

Te Maea: Māori and Indigenous Economy and Enterprise Theme

Te Maea's goal is to undertake research that contributes to the development of sustainable and equitable Māori and Indigenous economies and enterprises



From Your Winter Editor

-Dr Mawera Karetai

Ko Pukekura te māuka
Ko Owheo te awa
Ko Kāi Tahu, Rapuwai, Kāti Māmoe, Waitaha kā iwi
Ko Ururaukapuarangi me Takitimu kā waka
Ko Ruahikiki Karetai tōku pōua
Nō Ōtākou ahau
Kei Whakatāne au e noho ana
Ko Māwera Karetai tōku ikoa

Kia ora e te whanau. It is my pleasure to be the Winter editor for the Te Maia newsletter. While this is coming at the end of winter, *ka mākinakina ki uta, ka mātaratara ki tai*.

I have been working as part of the team at the Department of Management for almost two years. I started in a research project, as part of Āmiomio Aotearoa (a transdisciplinary, multi-partner research project funded by the MBIE), and then took on some teaching and supervisory mahi. As part of my service to our department, I then took on the role of Ethics Advisor and found in that role a new sense of purpose. Right now, I am teaching .5 in the Masters of Sustainable Business programme, enjoying lots of supervision, and am now .2 in a brand-new role of Human Ethics Advisor (Māori), while still in service to our department as Ethics Adviser.

I'm a latecomer academia. My doctorate work (The Evolution of an Identity Activist) was completed in 2020, in time for my 50th birthday. If I define my practice, I am first engaged, and then an academic. Community and communities of practice are where I find joy in our mahi. Research and writing are my happy place, but you won't find my work in the traditional places of a management academic. My impact is in newspapers, blogging, podcasting, and television, so that is where you'll find my work. Lately I have seen the true and most valuable impact of my life in observing my 15-year-old son Jack in his own activism.

If you ask Jack where his activism comes from, he'll tell you it is from all the hui he has been "dragged to" since he was a baby. He has been exposed to so many community-based kaupapa, that the wellbeing of people and community has become core to his identity as a young Māori man. The second thing that he will point to is my practice as a supervisor. As part of my practice, I read my student's thesis work out loud to them. When we read things out loud, it enables the student to hear the reader voice, instead of their internal voice. It is amazing the insight this provides. Jack has grown up hearing this work and says that through this process he has developed critical thinking skills, and a critical approach that he might not have gained in school. Jack has grown up to be an accidental activist – it was not my intention as his mum. It just kind of happened.



Most Recently, Jack has been committed to promoting Māori wards, and ensuring our people are voting. This started when Jack was 10 years old and he came to Wellington with a group of us who were presenting a petition to Parliament. Jack handed over the kete that held the petition and the law was changed. Five years on, and the election of the National, Act, NZ First coalition government, saw so much misinformation used for electioneering, and our law thrown out. Now communities must again have a binding referendum to establish a Māori ward. Councils can establish any other ward they like – but if it is a Māori ward, that must be voted on by a whole community referendum. Yes, that is racist. So, Jack, rangatahi who likes to "do", decided on two actions. The first was a 160km round trip by foot and bike to raise awareness for Māori wards. The second was a 986km bike ride from Whakatāne to Wellington to deliver a letter to the Prime Minister, explaining why Māori wards matter. Jack completed both of these goals and gained significant attention from the media and communities everywhere. If you'd like to see

his arrival at parliament, [you'll find that here](#). Jack would be really mad at me if I didn't take this opportunity to remind you to [check you are enrolled to vote](#), and that if you have whanau overseas, to let them know [they can still vote](#), too.

E te whanau, thank you for taking the time to read this. Being part of Te Maia is an unexpected bonus of my job. I remember when Sara Walton first told me about this remarkable collective of academics, practitioners and community from around the motu, I wondered if I would fit in, being located in Whakatane, and only being at work in person every few weeks. I am so happy to know that I do. And I thank you for that.

Ka mihi nui ki ngā whānau me ngā hoa mahi o Te Maia mō tō koutou aroha, tautoko, me te manawaroa i roto i ā mātou mahi katoa.

Mawera x

All of Theme Te Maea Wānanga - 9 June 2025

On a crisp winter morning, approximately twenty-five members of Te Maea arrived at Puketeraki Marae in Karitane. The day began with a pōwhiri in which Katharina Ruckstuhl represented tangata whenua as kaikaranga, and Alana Alexander responded as kaikaranga for manuhiri.

For the first session, Michelle Thompson-Fawcett led a thought-provoking session on the applications of Te Rito. Michelle prompted everyone to consider the implications of Aotearoa as a bicultural nation, with a multicultural society, and what this meant to them as researchers. Michelle also asked the group to consider what decolonisation means for them and encouraged participants to think of some practical things that they could do as part of the Te Maea research theme to decolonise. It was agreed that Te Rito is a viable tool for decolonising minds through education and changing ways of thinking.

We were then guided to the Puketeraki nursery and maara by Nursery manager Angelina Young, who showed us her mahi to restore native plant populations through eco-sourcing.

Te Maea Research Online & In the News

- ◆ [Empowering iTaukei voices in workplace safety](#) featuring **Dr. Jekope Maiono**
- ◆ **Dr. Christine Winter**, [White lies: On the epistemic violence of the settler state](#)
- ◆ **Dr. Anaru Eketone**, [Minnows, pike and parliamentary sovereignty](#)
- ◆ [Researchers unite to fight deepfakes](#) featuring **Dr. Yuki Watanabe**

Cassino Doyle then showed the group where the latest traditional sailing waka named Kuramātakitaki was built. Kuramātakitaki was first launched into the water two years after its construction started, in February this year. It was then disassembled and reassembled in the Hocken Library for the Ruruku exhibition!

The third session was a Q&A Panel event about working within and across Māori and Pacific Communities. The panel included Chris Hepburn (Dept. of Marine Sciences), Alana Alexander (Dept. of Anatomy), Jekope Maiono (Dept. of Management), Rauhina Scott-Fyfe (Kāti Huirapa ki Puketeraki and Hocken Library), and was moderated by Diane Ruwhiu (Dean Graduate School). Throughout this session, we were reminded of the importance of authenticity at a local level and understanding the communities you are working with as a researcher.

Finally, we discussed upcoming plans and opportunities. With regards to logistical plans for the future, the attendees came to a consensus to make Puketeraki Marae a homebase for future hui. This was due to already having established connections, having already observed Māori economy at Puketeraki and the people at Puketeraki having been involved with research in the past thanks to its proximity. A notable event coming up this year for Te Maea is the Symposium. At this point, the Symposium will likely be scheduled for the 8th and 9th of December. It was suggested that the speakers of Te Maea’s Whitiwhiti kōrero series could be featured in the Symposium. Further details regarding the Symposium will be coming soon.

There are also upcoming opportunities for funding. He Ara Whakahiohiko Capability Funding applications are open from 20 August to 12 noon on 1 October 2025.



Te Maea Wānanga attendees standing outside Puketeraki Marae with a beautiful rainbow above

A Message from Startup Dunedin, about their Student Pitch Competition:

The team at the StartUp Dunedin are looking for any student businesses, innovations, side hustles, projects, or ideas, who would be interested in **pitching for a shot at \$5,000.**

If you know a student and you have been working on an idea, starting up, or looking at commercialising research, you are welcome to apply. **Applications are open until Friday, 19 September at 10.00 pm.** The pitch night will be held on the Tuesday evening of 7 October.

All submissions will receive feedback and support. Shortlisted pitches will be invited to pitch at the event. Students can read more about the criteria for our [Student Pitch Competition on our website \(click here\)](#). Anyone interested can book a meeting with us directly there, too.

We’d love to get the word out about this opportunity for students. [Here is a slide that we’d love for you to share with your students in-lecture \(click here!\)](#) .

Let us know if you’d like more info or if there’s anything we can do to support your students with this. We are keen to see what existing businesses and ideas are happening on campus that we can support.

\$5000 for student startups.
 Are you a student working on a startup, business, side hustle, or project? We have **\$5000 for student startups** at Startup Dunedin's Student Pitch Competition!
 If you've been working on a side hustle, running a startup, or tinkering away at something alongside study this year, this is for you.
 Submissions are open until **19 September**. Our Showcase will be held on **7 October**.
 Scan me! Or visit: startupdunedin.nz/pitch

- ◆ [The Routledge Handbook of Field Research: Walking the talk in field research](#), chapter by **Jekope Maiono, Diane Ruwhiu, Telesia Kalavite**
- ◆ **Dr Mawera Karetai**, [The Ramblings of a Wahine Mau Moko](#), Substack
- ◆ **Dr. Christine Winter**, [Pluriverse as Possibility: Breaking Free From Universalism and Its Regime of Planetary Violence](#)



If you are thinking about a submission to MAI journal, they invite contributions of original scholarly work focused on Indigenous knowledge and development in the context of Aotearoa New Zealand.

MAI Journal primarily accepts substantive research articles (up to 7,000 words) that explore Indigenous topics or themes. They also welcome shorter commentaries (up to 3,000 words) that respond to current issues or offer critical reflections relevant to Indigenous communities.

Submissions are open throughout the year, but they are especially seeking articles for consideration in our 2026 issues.

Early submission is strongly encouraged - please submit your manuscript by 15 December 2025. For submission guidelines, please visit: [Information for Authors | MAI Journal](#)

If you have any questions, please contact the editorial team at: editors@journal.mai.ac.nz

Symposium Update

This year’s symposium will be a collaboration between **Te Maea** and **RIDKS** (Research at the Interface of Diverse Knowledge Systems).

The title for the joint symposium is **Indigenous Knowledge and Technology: Navigating Diverse Knowledge Systems for Transformative Futures**

Make sure to save the date for 8-9 December 2025.

The symposium will take place online and in-person at Ōtākou

Dr Jekope Maiono uses research grant to support Pacific RSE workers



Dr Jekope Maiono and Academic Dean, Associate Professor Lynnaire Sheridan pictured with new posters all translated into Fijian for the iTaukei RSE workers.

Dr. Jekope Maiono is a proud iTaukei academic here at the University of Otago in the Department of Management. Jekope recently used his Pacific Health Research Knowledge Translation Grant to provide Indigenous iTaukei seasonal workers in Aotearoa New Zealand with clear communication on how to safely interact with hazardous substances in the workplace - particularly in freezing works and horticulture.

A key issue highlighted in Jekope’s research is the ineffective communication from these workplaces to Pacific RSE (Recognised Seasonal Employer) workers regarding the long-term impacts of working with hazardous substances or the relevant safety procedures and equipment.

To combat this issue, Jekope created new workplace safety posters that translated safety information into Fijian to help workers gain a better understanding of the risks they are taking to earn a living.

“My aim is not just to inform, but to empower,” says Jekope.

Read the full article: [Empowering iTaukei voices in workplace safety](#)

Whakaihu Waka, Ōtepoti Dunedin.

There will be three types of presentations: in person presentations, online presentations and postgraduate sessions.

The symposium theme reflects the idea that diverse knowledge systems offer unique ways of generating knowledge, understanding that generates innovation in an increasingly complex world, providing valuable opportunities for reconciliation, social justice, and self-determination for Indigenous peoples.

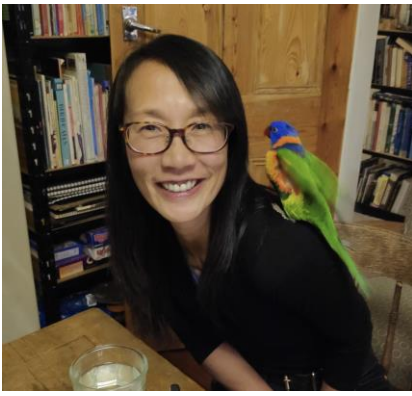
This symposium aims to explore how Indigenous ways of knowing and being in the world can shape practices and solutions to current issues, to imagine diverse or 'other' ways to organise systems, processes, infrastructures, products and behaviours.

Further details and a call for abstracts will be released soon, but in the meantime if you have any questions, feel free to contact Te Maea co-ordinator Rose Finnie at r.finnie@otago.ac.nz



Puketeraki Marae - potentially a home base for future Te Maea hui

Researcher Profile – Yuki Watanabe



Dr Yuki Watanabe
Lecturer, Media, Film & Communication

What are your favourite things to do outside of your work?

I love staying active through gym workouts and volleyball, and I relax by binge-watching my favourite TV series

If you could be anywhere in the world right now, where would you be and why?

In Ho Chi Minh City, eating a bowl of pho at a street café

What led you to your research area?

My path began in high school in Japan, where I was a regular cast member on a nationally broadcast weekly show, and later worked in its production. That experience sparked my fascination with how media shapes our understanding of the world and whose stories get told.

What is your area of research and why is it important?

My research sits at the intersection of culture, communication technology, and media, with a focus on how digitally mediated communication shapes—and is shaped by—social power dynamics. I'm especially interested in how these dynamics impact marginalised groups. This matters because technology isn't neutral. For example, algorithms routinely marginalise minority voices, while tools like AI can distort cultural narratives. But these tools also offer new ways to reclaim and share culture. Understanding these tensions is key to developing communication technology in a way that empowers rather than exploits

How can your research impact on Māori and Indigenous communities?

My research aim is to protect Māori identity and cultural heritage in digital spaces while promoting the digital literacy needed to combat misinformation, aligning with Māori values of social harmony and collective wellbeing

Recent Publications

- ◆ Alm, A., & Watanabe, Y. (2025). Caption literacy. In L. McCallum & D. Tafazoli (Eds.), *The Palgrave encyclopedia of computer-assisted language learning*. (Living ed.) Cham, Switzerland: Palgrave Macmillan. doi: 10.1007/978-3-031-51447-0_263-1
- ◆ Alm, A., & Watanabe, Y. (2025). Language teaching in transition: Educator perspectives on integrating machine translation tools in tertiary contexts. In D. Coulson & C. Denman (Eds.), *Translation, translanguaging and machine translation in foreign language education*. (pp. 457-478). Cham, Switzerland: Palgrave Macmillan. doi: 10.1007/978-3-031-82174-5_22
- ◆ Alm, A., & Watanabe, Y. (2025). Vocabulary learning with Netflix: Exploring intraformal learning practices through the lens of Complex Dynamic Systems Theory. In M. F. Teng, A. Kukulska-Hulme & J. G. Wu (Eds.), *Theory and practice in vocabulary research in digital environments*. (pp. 211-229). Abingdon, UK: Routledge. doi: 10.4324/9781003367543-13
- ◆ Watanabe, Y. (2024). Exploring queer identities in popular media: The discourse of homosexuality in contemporary Japan. *Proceedings of the Sociological Association of Aotearoa New Zealand (SAANZ) Conference: The Sociology to Come*. Retrieved from <https://www.saanz.net/saanz2024/>

Post-Graduate Student Profile – Lachlan Williams

Masters' Thesis: Integrating Values In Investment - Te Ao Māori Approaches

Lachlan's thesis looks at how Iwi invest in their cultural values. How they define, measure and integrate it into their investment process. As well as the challenges and opportunities that provides.

What are your favourite things to do outside of your work?

My favourite things to do are hanging out with my whānau, exercise, game and paint.

If you could be anywhere in the world right now, where would you be and why?

Italy. My whānau's always wanted to go so it'd be good to get a lay of the land first. Plus, it's Summer there and I'm a little over Dunedin being cold.

What led you to your research area?

I've found out about Whai Rawa, Ngāi (Kai) Tahu's saving scheme and wondered about how it might differ from other options like kiwisavers.

What is your area of research and why is it important?

My areas would be Finance, Sustainable Finance, Values Based Investing, Indigenous Finance. It's important because people tend to care about things besides profit. So we need to learn more about how to invest in our values without just giving money away like charity.

How can your research impact on Māori and Indigenous communities?

My research can impact Māori and Indigenous communities by highlighting how we can invest in our cultural values. That it can be an option that works and that it's already being done.



Lachlan Williams
Masters' Student in Finance