

# WHANAU - HAPU - IWI



Kaupapa Briefing Document

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Executive Chair

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## Executive Summary

Te Ao Matihiko stands as a beacon of innovation and cultural integration in Aotearoa's digital landscape. Guided by a shared unified vision across its 3-delivery waka, Te Hapori Matihiko (People), Te Matarau (Advocacy) and Te Pae Tawhiti (Legacy), this entity is poised to navigate the confluence of technology and Māori tikanga and tradition. Its primary purpose revolves around amplifying Māori voices in tech, fostering equitable access, and safeguarding cultural narratives in the digital realm. With robust governance and strategic direction, Te Ao Matihiko's initiatives are expected to radiate positive impacts not only within the Māori community but across all communities in Aotearoa. Through this unique blend of tradition and innovation, Te Ao Matihiko aspires to sculpt a digital future where Māori values are interwoven into the very fabric of Aotearoa's technological advancements, benefiting all people of this country.

## Vision

Te Ao Māori is interwoven within the Digital Realm, Māori participation is maximised, digital excellence is realised, and the benefits of the digital age are equitably shared across all communities as we navigate equity, advocate equality, and embrace unity.

## Purpose

Te Ao Matihiko operates at the nexus of tradition, innovation, and equity. Driven by the guidance of the three waka our overarching mission is to strategically position Māori as contributors, beneficiaries, and leaders, within the digital age.

- ❖ Te Matarau – Whakapuaki (Advocacy): Through proactive engagement with policymakers, industry stakeholders, and the broader community, Te Matarau champions the development of policies and practices that are both inclusive and respectful of Māori tikanga and values.
- ❖ Te Hapori Matihiko – Tāngata (People Empowerment): Recognising and amplifying the potential of the community, we seek to bridge digital divides, build capacity, and ensure Māori have the skills, resources, and opportunities to thrive in the digital sector.
- ❖ Te Pae Tawhiti (Legacy): Rooted in a deep respect for Mātauranga Māori and the stories of our ancestors, we strive to weave these narratives into Aotearoa's technological future, ensuring a legacy where digital advancements and cultural heritage coexist harmoniously.

By aligning our actions and initiatives with these strategic pillars, Te Ao Matihiko aspires to advocate formal mechanisms of change and development, platform skills, training, and employment, provide pathways into the digital trade economy, and most importantly, connect our Māori DigiTech community.

## Establishment Structure



### Waka Tuatahi: Te Matarau- Whakapuaki (Advocacy)

Te Matarau serves as the advocacy branch, championing Māori rights, interests, and perspectives in the evolving digital landscape of Aotearoa. It operates at the confluence of policy, technology, and Māori tikanga, striving to ensure that the tech sector is inclusive, respectful, and aligned with Māori values. Through strategic partnerships, research, and formal mechanisms of change, Te Matarau seeks to position Māori not just as participants but as influential leaders in shaping the digital direction of Aotearoa.

### Strategic Objectives

1. **Policy Alignment:** Ensure tech policies align with Māori interests and tikanga.
2. **Digital Sovereignty:** Champion Māori rights and interests in data management and usage.
3. **Collaborative Partnerships:** Foster kāwanatanga with tech industry leaders and government agencies.
4. **Rautaki Matihiko:** Foster learning and creation of Digital Strategies with 'Hapu me Iwi'.
5. **Representation & Voice:** Amplify Māori perspectives in national and international tech forums.
6. **Regulatory Advocacy:** Advocate for digi-tech regulations that are fair and inclusive for Māori.
7. **Awareness & Education:** Raise awareness of Māori tech aspirations and potential within wider Aotearoa.
8. **Research & Insights:** Harness insights to guide advocacy efforts, drawing from Māori-centred research.

## Waka Tuarua: Te Hapori Matihiko-Tangata (People Empowerment)

Te Hapori Matihiko is the voice of the Māori DigiTech community. It is dedicated to the empowerment and advancement of Māori within the technological sector. It seeks to nurture digital capabilities, ensure equitable access and opportunities in the tech industry, and create a cohesive platform where Mātauranga Māori and modern technology intersect. Through education, networking, and cultural integration, Te Hapori Matihiko aims to position Māori communities at the forefront of Aotearoa's digital future.

### Strategic Objectives

1. **Amplify and Inspire:** Māori Innovators and DigiTech practitioners.
2. **Capability Building:** Enhance digital skill sets within Māori communities.
3. **Inclusive Platforms:** Create culturally responsive tech spaces for Māori engagement and collaboration.
4. **Career Pathways:** Establish and promote pathways for Māori in tech industries.
5. **Māori Tech Networks:** Foster and expand networks connecting Māori tech professionals.
6. **Cultural Integration:** Infuse tech education and practices with Mātauranga Māori.
7. **Access & Equity:** Bridge the digital divide by ensuring equitable access to tech resources for Māori.
8. **Networking & Mentorship:** Continue to develop platforms where Māori digi-tech professionals can connect, share experiences, and mentor newcomers.
9. **Youth Empowerment:** Engage and inspire rangatahi to envision and shape their digital futures.

These strategic objectives highlight the essence of Te Hapori Matihiko's commitment to the empowerment and engagement of Māori within the digital sector.

## Waka Tuatoru: Te Pae Tawhiti (Legacy)

Te Pae Tawhiti is entrusted with the essential task of weaving Māori heritage into the digital tapestry of Aotearoa. It focuses on preserving, showcasing, and innovating upon the rich narratives and knowledge of Māori culture in an age dominated by technology. By blending Mātauranga Māori with contemporary digital trends, Te Pae Tawhiti ensures that the legacy and stories of the past inform and enrich the technological advancements of the future. In doing so, it fosters a digital realm where Māori narratives are celebrated, protected, and perpetuated for generations to come.

### Strategic Objectives

1. **Digital Guardianship:** Safeguard Māori narratives and knowledge in the digital age.
2. **Cultural Innovation:** Fuse Mātauranga Māori with emerging tech trends.
3. **Heritage Platforms:** Foster development of digital platforms that honour and showcase Māori heritage.
4. **Legacy Awareness:** Promote the importance of Māori narratives in Aotearoa's digital future.
5. **Collaborative Storytelling:** Engage communities in co-creating and sharing digital taonga.
6. **Future Visions:** Forecast and shape the intersection of Māori culture and future tech developments. Promote the use of digital tools, forecasting, and futures learning and practice.
7. **Ethical Tech Use:** Advocate for tech solutions that respect and uphold Māori values and principles.

These strategic objectives encapsulate the essence of Te Pae Tawhiti's mission to ensure that the rich tapestry of Māori culture and narratives not only survives but thrives and evolves in the digital era.

## Te Ao Mathiko Kāwanatanga (Governance)

### **Strategic Co-ordination enabling Self-Determination.**

The primary role of the governing body is to provide overarching leadership, direction, and coordination for the three waka.

It ensures that the initiatives of each waka align with the collective's unified vision and mission, optimises resource allocation, upholds cultural integrity and authenticity, engages with key stakeholders, and evaluates the organisation's overall impact, all whilst promoting transparency, adaptability, and long-term sustainability.

## Board Of Directors

**Berys Amor (Ngāti Raukawa)** whose current role is CIO at Te Rūnanga o Ngāi Tahu, has extensive experience working in technology strategic and leadership roles and is passionate about leveraging digital and data to enhance and support the wellbeing, and cultural, economic, educational, and environmental prosperity of Māori.

**Elle Archer (Ngāti Tamaterā, Ngāti Maru – Pare Hauraki katoa, Ngāti Raukawa, Ngāti Porou, Ngāpuhi, Ngāi Tūhoe)** Heamana Kaiwhakahaere, Executive Chair. Elle has been involved in Iwi, Business, Industry, Government, and Community development for 27yrs. With a background in Science, Geospatial Technology, Education, Infrastructure, and Emergency Management - Elle now finds herself in varying leadership positions across the region, nationally, and globally. Her kaupapa is centered around collective leadership, progressive governance, learning futures and non-linear pathways, digital equity to digital excellence, inclusion in action, integrated ecosystems, strategic foresight, and tactical application.

**Katie Brown (Ngāti Raukawa, Ngāti Whātua)** Kaiwhakahaere, Chief Executive. Leader and strategic communicator specialising in social media and digital channels. Problem solver, innovator, and creator. Cool in a crisis. Purpose-driven mahi. Katie has 18 years' experience in digital, and 12 years working across government & private sector in leadership roles in digital & communications. She is focused on equitable outcomes for Māori in DigiTech, as well as increasing representation of Māori in DigiTech through our organisation Te Ao Mathiko.

**Nikora Ngaropo (Te Rarawa, Tuhoe, Ngāti Porou, Ngāti Kahungunu)** is the Director & Founder of NNMD and Young Animators. With 18+ years of experience in creative roles in art direction, animation, and design as a technical director at Weta Digital, Nikora has a wealth of experience through digital content creation

and technical enablement and implementation. He is a founding board member of Te Matarau, The Māori Tech Association.

**Shanon O'Connor (Ngāti Porou, Ngāi Tahu)** is the Founder and Director of Tōnui Collab, a kaupapa Māori driven STEMM learning partner, creating equitable opportunities for rangatahi in Te Tairāwhiti to explore the diversity and intersection of Science, Technology, Engineering, Maths and Mātauranga Māori so that the potential of rangatahi Māori to be STEMM leaders and innovators can be realised. Shanon is a founding board member of Te Matarau, and a Council Member for EdTech NZ.

**Janelle Riki-Waaka (Tainui Āwhiro / Ngāti Hauiti)** is one of two Kaiwhakahaere (Directors) of Riki Consultancy along with her brother Nathan. She is a highly experienced leader and consultant specialising in areas such as strengthening cultural competencies, Te Tiriti o Waitangi education and digital technologies in education. Janelle is sought after to support the professional learning journeys of educational contexts, corporate organisations and government entities. Janelle is one of the Kaihautū Māori for the Digital Equity Coalition Aotearoa and has many years of governance experience specialising in Te Tiriti-honouring governance and strategy development.

**Dr Karaitiana Taiuru (Ngāi Tahu, Ngāti Kahungunu, Ngāti Toa)** is a leading authority is a leading authority and a highly accomplished visionary Māori technology ethicist specialising in Māori rights with AI, Māori Data Sovereignty and Governance with emerging digital technologies and biological sciences. He brings extensive expertise in mātauranga, tikanga Māori, Te Tiriti and advocacy for digital Māori rights and data sovereignty and a profound understanding of the intersection between Māori knowledge and emerging technologies.

**Megan Tapsell (Ngāti Whakauae, Ngāti Pikiao, Ngāti Raukawa ki te Tonga)** is General Manager of Enterprise and Pacific Tech for ANZ, as well as Chair of the AI Forum NZ. She has 25+ years of working in Technology internationally with a focus on bridging Māori & Pacific principles into the delivery of Technology. With over 15 years' global experience in IT, Retail and Business Banking, Megan is responsible for designing and executing strategies including key transformation change programmes.

**Dr Warren Williams (Ngai Tūhoe, Waikato)** is experienced in various sectors such as education, business, digital technology, Māori research, hapū development, and regional economic development.

He is Chief Executive for 20/20 Trust and is on numerous governance and advisory boards - public and private sectors. He is focussed on Māori in Tech and strategic leadership development kaupapa.

## Outcomes

Central to its mission is the empowerment of the Māori tech community via capacity building and the promotion of te reo Māori and Mātauranga Māori. With proactive stakeholder engagement and efficient resource utilisation, the association is committed to leaving a sustainable legacy for future generations while demonstrating measurable impact in today's digital age.

## Conclusion

Te Ao Matihiko represents more than just an entity; it is a vision of an inclusive and innovative Aotearoa where Māori voices, narratives, and values are integral to our digital future. Through the strategic guidance of the three waka – Te Matarau, Te Hapori Matihiko, and Te Pae Tawhiti – we aim to position Māori as key influencers, beneficiaries, and leaders within the digital sector.

Join us as we move towards a vision where technology and tradition converge for the collective good.

Te Ao Matihiko is endeavouring to help create a future where Aotearoa's digital advancements are harmoniously intertwined with the wisdom and narratives of its first people.

We invite you to be part of this transformative journey.

Ngā mihi