

“Me he kupenga hao ika,
koinei te kupenga hao tangata”

“Like the ancestors who caught fish to feed and sustain the people, Te Kupenga
has gathered information to grow knowledge and inform decision making”

Revisiting Te Kupenga

A National Survey of Māori Wellbeing

By Manawa Huirama

Ngā mihi nui

Meg Pidgeon, Sini Miller, Rosemary Goodyear, Megan Parry, Hannah Molloy, Tina Waterhouse,

Abby Morgan, Ben Faulks, Doug Hill, Zara Darbyshire, Eleanor Craig, Lana Ese

Māori data is a taonga

Māori data includes:

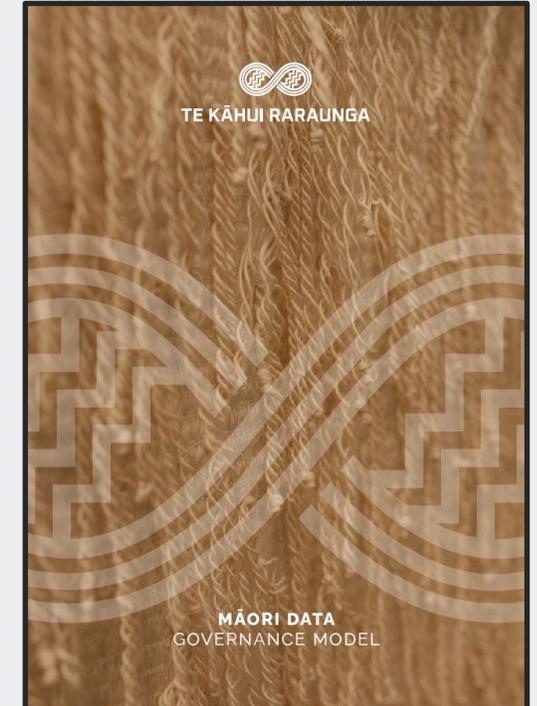
- Information or knowledge that is about, from or connected to Māori
- Data about population, place, culture and environment

StatsNZ

- Te Tiriti centered data system



Māna Orite
Agreement (2019)



Māori Data
Governance Model
(2023)

Te Kupenga overview

- Te Kupenga gives a picture of the social, cultural and economic wellbeing of Māori in Aotearoa New Zealand
- Post-censal survey
 - Māori ethnicity and/or descent
 - 15+ years, usually a resident in NZ
- First run in 2013
- Repeated in 2018 (with changes)
- Next survey planned for 2028



Survey Design

Te Ao Māori values

- Consultation
- Based on previous mahi from Te Ao Māori experts (e.g. Te Whare Tapa Whā)

Key areas of wellbeing

- Wairuatanga (spirituality)
- Tikanga (Māori customs and practices)
- Te Reo Māori (the Māori language)
- Whanaungatanga (social connectedness)

Includes information collection in the GSS



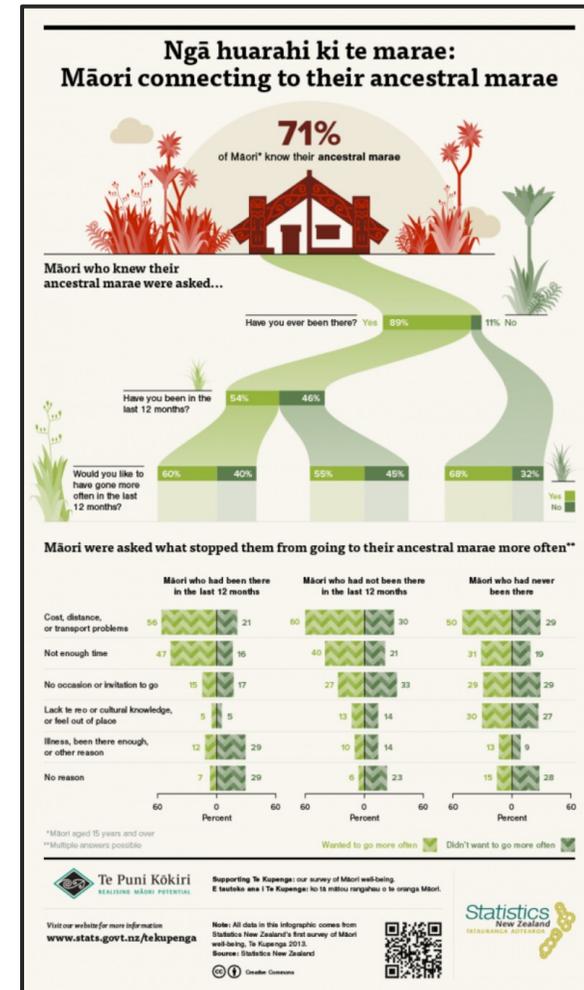
Source: <https://mentalhealth.org.nz/te-whare-tapa-wha>

Data communication & releases

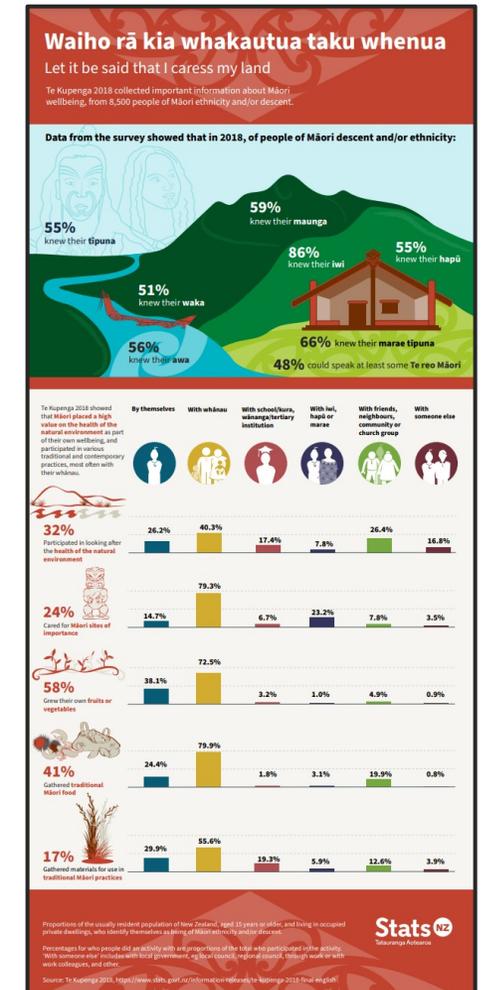
Accessibility & Communication

- Key facts release (including data)
- Reports (e.g. Te Pā Harakeke)
- News stories, Infographic, Social media
- Translations in Te Reo Māori
- Integrated Data Infrastructure (IDI)
- Customised data requests

Thinking about the context of the data



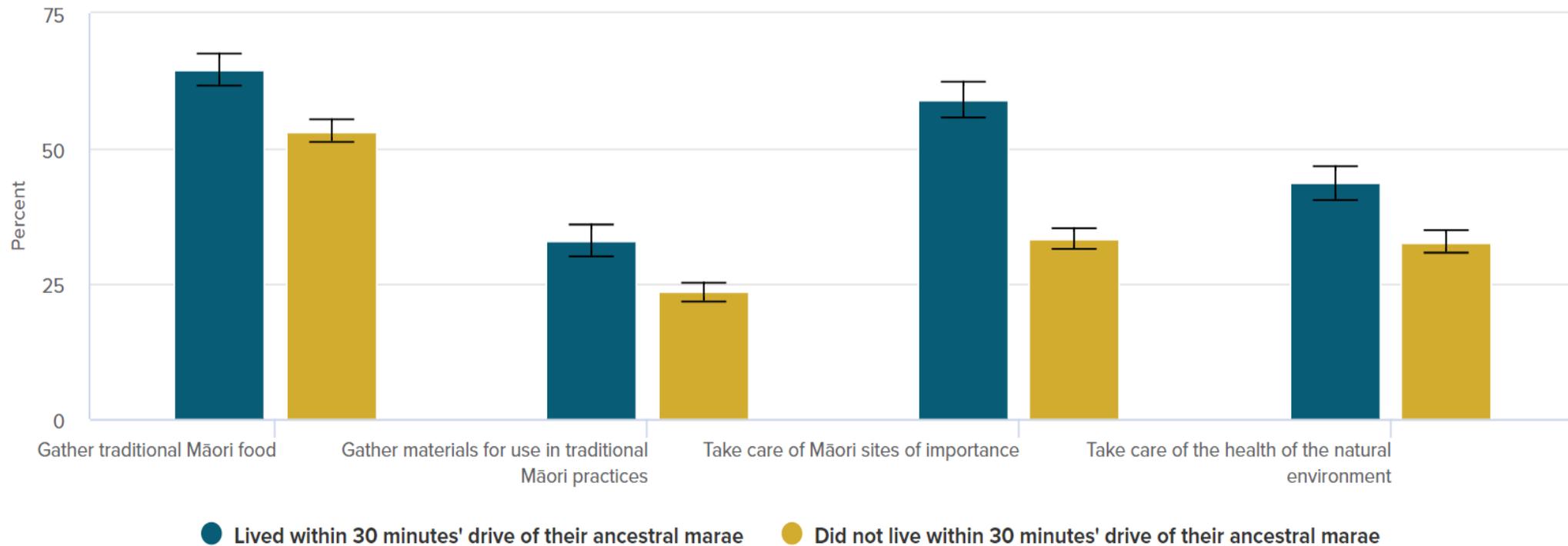
2013



2018



Proportion of Māori taking part in kaitiakitanga practices, by proximity to ancestral marae, 2018



Error bars represent variability in estimates.

Stats NZ, data from 2018 Te Kupenga

Kaitiakitanga = guardianship, stewardship



2023 Release: Matariki news story

Matariki

- Timed with the Matariki public holiday
- News story inspired by the values of Matariki

Modules (Te Kupenga 2018)

- Whānau, Ōranga (Health), Culture, Kaitiakitanga

Title: Whānau wellbeing is important for Māori

- Whanaungatanga (social connectedness)
- Kaitiakitanga





Matariki news story: Key findings

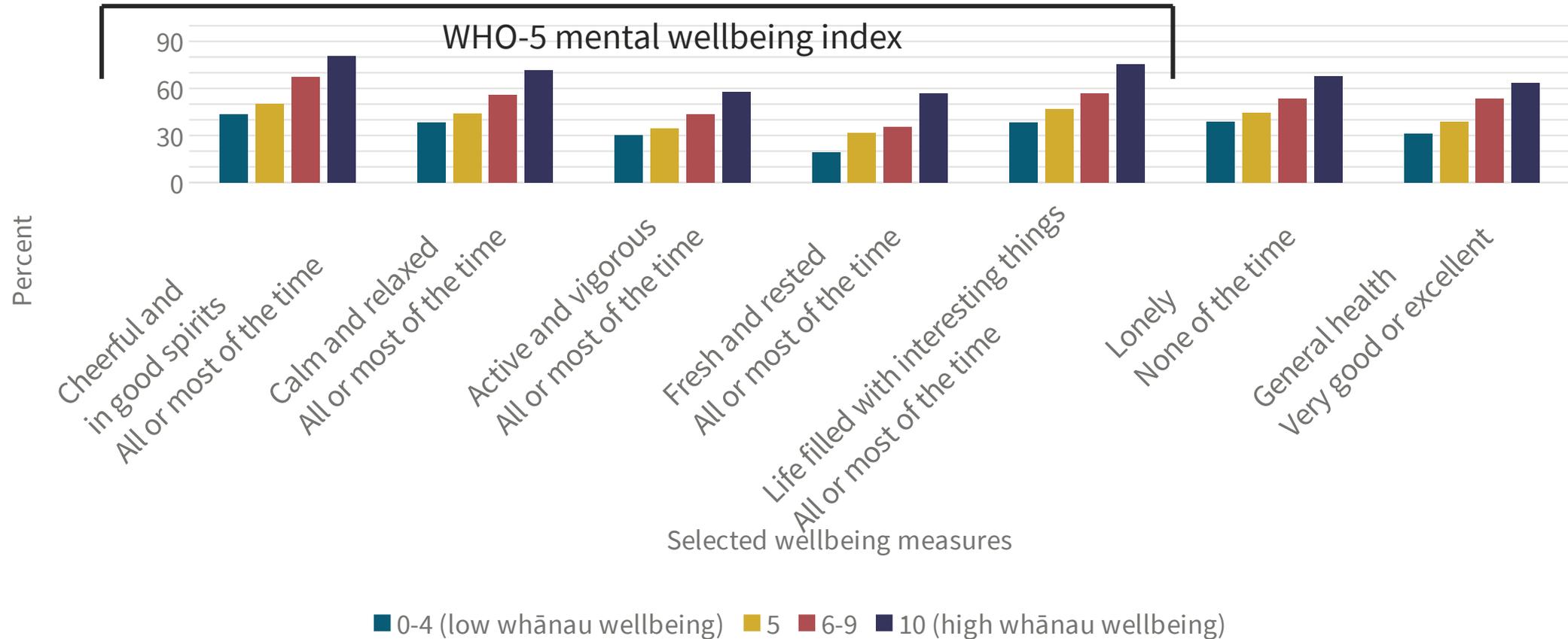
Social support by whānau wellbeing, Te Kupenga 2018





Matariki news story: Key findings

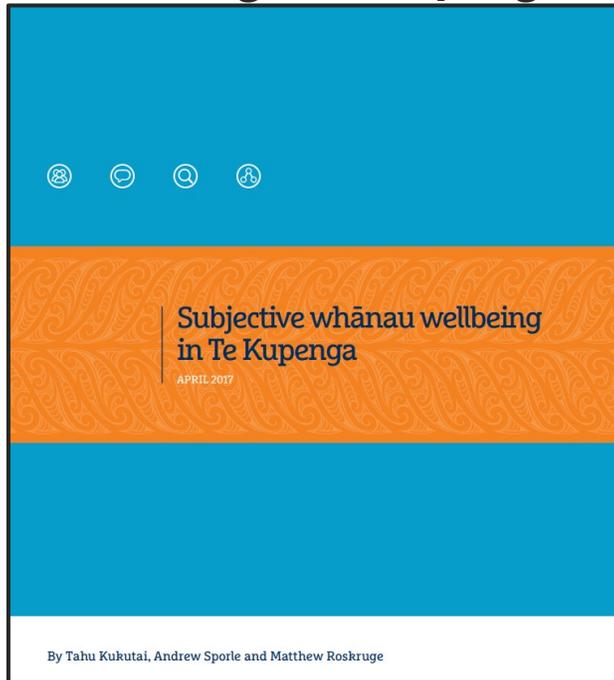
Positive mental and general health outcomes by whānau wellbeing, Te Kupenga 2018



Examples of how Te Kupenga data has been used

Waitangi Tribunal Claim

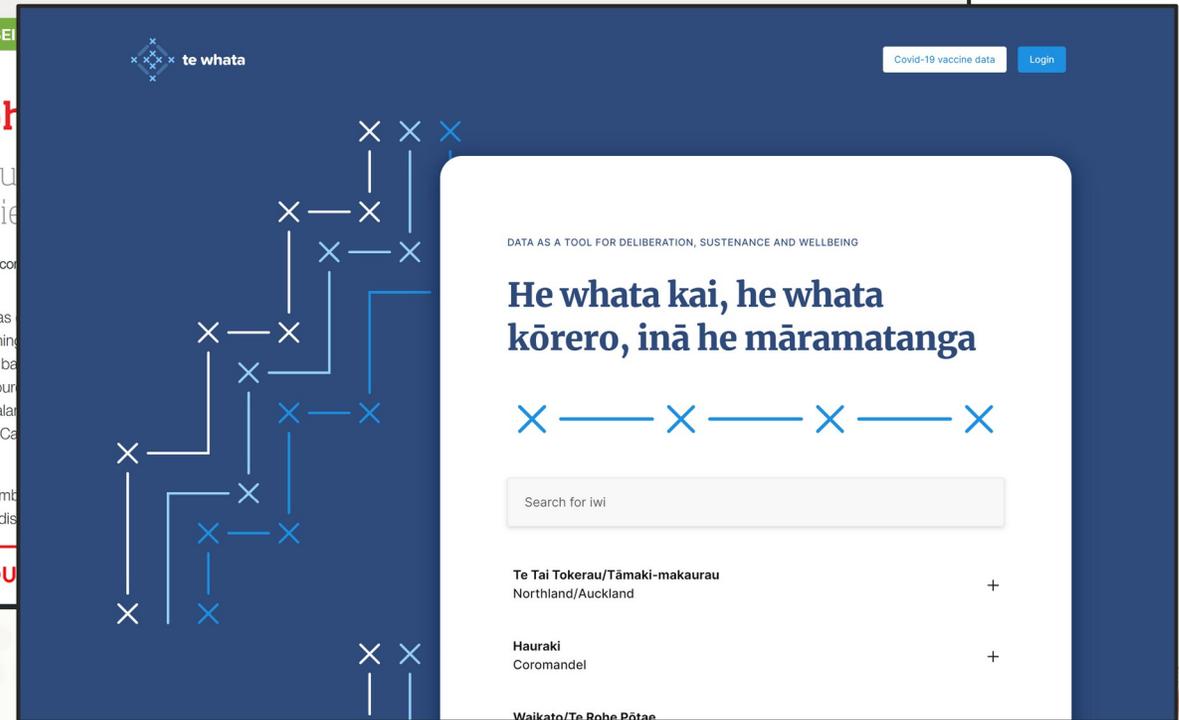
Subjective whānau wellbeing in Te Kupenga



Ngai Tahu Living Standards



Te Whata



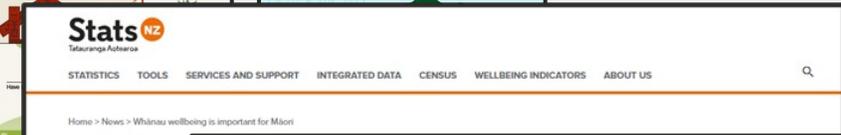
Key takeaways: Te Kupenga survey

- Designed with Te Ao Māori principles
- Consultation to meet data needs
- Links with other wider information (e.g. GSS, WHO-5 mental wellbeing index)
- Understand the context of the data
- Making the data accessible
- Watch this space for Te Kupenga 2028 😊



Waiho rā kia whakaitua taku whenua
Let it be said that I cherish my land

The Kupenga 2018 revealed another important finding: Māori wellbeing from 8,000 people of Māori ethnicity and/or descent.



- Demography
- Views and perceptions
- Paid work
- Standard of living
- Housing (Removed in 2013)
- Health
- Crime, discrimination, and trust
- Civil participation
- Kaitiakitanga (Added in 2018)
- Whānau
- Unpaid work / manaakitanga
- Tikanga tūturu / tūrangawaewae
- Te reo
- Tikanga hou

Appendix: Te Kupenga Survey Changes (2013 & 2018)

1. Increased sample size

- 2013: ~ 5,500
- 2018: ~ 8,500
- Better estimates for iwi, regions, and ages
- More detailed analysis

2. Content changes

- Responding to information needs
 - Added 'Kaitiakitanga' module 2018
 - Added questions to existing modules
- Utilising information we already have
 - Removed Housing module
 - Removed questions from existing modules

