manu-korihi/56207/flipping-the-script-record-number-of-phd-scholarships-granted-in-maori-cancer-researcher-awards

TVNZ
15 June
Pollinifolers: Natalie Robertson
Pollinifolers about photographer, Dr Natalie Robertson – her work, research and connection to whānau.
https://www.tvnz.co.nz/news/pollinifolers/episodes/s2-e9

TVNZ
17 June
Māori pūrakau should never be dismissed as 'scribbles'
Naera Walzoyne says moko has deep cultural and spiritual significance and comments describing tā moko as "scribbles" are disheartening.
https://www.tvnz.co.nz/news/te-ranga-kaihanga/56412/maori-purakau-should-never-be-dismissed-as-scribbles-says-academic

TVNZ
18 June
Professor Tariu Kukute issue scrapping census enumeration if thought through
https://www.tvnz.co.nz/2025/06/18/five-yearly-census-to-be-scrapped/

Science Media Centre
18 June
Reflections on census scrapped - expert reaction
Professor Tariu Kukute and Associate Professor Lara Greaves comment on the scrapping of the national census and what it means for Māori
https://www.sciencemediacentre.co.nz/2025/06/18/nationwide-census-scrapped-expert-reaction/

RNZ
19 June
Mātauranga on Māori
Tania Pouni Prize winner MORGYTRON discusses how the new definition of Māori electronic intelligence could be used for good or bad.
https://www.rnz.co.nz/national/programmes/Midday-audio-20189022Bi/audio-talking-mataurangi-on-hau

RNZ
19 June
Kōrero Māori: Maxwell on Te Kuaoi and Ringatu
Ringatu or the Ringatu faith from Professor Te Kahurangi Maxwell, a Ringatu minister and Waikato University professor.
https://www.rnz.co.nz/national/programmes/matariki/ram-special/audio/2018892237/te-korero-maxwell-on-te-kuaoi-and-ringatu

RNZ
19 June
Scrapping national census raises data sovereignty concerns
Kaya Ko Māori | connect by Lara Greaves, Ella Pipi Tarapa-Greaves, Riri Wael Larissa Sowtner
Scrapping the five-yearly national census has raised difficult questions about the new 'administrative' system that replaces it.
https://www.rnz.co.nz/news/te-manu-korihi/564733/scrapping-national-census-raises-data-sovereignty-surveillance-fears-for-maori

Kōrō rā ngā kōrero mō tēnei wā,

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