



TE KĀHUI RARAUNGA

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Media release

New data provides more accurate insights for iwi than ever before

All iwi affiliation populations in Aotearoa New Zealand increased between the 2013 and 2023 Census, at an average of 46.3%, newly released data shows.

Kirikowhai Mikaere, Lead Technician for the Data ILG and Te Kāhui Raraunga, says this outcome reflects the improved Māori data governance implemented following the 2018 Census, providing more accurate and timely insights for iwi than ever before.

Today individual and dwelling data for Māori descent and iwi affiliation was released by Te Kāhui Raraunga on Te Whata – these datasets are the only Census results released today, putting the spotlight on iwi insights.

Driven by Te Kāhui Raraunga, these datasets have been released earlier in the 2023 Census product release schedule, putting iwi-Māori data in iwi-Māori hands sooner than ever before.

“It is incredibly important that iwi not only have access to accurate, relevant data, but that it is delivered in a timely fashion, so it can be harnessed to support kōrero about the strategic investment needed now, and in the future,” Ms Mikaere says.

“Te Kāhui Raraunga strongly advocated for iwi affiliation data to be released earlier than it traditionally had been, and we are thrilled to be able to deliver these datasets to iwi today.”

Ms Mikaere says a Māori lens on question design in the 2023 Census means the collected data is more comprehensive and of greater value to iwi as they plan for their people now and into the future.

“There has been an increase in all iwi affiliation populations, however, in addition to a real-world population increase, the numbers reflect the incorporation of additional data sources by way of the combined collection model, improvements in response rates for Māori, and changes to the question design and functionality online, meaning whānau Māori were able to more accurately and appropriately reflect their whakapapa.

“This is particularly evident in the significant population increases for smaller iwi, with populations of fewer than 1000, doubling in size on average. Rather than attributing this increase to a baby boom, it is more likely that for the first time, whānau Māori have been able to provide their whakapapa in greater detail.

“The improvements to the iwi affiliation Census pātai are truly significant, demonstrating the progress of the New Zealand Census in the past 10 years, as

well as the Mana Ōrite partnership between Statistics NZ and Te Kāhui Raraunga – all to achieve better quality data for iwi,” says Roimata Timutimu, Te Kāhui Raraunga Data Program Manager.

Ms Timutimu says Māori only had the option to select up to five iwi affiliations in previous Censuses; the 2023 Census saw this online option increase to 16 iwi affiliations. A map and list of iwi filtered by rohe provided additional functionality and better-enabled people to share their whakapapa.

“In recent years, we have begun to benefit from the fruits of many significant Māori movements, like Kōhanga Reo and Kura Kaupapa. These movements have helped to increase the sense of pride across iwi Māori in our identity, strengthen connections and invigorate reconnection with our whakapapa.

“It was vital to phrase the census pātai in a way that reflected these movements, so we could collect relevant, meaningful data for our people.”

Ms Mikaere says the quality rating for iwi affiliation and Māori descent data has significantly improved since 2018 – when no official iwi statistics were able to be surfaced from the Census due to poor response rates.

“Iwi-Māori having a seat at the decision-making table, and iwi-Māori data technicians enhancing question design, have both enabled more accurate responses as well as directly resulted in iwi gaining timely, relevant information and better insights to guide important kōrero and decision making.

“At the same time, these insights highlight where further policy development and investment is required to continue closing these gaps.”

“He whata kai, he whata kōrero, inā he māramatanga. Today's data release provides more accurate insights for iwi than ever before, supporting iwi to deliberate, make decisions and plan for a prosperous future,” Te Kāhui Raraunga Chair, Rahui Papa, says.

“Our Māori data are a taonga and our taonga require Māori governance. Our seat at the Census governance table provides balance to the waka and enables Māori to uphold the sanctity of Māori data.”

Today's Census data – as well as that released earlier this year – is available on Te Whata, a by iwi, for iwi data platform developed by Te Kāhui Raraunga, the operational arm of the Data Iwi Leaders Group.

Tatauranga Aotearoa Statistics NZ will release all of New Zealand individuals and dwelling data on 3 October 2024, while Te Kāhui Raraunga will release families, extended families and household data by iwi affiliation and Māori descent on 31 October 2024.

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