agresearch
āta mātai, mātai whetū

KĀNUKA
CHARITABLE TRUST

Māori Landowners Survey

2025

MĀORI LANDOWNERS SURVEY 2025 - HIGH LEVEL RESULTS REPORT | JUNE 2025

Manu Caddie – *Kānuka Charitable Trust*
Melissa Savage – *AgResearch*
Steve Cantwell – *AgResearch*

Photo credits: Kānuka Charitable Trust and Te Kautuku Trust

Contents

Executive Summary

This report presents findings from the Māori Landowners Survey that was carried out between January and March 2025. We hope this short report will help stimulate discussion on the range and quality of decision-making processes, understanding barriers and enablers for effective, collaborative land use decisions, as well as associated research and development processes.

The survey is part of a wider research programme being undertaken by AgResearch in collaboration with Māori primary industry partners to identify tools and systems that can support land use transition decisions made by whenua Māori landowners. The initial phase of the research is designed to provide a snapshot of the relationship between shareholders, beneficiaries, and governance groups. The research question underpinning this first phase was:

"To what extent do the values and priorities for land use align between Māori land governors and shareholders?"

The survey was informed by kaupapa Māori methodology. It was led by Māori researchers, supported by key personnel from AgResearch, and developed through a co-design process involving Māori partners, the research team, and social scientists. The survey employed an anonymous, voluntary approach, distributed online through established Māori social network groups. Informed consent was explicitly integrated into the participation process to ensure ethical integrity and cultural appropriateness.

The study captured a diverse cross-section of Māori landowners (179 completed survey responses), encompassing various roles and relationships with whenua governance. Approximately two-thirds of participants identified as wāhine Māori aged over 40 and represented land court regions across Aotearoa, predominantly under the jurisdiction of North Island land court areas. The most frequently reported locations were those within the Māori Land Court regions of Whangārei, Waikato, Tairāwhiti, and Rotorua. Physical presence on their whenua varied amongst participants: about half visited at least every few months, while the remainder visited infrequently or not at all, including 15% who had never physically visited the land. The land was primarily utilised for housing (papakāinga) and sheep and beef farming, with other uses encompassing dairy, forestry, horticulture, and cultural practices.

Respondents suggested those responsible for land governance prioritised cultural and environmental values related to the whenua, with over half rating these as "very important." In contrast, social and economic values were generally considered less critical to governance, with social values most frequently perceived as "not important." Perspectives on the extent to which decision-makers represented landowner interests were polarised, with roughly equal proportions perceiving decisions as either well-aligned or poorly aligned with those interests. Analysis of shareholder engagement and confidence in sustainable governance revealed multimodal distributions, characterised by significant peaks at both high and low ends, indicating a polarised spectrum of participant views.

These patterns may be attributed to qualitative insights pointing to challenges such as ineffective communication between shareholders and governance, conflicting stakeholder priorities, and institutional inefficiencies.

While the survey offered valuable initial insights into current land governance structures and shareholder experiences with governance interactions, several critical questions remain unanswered, highlighting the need for further investigation. Some of these questions (reported on pg. 31) are:

- How do perceptions of leadership trust, transparency, and accountability influence landowner engagement in whenua governance?
- What communication methods are most effective in improving engagement with landowners, and how does trust meeting attendance affect decision-making legitimacy?
- What are the key barriers preventing landowners from utilising or developing their whenua, and how might these be addressed?
- What contributes to landowners' sense of disconnection from their whenua, and what pathways exist to facilitate reconnection?
- What are the aspirations of Māori landowners for sustainable, whānau-led development, and how can these be supported in practice?
- How can policy and legal frameworks better reflect and uphold tikanga Māori in land governance and decision-making?

Hence, moving to the next phase of research is recommended. This next phase involves in-depth interviews with key stakeholders to understand their aspirations, values, priorities, and perspectives on broader issues that impact the effective governance of the whenua. We have had more than 80 respondents expressing an interest in being involved in this next phase of research on Māori landowners' experiences throughout Aotearoa.

We also recommend more targeted periodic national surveys of Māori landowners to monitor trends in the quality of landowner experiences, opportunities for improvement and increasing confidence landowners have in decision and engagement processes used by the entities controlling their whenua.

The survey, combined with the review of existing literature, identified the need for greater support pathways for intergenerational engagement and the broader need for tailored support structures and advisory services which promote low-impact, high-value land use. Furthermore, concepts related to new governance structures rooted in tikanga Māori practices should be explored, embedding Māori principles and values as a basis for land and environmental decision-making. Although several remaining gaps in knowledge were identified through this project, these may be addressed through further studies, and we recommend this as the next phase of follow-up research.

Background

Introduction

The Kānuka Charitable Trust (KCT) was established by a group of Māori landowners and business leaders in 2022 as a small entity with a national focus on protecting kānuka as a taonga and utilising it to support the whenua and whānau. As part of a broader programme of work within AgResearch, a Public Research Organisation (that has merged into the Bioeconomy Science Institute), KCT trustees Manu Caddie (Ngāti Pukenga, Waitaha-ā-Hei, Ngāti Hē) and Richard Manning (Ngāi Tahu) have been focused on identifying research priorities and plans that will support this emerging Māori agribusiness industry and Māori landowners.

The survey marks an initial stage of this broader research programme that is designed to support Māori landowners and governors in enhancing the wellbeing of both whānau and whenua. The survey is intended to be followed by in-depth interviews and focus groups with Māori landowners to illuminate with more nuance and clarity the key issues a survey can only touch on.

KCT wants to better understand how Māori landowners view their options for using native species such as kānuka and mānuka to produce honey, oil, tea, and other products. As these fledgling industries expand, landowners are seeking information and guidance to make informed decisions that align with both environmental and cultural values. The survey results aim to inform not only Māori landowners and governors, but also potential partners and supporters interested in sustainable Māori land use and te Taiao.

A central hypothesis of the research is that most landowners would prioritise long-term environmental wellbeing over short-term economic gain, provided those choices are viable. The researchers note that many landowners and governors want to see decisions made that support the health of whenua, wai, and other taonga, but often face systemic pressures favouring financial returns. The research seeks to test this hypothesis and contribute valuable insights to future policy and investment strategies.

The research team also noted the scale and significance of the issue, with the average Māori land block having 114 owners and over 3.2 million allocated land ownership records across Aotearoa (Ministry of Justice, 2024). Ensuring owners' voices are reflected in land governance, particularly those living closest to their whenua, is critical for equity and sustainability.

Review of Existing Literature

This survey builds on the findings of earlier research and reports over the past 30 years, and the researchers hope the results will provide a benchmark for future analysis and comparison across Māori land entities.

The body of literature reviewed includes Māori land use and governance, collectively emphasising culturally grounded decision-making and structural land management reform.

A central theme across the works is the tension between Western legal and economic systems and Māori values, aspirations, and authority. Publications such as *Striking a Balance (Berghan et al., 2013), Māori Landownership and Land Management (Kingi, 2009),* and *Māori Agribusiness in New Zealand (MAF, 2011)* investigate the challenges Māori landowners face in leveraging economic potential while upholding cultural responsibilities. These texts point to complex legal tenure, regulatory barriers, and underdeveloped support systems as significant constraints. However, they also highlight the resilience and innovation of Māori collectives seeking to revitalise their whenua in ways that align with tikanga and community goals.

Another key thread is the role of mātauranga Māori in environmental governance. *Forster (2023) and Crow et al. (2020)* advocate for the integration of Māori knowledge and values into contemporary land and water management frameworks. Their work reveals that while co-governance models and regulatory tools are increasingly referencing Māori perspectives, they often fall short of ceding real power or enabling genuine co-leadership. Instead, the authors call for deeper systemic change that centres Indigenous epistemologies and enables decision-making inclusive of Māori values and principles.

Historical perspectives, such as those offered by *Head (2006), White (1997) and White (2018),* provide valuable context to contemporary struggles. They document the colonial disruptions to Māori land tenure and authority, trace evolving perceptions of success in land management, and explore climate adaptation challenges facing Māori freehold landowners. Their analyses affirm that current policy must grapple with enduring legacies of dispossession and institutional neglect.

Leadership and ethical research practices also feature prominently. *Spiller et al. (2020)* articulate Māori leadership principles embedded in tikanga and relational accountability, contrasting with hierarchical or transactional models. *Pipi et al. (2004)* highlight the importance of kaupapa Māori research ethics, emphasising trust, reciprocity, and community benefit. These texts advocate for processes that respect collective agency and uphold mana motuhake in both research and organisational contexts.

Māori values must be central in decision-making about land. Achieving enduring and sustainable outcomes requires the integration of Indigenous perspectives and mātauranga Māori (Māori knowledge systems) into both commercial and environmental management frameworks *(Crow et al., 2020; Foster, 2023).* Recent scholarship, such as *Sharma et al. (2024)*, has proposed cloud-based solutions for securing Māori biodiversity data, advocating for trusted, culturally aligned systems that uphold Indigenous data sovereignty. Similarly, *West et al. (2020)* highlights the need for data ethics and governance grounded in a Māori worldview, calling for research practices that uphold Māori values, sovereignty, and control.

At the national level, Lilley et al. (2024) has examined how Māori perspectives influence data governance in the public sector, highlighting the importance of Indigenous leadership in shaping data cultures. Greaves et al. (2024) critically assessed the Integrated Data Infrastructure (IDI) managed by Stats NZ, noting key gaps in its responsiveness to Māori data needs and aspirations, and offering recommendations for improved alignment with Māori rights and expectations.

Collectively, these texts converge on a clear conclusion: Māori rights to land, knowledge, and data must be upheld through structures that reflect Indigenous values and support tino rangatiratanga. Realising this requires not only policy reform but a fundamental shift in power, practice, and paradigms.

Knowledge Gaps

There remains a significant gap in research focused on sub-national and land-based data—particularly concerning whenua Māori. There is considerable untapped potential in developing data platforms that enhance both biodiversity outcomes and whānau wellbeing, offering iwi and hapū greater control over how land-related data is used, shared, and protected at the rohe level.

Subsequently, the research question this survey was designed to help answer is:

"To what extent do the values and priorities for land use align between Māori land governors and shareholders?"

The research team wanted to identify the best design and associated tikanga for an ethical data insights platform to collect, aggregate and provide access to information on the characteristics, operations, challenges and opportunities of whenua Māori entities.

The survey process and questions were designed to help us at least start to answer questions like:

- Where are landowners and their whenua?
- How is the land being used?
- What kind of connections do owners have with their whenua?
- How are decisions made when there are differing outcomes sought (employment, dividends, ecological restoration, cultural survival, etc.)?
- What roles have respondents had in terms of land governance and how might that shape their responses to the other questions?

Method

The research method for this initial 'snapshot' involved an online survey targeting Māori landowners, including both beneficiaries/ shareholders and those in governance or administrative roles. The survey was developed through a collaborative design process grounded in kaupapa Māori principles, with a strong emphasis on inclusivity and cultural responsiveness. A fully bilingual survey was produced to ensure accessibility for te reo Māori speakers and to reach a wide and diverse group of Māori landowners. Ethical considerations were embedded throughout the process, including appropriate data collection practices, transparent recruitment via social media, and a commitment to sharing results and providing feedback to participants.

Overview

This project titled 'Whenua Futures: Māori Landowners Survey' was designed with the aim of providing a high-level snapshot of Māori landowners and their relationship with governance, which in the first phase was to be collected using a survey tool – hence, a predominantly quantitative methodology was applied.

It sought to identify the alignment between the values and priorities of Māori landowners, and their land governance structures, as part of a wider research agenda to support the inclusion of mātauranga from whānau, hapū, and iwi in land use decision-making.

The survey was underpinned by the application of kaupapa Māori methodology, consistent with the eight principles of kaupapa Māori research: Whanaungatanga; Manaakitanga; Aroha; Mahaki; Mana; Titiro, whakarongo, kōrero; Kia Tūpato; and He Kanohi Kitea (Pipi & Cram, 2004). These were included in our approach to data collection as well as providing the survey in te reo Māori. Also leaving a space for participants to share any other information they felt was important ensured a qualitative element in our methodology. We also committed to providing a summary of the results to all participants.

The survey received ethical approval from the Aotearoa Research Ethics Committee (AREC 24_65). The study was led by Māori researchers with support from key staff within AgResearch and was developed through a co-design process between Māori partners alongside the Māori research team and social scientists. The Kānuka Charitable Trust was involved from the outset of this study and brought its networks and experience with Māori land governance and management to the design of the survey.

Throughout the research process, tikanga Māori was upheld in both design and execution. The survey content was culturally appropriate and focused on participant wellbeing, with values such as tika (doing things right), pono (integrity), and aroha (care and respect) guiding all interactions. The principle of kanohi kitea was difficult to commit to fully via an online survey and limited resources but was acknowledged through a commitment to long-term relationships with participating landowners and communities in the wider project (Phase 2), and the research model emphasised reciprocity, with findings shared back to participants and their communities in accessible formats.

The survey method was anonymous, voluntary, and low risk, using online distribution through Māori land networks with explicit informed consent built into participation. Respondent confidentiality was maintained throughout, and all data was securely stored and will be retained for seven years as required in the standard ethical guidelines. The research team took particular care to consider the potential impact of findings, encouraging respectful and constructive dialogue among landowners and governance entities.

By embedding Māori values, ethics, and aspirations at every stage, the project aimed to demonstrate a strong commitment to Kaupapa Māori research principles and ethical integrity in advancing Māori knowledge systems for the future of whenua.

Recruitment

As the research study is an investigation of Māori landholders and their experiences with governance, recruitment involved a targeted demographic approach[1]. Respondents were initially recruited through a targeted social media campaign, with information shared in Facebook groups focused on Māori land governance. A link to SurveyMonkey was generated, and this was posted on various Facebook groups for Māori landowners.

The survey was promoted via news links on the AgResearch and Kānuka Charitable Trust websites. Additional endorsement was gained through a discussion on national news, which further supported the survey's visibility. Radio coverage was via Radio Waatea which broadcasts nationally and online, with interviews about the survey in English and te reo Māori.

Engagement

The survey was distributed both through whenua Māori focused Facebook groups, and subsequently through a promoted post on the AgResearch Facebook page.

On the AgResearch page, there were 14,608 views and 9,408 reach (content exposure), though only 607 clicks. Interaction such as comments and emojis were 129. The disparity between site views and participation might partly be as a consequence of a controversial bill being debated in parliament, which garnered a degree of negative press and criticism, especially from Māori.

There was a reasonably high attrition number of people beginning, but not concluding, the survey.

1 Although the survey was targeted at Māori landowners through social media groups focused on land governance, the survey itself was anonymous, which provides no guarantee that respondents were from the target groups.

179 Total Participants

111 Wāhine

66 Tāne

2 Other

40 Yrs+

50-70 Yrs+

Respondents Age Range

Participants - A total of 179 people completed the survey

Of these, 111 identified as wāhine Māori (female), 66 as tāne Māori (male), and 2 identifying as 'other'.

The majority of respondents were over 40 years old, with the largest group falling within the 50 to 70-year age range.

Figure 1

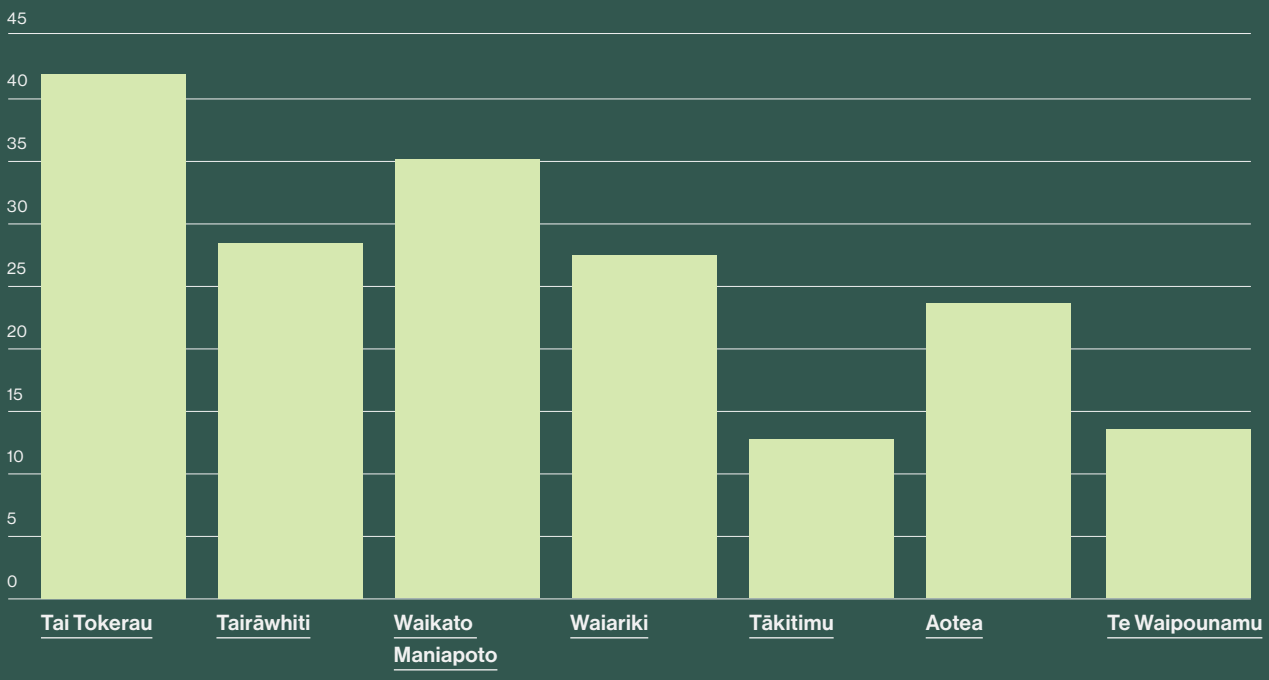

Figure 1—Locations where the whenua is being managed, organised by land court region

Survey Development

The development of the survey was primarily motivated by a limited understanding of existing governance structures and the broader landscape of experiences of whenua shareholders with and in land governance. Consequently, an early decision was made to collect broad, exploratory data encompassing a range of issues peripheral to the central research question. This approach was intended to provide foundational insights that would inform the subsequent phase of the research, where there would be more opportunity to explore findings in greater depth.

We decided that the following themes were worth exploring:

- What types of legal governance entities are in place
- What ways is the whenua being used
- Shareholders relationship with the whenua
- Do shareholders attend governance meetings
- How well governors engage with shareholders regarding land use aspirations
- How well governors represent landowners in their decision-making
- Confidence in governance to manage the whenua
- How well information is shared between governors and shareholders
- What information related to goals and aspirations is shared
- Importance of environment, economic, social, and cultural considerations

The survey design was shaped by several practical constraints to ensure accessibility and inclusivity across a wide and diverse audience. First, the survey was intentionally kept concise to avoid respondent fatigue and encourage higher completion rates. Second, plain language was used throughout to support comprehension regardless of participants' educational background or familiarity with technical terminology. Third, a full te reo Māori translation was provided to honour cultural and linguistic diversity and to enable participation by te reo Māori speakers. These considerations were integral to the design process, reflecting a commitment to equitable engagement and broad participation.

KCT and AgResearch worked together through a collaborative co-design process to develop a set of questions that met basic principles of sound survey design (Aldridge & Levine, 2001). Questions were proposed, assessed, and refined through an iterative process. Once a working draft was agreed upon, the question set was independently reviewed by researchers and statisticians at AgResearch to ensure methodological robustness. Following this review, the final version of the survey was approved and prepared for translation into te reo Māori. A copy of the final questionnaire is available on request from the authors.

Survey participants will receive copies of the aggregated results. These findings will also be shared publicly via the AgResearch and KCT websites, through media releases, and with key agencies involved in supporting Māori landowners.

Feedback regarding the survey method/owners

Social media is now a legitimate and common recruitment mechanism for social surveys (Darko, 2022) and Māori are actively using it for engagement on topical issues (Waitoa, 2013). Early in the process the survey of Māori landowners was shared in a Facebook group with over 20,000 members focused on papakāinga development. The post received a few reactions and comments, some positive, some concerned about the involvement of a 'Crown' Research Institute, suggesting it could be an exercise in data prospecting by certain politicians involved in the Treaty Principles Bill that was a hot topic at the time (January/February 2025).

Around 60 responses were provided from the initial post in the Papakāinga group, and the decision was made to try promoting the survey via targeted ads from the AgResearch Facebook page. This effort, aligned with targeted interviews and media coverage, garnered a much higher number of replies with another 200 responses over a few days.

Typical comments on the promotional ad included:

- *What is this being used for? Who commissioned the research and why? Was it this current Govt? If so, why?*
- *Not enough questions or info to figure out what you's are intending to do besides a research project.*
- *Its like this is nosey survey of maori land. Do other ethnic groups in NZ get surveys done on their interests too? I just had to ask that. Kia ora.*
- *Why does this National Coalition Government want the information from this survey for? More racist Policies against Māori grrr!!!*

Some of these comments and challenges were answered by others online who pointed to the information in the introductory pages of the survey. And other comments had more balanced enquiries:

> *" I like the sound of what you are doing and it is needed, I just have some questions...Who will get the final report of the research? to what extent will it influence policy into the operations and effectiveness of Te Tumu Paeroa and Maori Land Court where most of our governance matters are raised, challenged, assigned, and activated? what is the confidentiality process of participant feedback to survey?"*

These responses highlight both the opportunities and challenges of using social media to reach Māori audiences for kaupapa Māori research. While platforms like Facebook enabled rapid and widespread engagement—particularly when combined with targeted advertising—the medium also surfaced mistrust rooted in historical and contemporary experiences of Crown-led research and public policy. The concerns voiced online underscore the importance of transparency, clarity of purpose, and tino rangatiratanga in research design and communication. They also affirm the value of kanohi kitea and direct dialogue, especially when engaging with communities who are rightly cautious about how their data might be used.

“ Concerns voiced online highlight the importance of transparency, clarity of purpose, and tino rangatiratanga in research and communication ”

Results and Discussion

The survey results are presented in two main sections: one focusing on descriptive (numerical) statistics, and the other on qualitative (text-based) responses.

Descriptives

Relationship of Respondents to Governance

Participants were asked what role they had in relation to the governance of land, whether current or former trustee, shareholder, or beneficiary. A trustee was defined[2] as someone who was in a position of governance over the whenua (e.g., board membership), a shareholder was someone who held legal interests in the land (e.g., listed as owners), and a beneficiary were all those that had either direct or indirect whakapapa interests in the land, but not direct legal or governance entitlements (e.g., descendants of a currently listed shareholder):

A substantial proportion of respondents indicated active involvement in land management[3], identifying as current shareholders (37%) or trustees (22%), while 30% described themselves as beneficiaries of the whenua. As the survey did not provide formal definitions for these terms, it is possible that respondents interpreted them subjectively. For example, individuals affiliated with a trust or incorporation may have identified as beneficiaries despite not being named shareholders. A small proportion of participants identified as former trustees (4%) or indicated other roles, such as chairperson or inheritor.

Figure 2

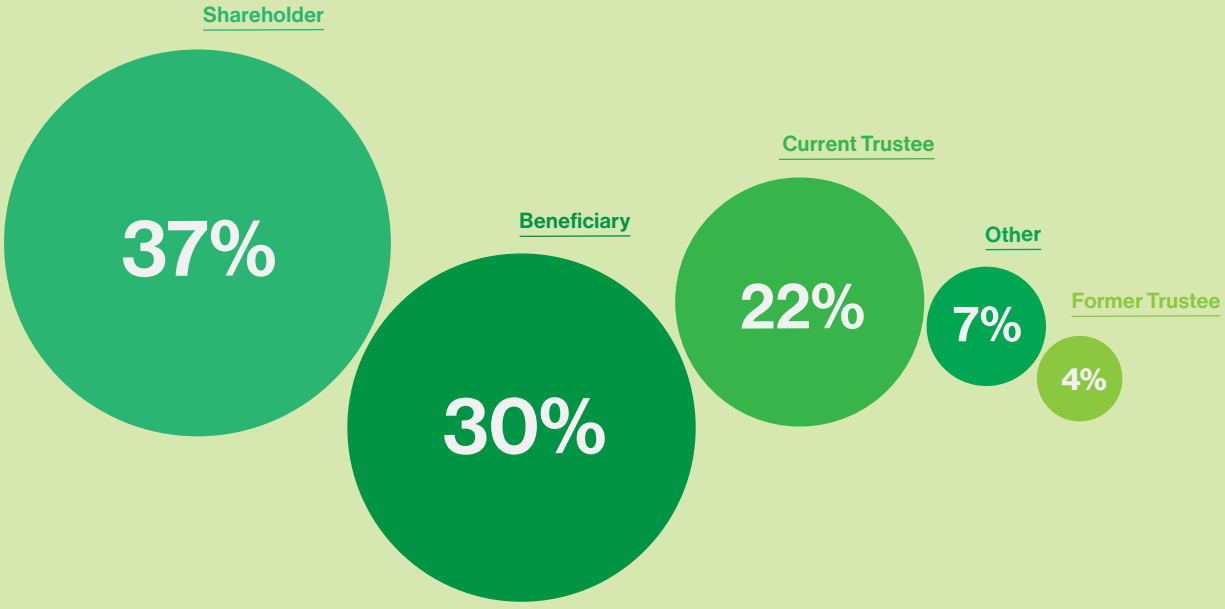

Figure 2—Current role of respondents in relation to land management

2 Please note that these categories may not be mutually exclusive, and that participants may occupy more than one role. Participants were asked to provide the answer they thought best represented their current role, though these were not explicitly defined in the survey.
3 **Note:** For subsequent analyses, participants were categorised into two groups: those who identified as current or former trustees, and those with no prior trustee experience, referred to as non-trustees.

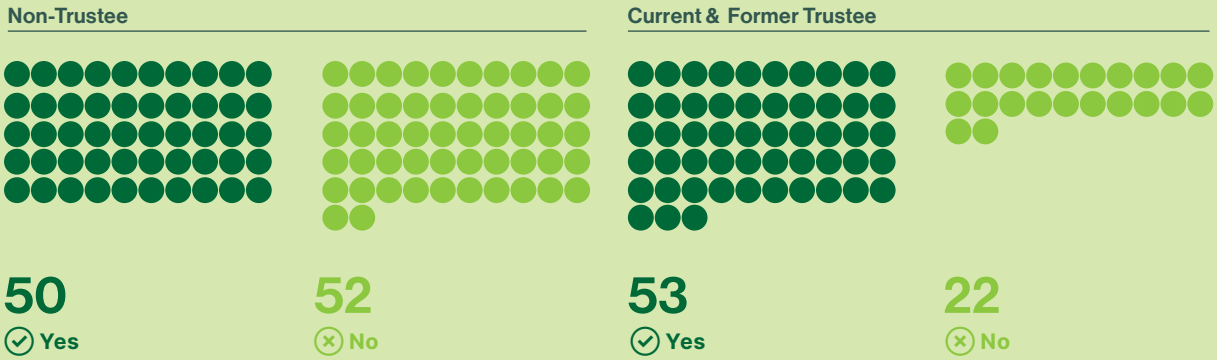

Figure 3

Figure 3—Reported attendance of governance meetings in the past, grouped by current/former and non-trustees

Respondents were asked if they had attended a whenua governance meeting in the past, and the results are shown in Figure 3. Among non-trustees, approximately half reported having attended a trust meeting, while the other half had not. Among current trustees, two-thirds had attended a trust meeting, whereas one-third had not. Although it is possible that some of these individuals were only recently appointed to their roles, this is unlikely to account for all cases. These findings raise important questions about the effectiveness of trustees who have not participated in trust meetings when making significant decisions regarding the whenua. It was noted that trustee-roles can be inherited, and trusts do not necessarily meet on an annual basis, which likely explains a proportion of these responses.

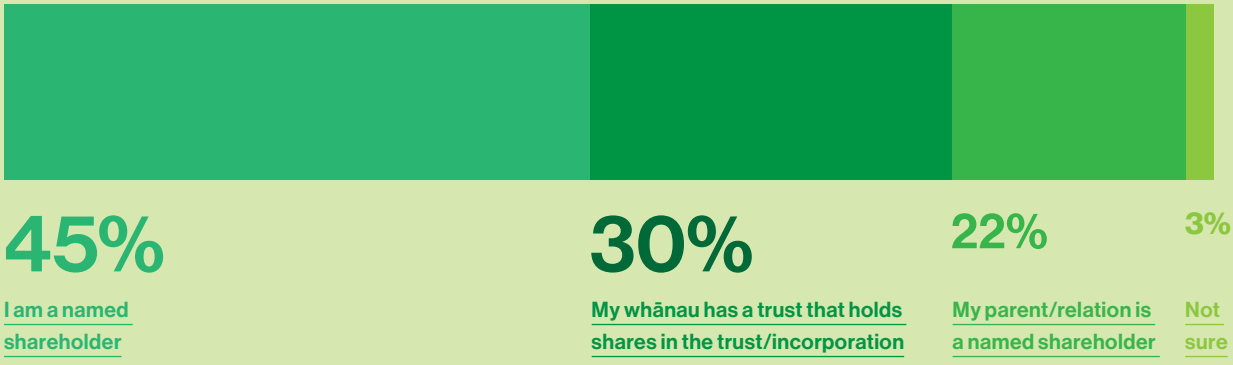

Figure 4

Figure 4—The legal relationship of respondents to the whenua

Figure 4 illustrates the various legal relationships respondents have with the land. Nearly half identified as shareholders, while 30% reported that their whānau are shareholders in a land management trust or incorporation. Additionally, 22% indicated they would inherit shares from a parent or other relative. The remaining 3% were unsure of their legal relationship with the land.

Participants were also asked how much they relied on the dividends from the whenua to pay their day-to-day costs, shown in Figure 5. The distribution of responses regarding reliance on dividends from the whenua for day-to-day living costs reveals that the majority of respondents reported minimal to no reliance on financial proceeds from their land interests.

A substantial proportion of respondents (n = 123) reported reliance scores between 0 and 20, indicating minimal or no dependence on dividends from their whenua for day-to-day living expenses. In contrast, relatively few participants indicated moderate to high levels of reliance: 10 respondents fell within the 21–40 range, 11 within 41–60, 9 within 61–80, and 14 within the 81–100 range, reflecting high dependence.

These findings suggest that, for the majority of participants, dividends are not a primary source of household income or principal means of financial support, though a small subset (fewer than 10%) exhibit a high level of reliance.

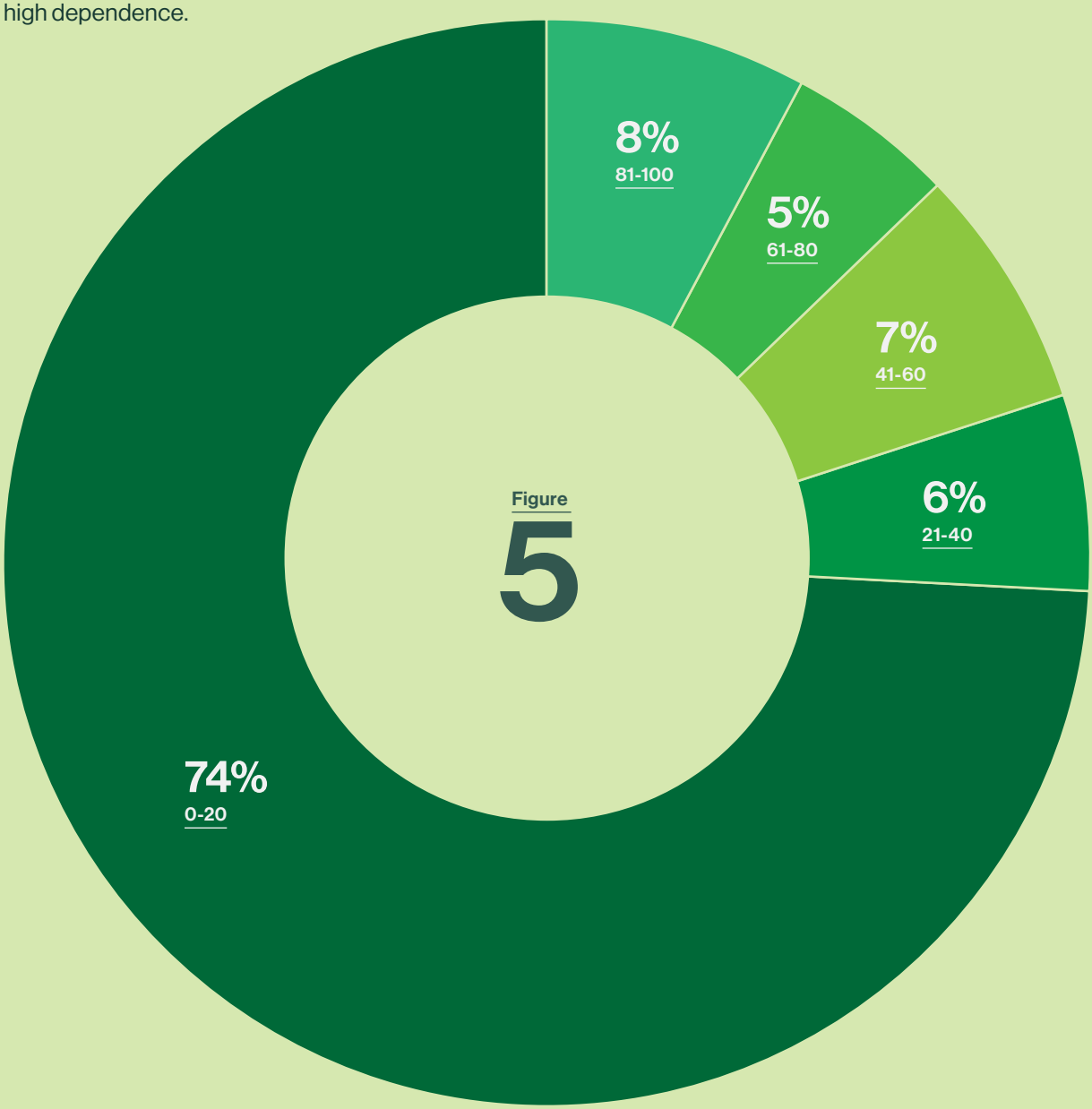

Figure 5—Reported reliance on dividends from whenua

Relationship of Respondents to the Whenua

Participants were asked how the whenua was primarily being used, and these results as reported by participants are shown in Figure 6 below.

The most common ways that the land is being used are either for housing (papakāinga) or sheep and beef farming. Other diverse uses for the land, included dairy, various forestry or horticulture, and cultural purposes.

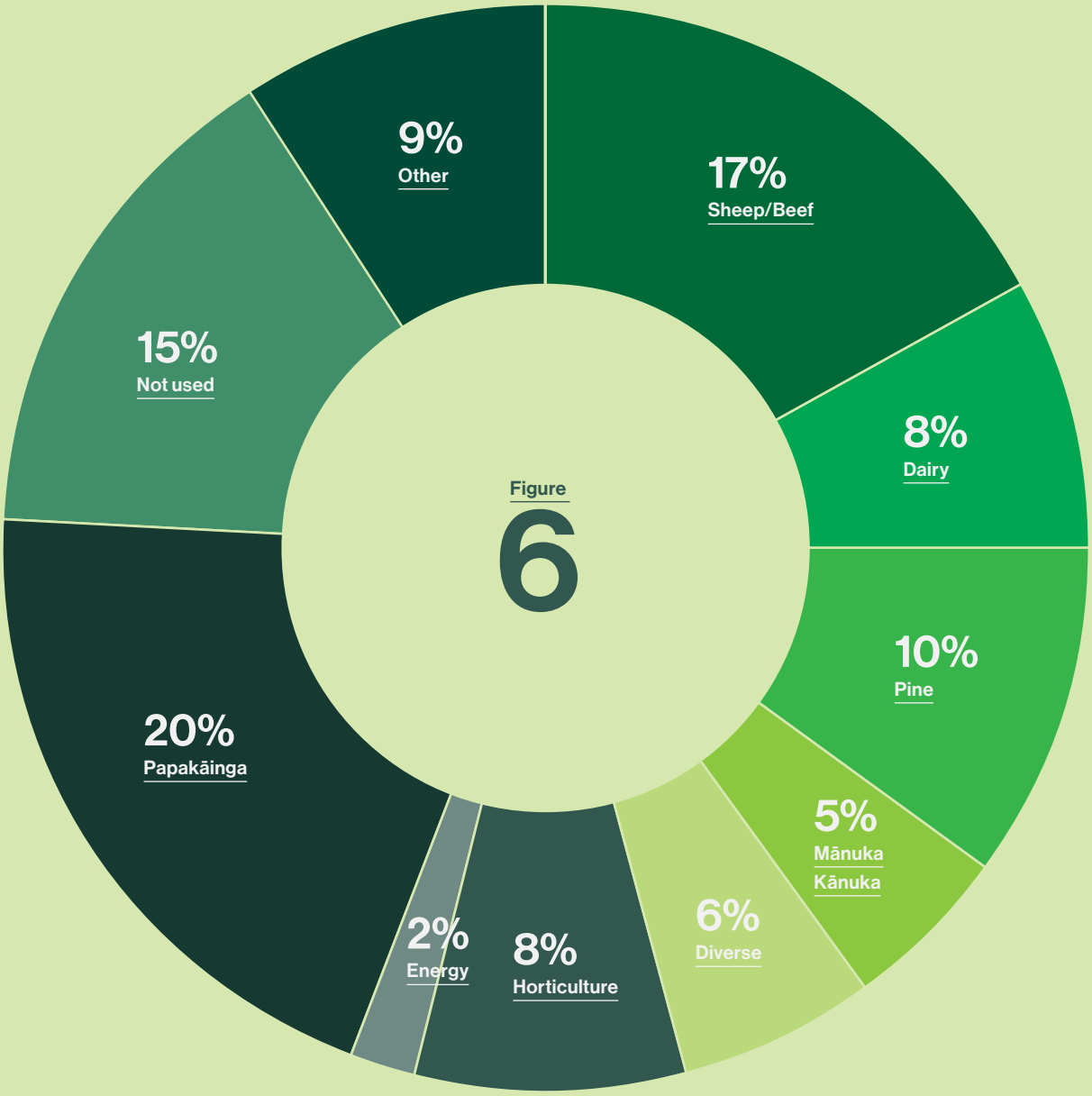

Figure 6—Reported ways in which the land is being used

Participants were asked how often they were able to visit their whenua (Figure 7). About half reported being on their land more than every few months, with 16% visiting at least that often, 12% every few weeks, 6% every few days, and 13% daily. The other half visited less frequently, with 19% going once or twice a year, 9% every one to two years, and 10% every five to ten years.

Additionally, 15% of respondents indicated they had never walked on the land. Of interest, it was found that five current or former trustees reported never having walked on the land; however, overall, members of this group typically selected the option for visiting the land at least once or twice per year.

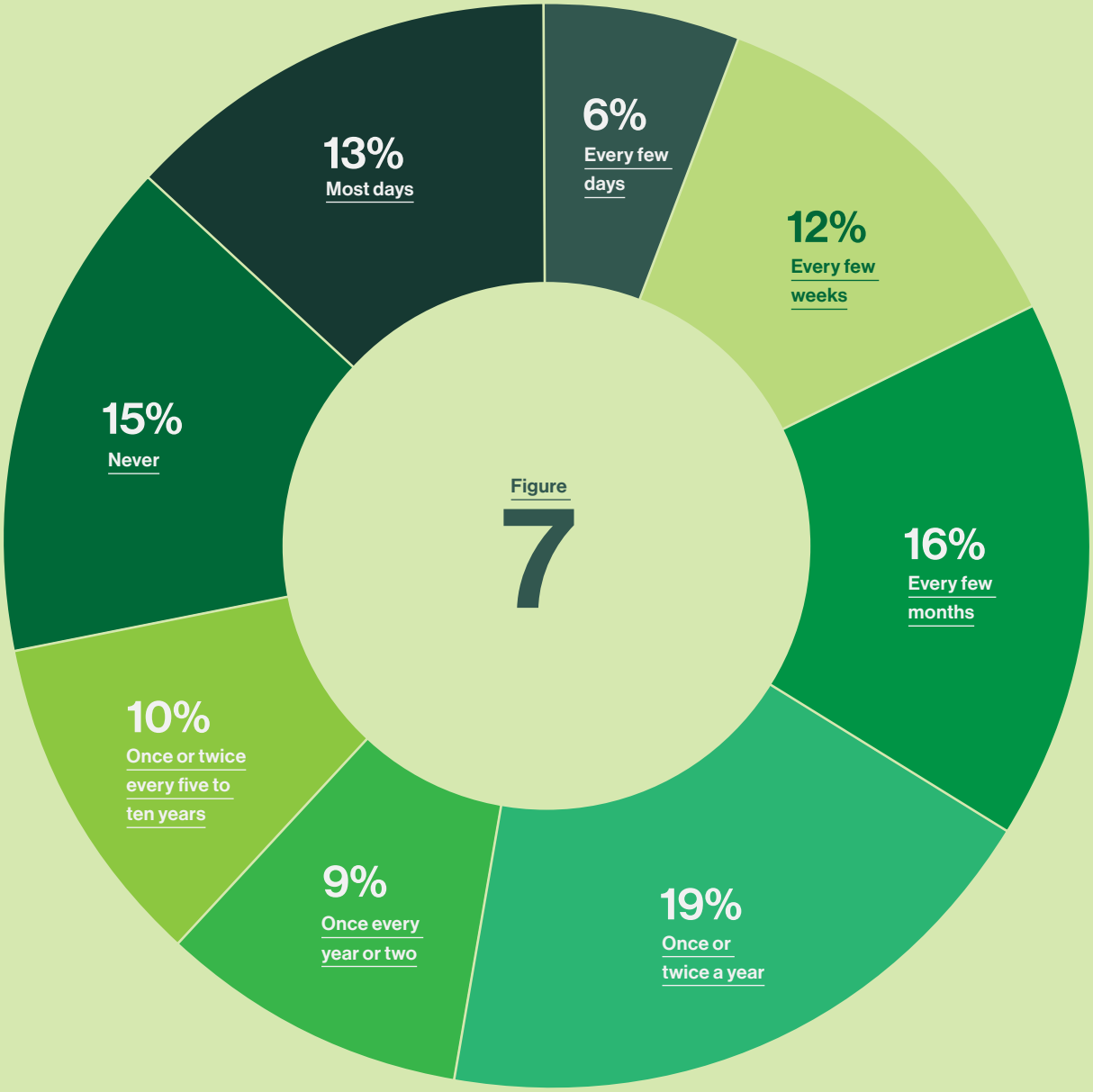

Figure 7—How often participants reported walking on the land

When participants' regional location was compared to the land court region where the whenua is based, it was found that between half and one-third of participants lived away from the region where their land was located. This is shown in Figure 8:

Figure 8

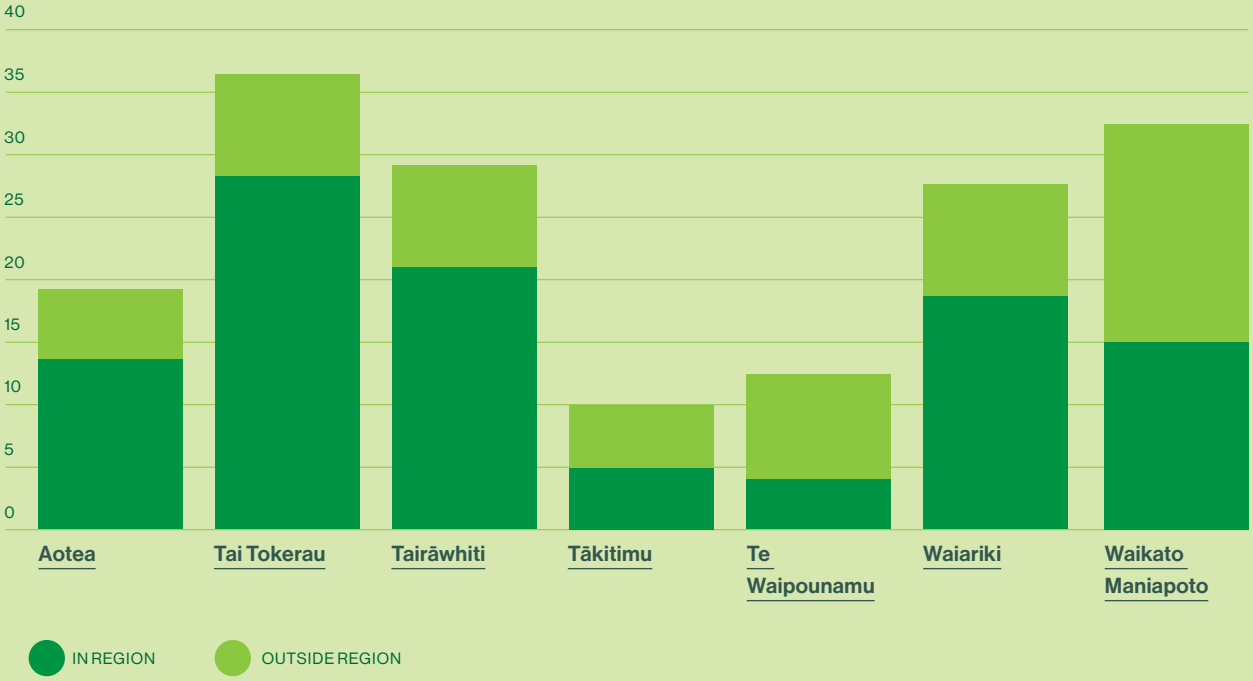

Figure 8—The number of participants living within the same region as their whenua (green), compared with those living outside their whenua region (light green)

The relationship between the frequency in which a person walked on the whenua and whether they lived within or outside the land region was plotted, and is shown in Figure 9:

Figure 9

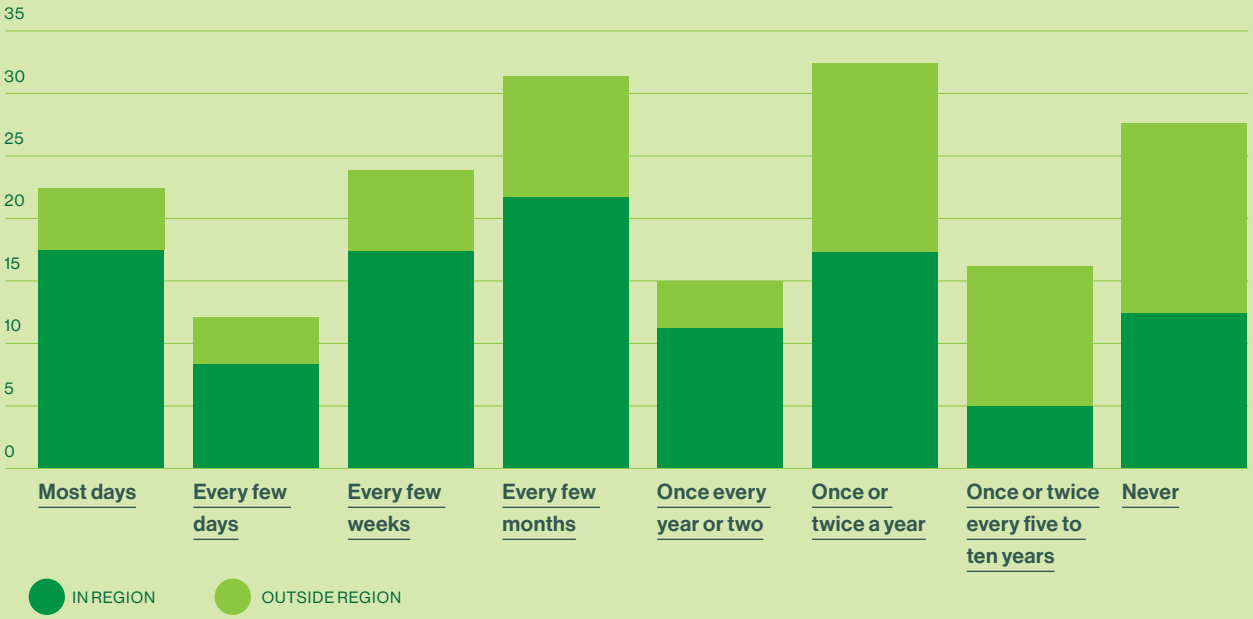

Figure 9—The number of people within and outside of the region where their land is located, plotted according to frequency of visiting land

The relationship between a participant's place of residence and the frequency with which they walk on their land was less straightforward than expected. There is a general, and expected, trend indicating that individuals living within the same region as their land are more likely to have walked on it compared to those who do not[4].

Notably, approximately one-quarter of those who reported walking on their whenua "most days" do not live in the same region where their land is located. Conversely, half of participants who reported never having walked on their land reside within the same region, further complicating the interpretation of this relationship. These findings, however, may be a result of the imprecise boundary between land court region and geographic region, as there may be substantial overlap in places, or the land walked on may not be the same land noted as having an interest in. There may also have been confusion about the question/answer options – the reality for landowners' frequency and nature of physical connection with their whenua could be explored in more depth through interviews in another stage or study.

Perceived Effectiveness of Decision-makers

Respondents were asked to rate how important they believed four categories of environmental, cultural, social, and economic considerations were in the decision-making of land governors, which is shown in Figure 10:

Figure 10

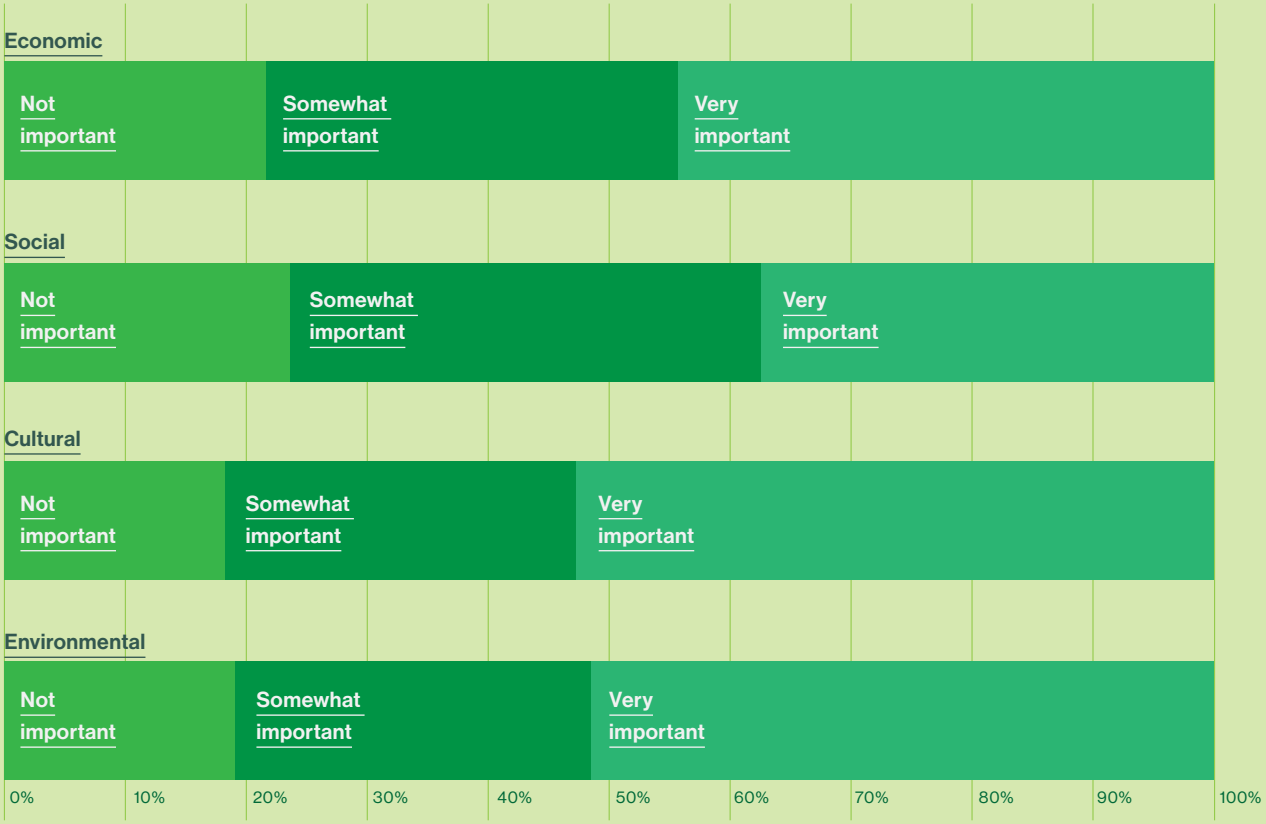

Figure 10—Participant ratings of the perceived relative importance of environmental, cultural, social, and economic drivers to the decision-making of land governors

4 A binary logistic regression was conducted to examine whether frequency of walking on the whenua predicted whether participants lived inside or outside the region. The model was statistically significant, $X^2(1) = 11.88$, $p = .0006$, indicating that frequency was a significant predictor of region of residence. The odds ratio for frequency was 1.30 (95% CI [1.12, 1.52]), suggesting that with each one-unit increase in frequency, the odds of living inside the region increased by 30%. The model explained approximately 5.4% of the variance in region of residence (Nagelkerke $R^2 = .054$).

Cultural and environmental values were rated as the most important, with 54% of respondents rating cultural values as “very important”, and 51% of respondents given the same rating for environmental values. Cultural and environmental priorities had the lowest proportion of “not important” ratings, suggesting that, overall, respondents viewed these values as central to whenua governance. Economic values were seen as less important, but still 44% of respondents said were an important driver of decisions for the trustees. Social values were given the lowest rating of importance by participants at 37% saying it was “very important”. Interestingly, social and economic values were more evenly distributed across all three categories, potentially reflecting ongoing tensions between cultural aspirations and financial imperatives in Māori land governance.

Participants were asked how well whenua decision-makers represented the interests of landowners, which is shown in Figure 11. Around half of the respondents felt that decisions reflected landowners’ interests either very well (21%) or fairly well (25%). In contrast, a similar proportion believed decisions did not align with landowners’ interests, with 21% saying “not very well” and 24% saying “not at all well.” The remaining 9% were unsure.

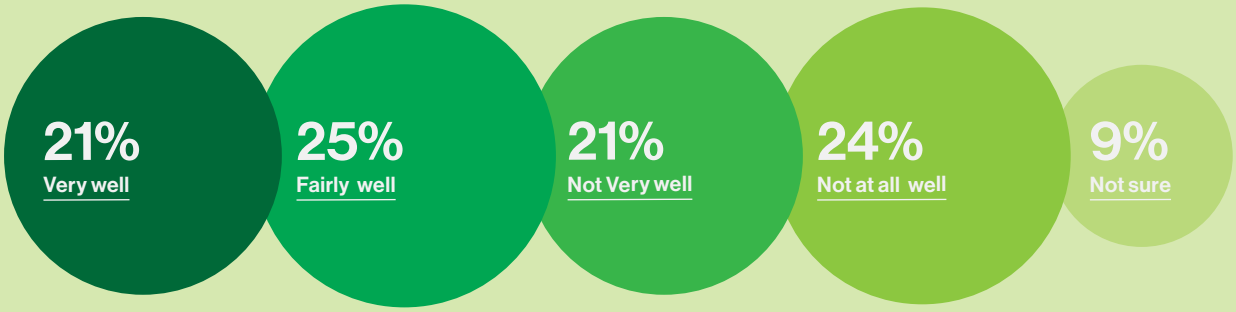

Figure 11

Figure 11: How well do you feel the decision-makers (governors, trustees) of the entity represent the interests of the landowners (shareholders, beneficiaries)?

This near-even distribution between positive and negative assessments highlights a divide in stakeholder experience; suggesting that while some landowners feel their voices are heard and acted upon, a comparable proportion feel disconnected from decision-making processes.

Additionally, the means of communication also appeared to be a source of frustration for some respondents, who indicated that decisions were not effectively communicated with landowners, which is discussed more on page 24.

Participants were asked how clearly the trade-offs between values and priorities were considered in land management decisions, shown in Figure 12.

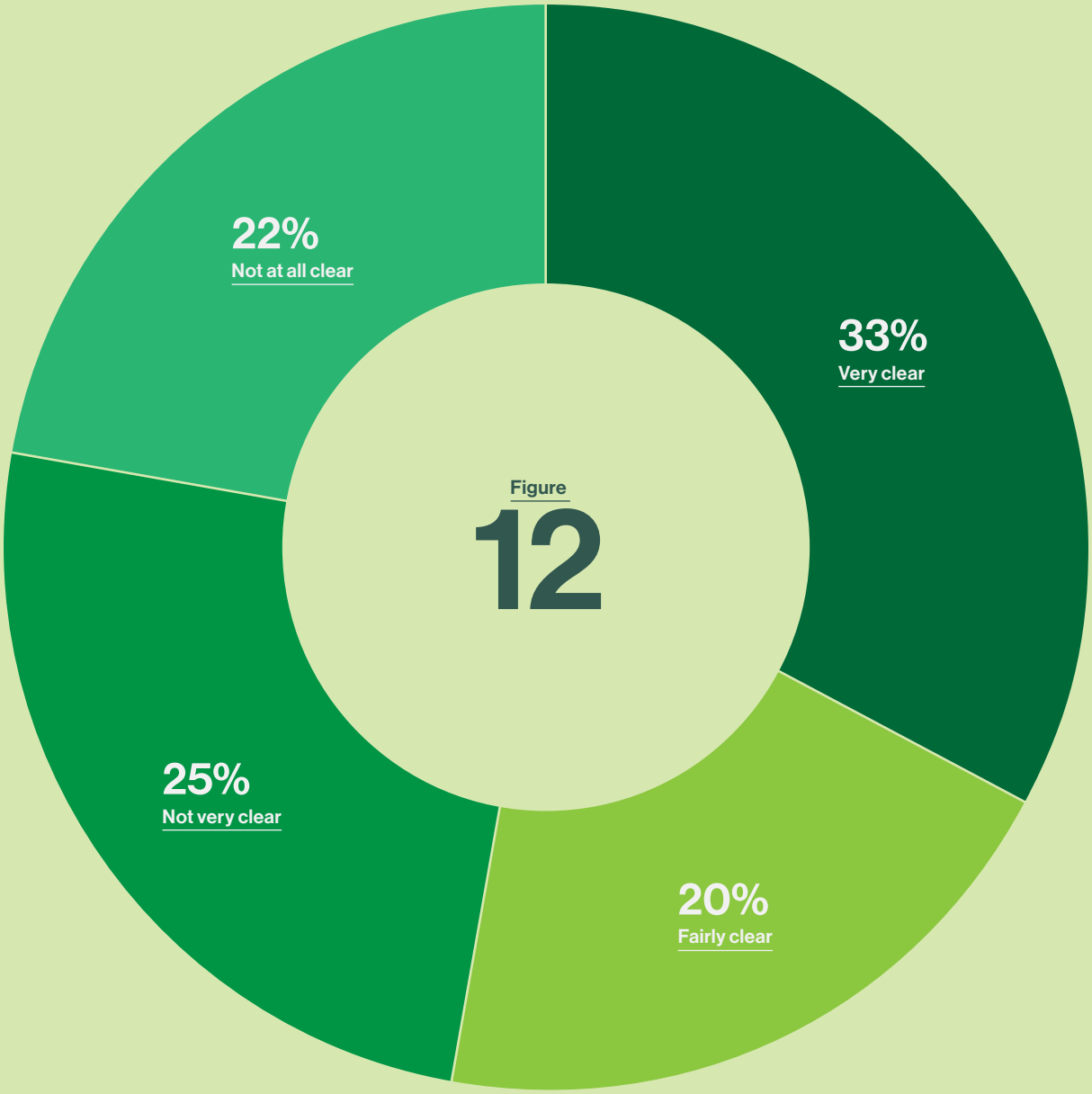

Figure 12—How clear are you about how trade-offs between various values and priorities (economic, environmental, cultural, social) are weighed up by the governors of your whenua?

Thirty-three percent of respondents reported that these priorities were communicated very clearly, while 20% found them fairly clear. The remaining participants indicated that priorities were either not very clearly communicated (25%) or not communicated at all (22%).

This finding reflects a key theme in the open responses provided by participants. There was some division regarding how transparent the governance process was – and although some participants were happy with land managers, others indicated that there was a lack of transparency in how land trusts and governance operate, concerns about trustees serving personal interests rather than the collective good, and a potential lack of necessary governance skill. There were also suggestions that bureaucratic barriers prevented the land use aspirations from being realised, such as the Māori Land Court involving a slow and protracted process – which will be discussed further in the Qualitative Analysis (pg. 28).

Figure 13 shows the responses to the question of how well land governors engage with the interests of shareholders. The average engagement score was 58.4 out of 100, suggesting a slightly positive perception of engagement overall. However, the wide standard deviation (SD= 31.2) and the spread of responses across the full scale indicates substantial variation between respondents. Notably, there are distinct peaks at highlighting three common perspectives; that engagement is either very poor, moderate or uncertain, or extremely effective. Interestingly, current and former trustees reported significantly lower[5] clarity about governance trade-offs than non-trustees, and these lower ratings may stem from their direct exposure to the complexities and competing priorities inherent in land governance, though this is speculation, and more research is needed to address this unexpected finding.

Figure 13

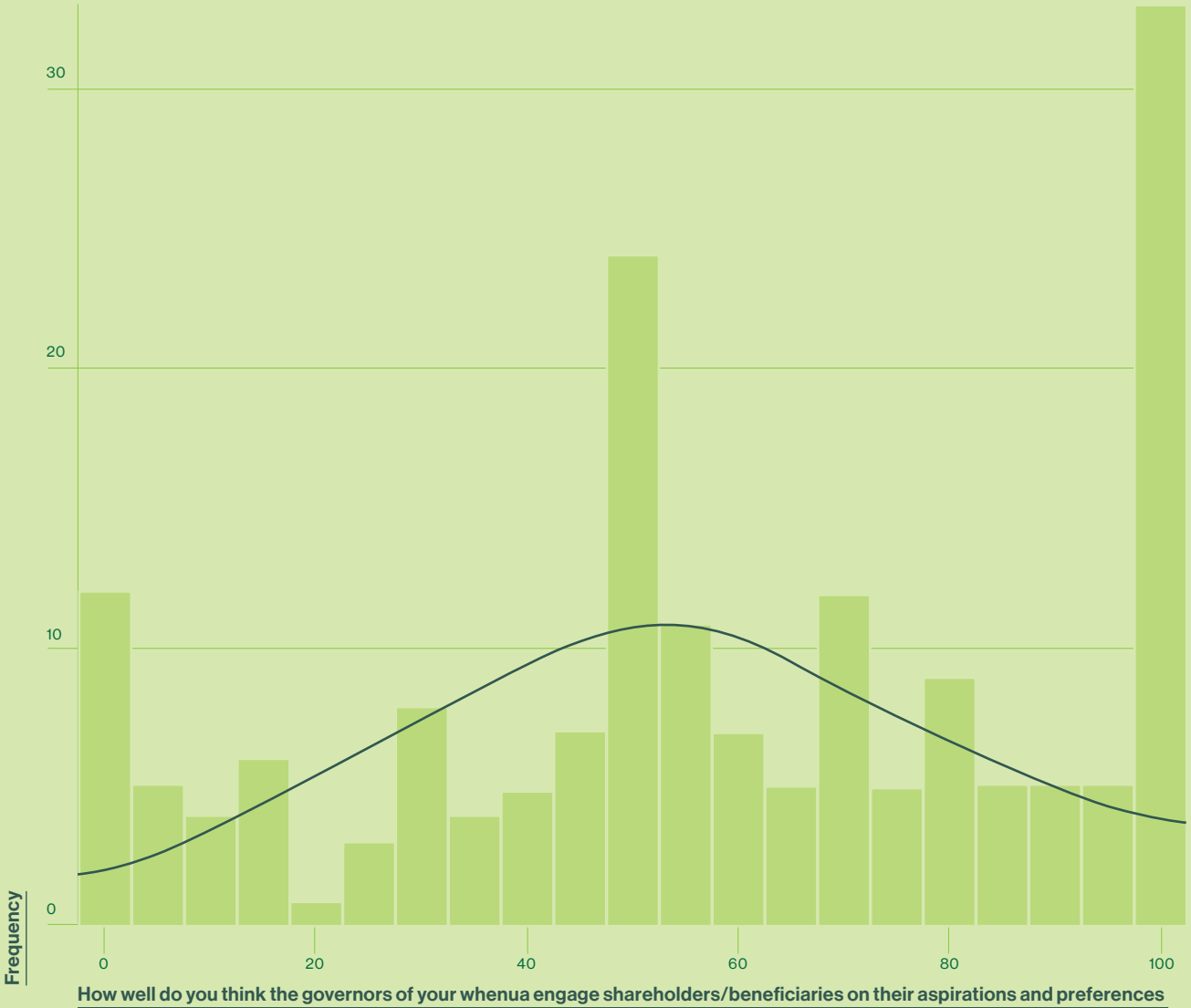

Figure 13—The distribution of responses to how well land governors engage with shareholders

This multimodal pattern (with peaks at extreme low, medium, and high points) indicates a notable degree of polarisation in stakeholder experiences. While some respondents report high levels of engagement with land governors, others indicate minimal or no engagement. The concentration of responses around the midpoint may reflect inconsistent frequency of interactions, and that land governance practices are not uniform but instead vary considerably and are potentially shaped by specific contexts or relationships. The factors underlying effective engagement with stakeholders ought to be examined further in later research phases.

5 A comparison of clarity ratings between current and former trustees (N= 68) and participants who had never served as trustees (N= 87) revealed a significant difference, $F(1, 177) = 8.963$, $p < .01$, $\eta p2 = .048$. Specifically, current and former trustees reported significantly lower clarity regarding the trade-offs involved in governance decisions (M= 2.1, SD= 0.20) compared to non-trustees (M= 2.5, SD = 0.12). One possible explanation for this finding is that individuals with governance experience may have a deeper awareness of the complexities and competing priorities involved in land decision-making. However, further research is required to explore this relationship in greater depth.

Participants were asked how confident they were that the whenua was being managed in a sustainable way, and this is shown in Figure 14 below:

Figure 14

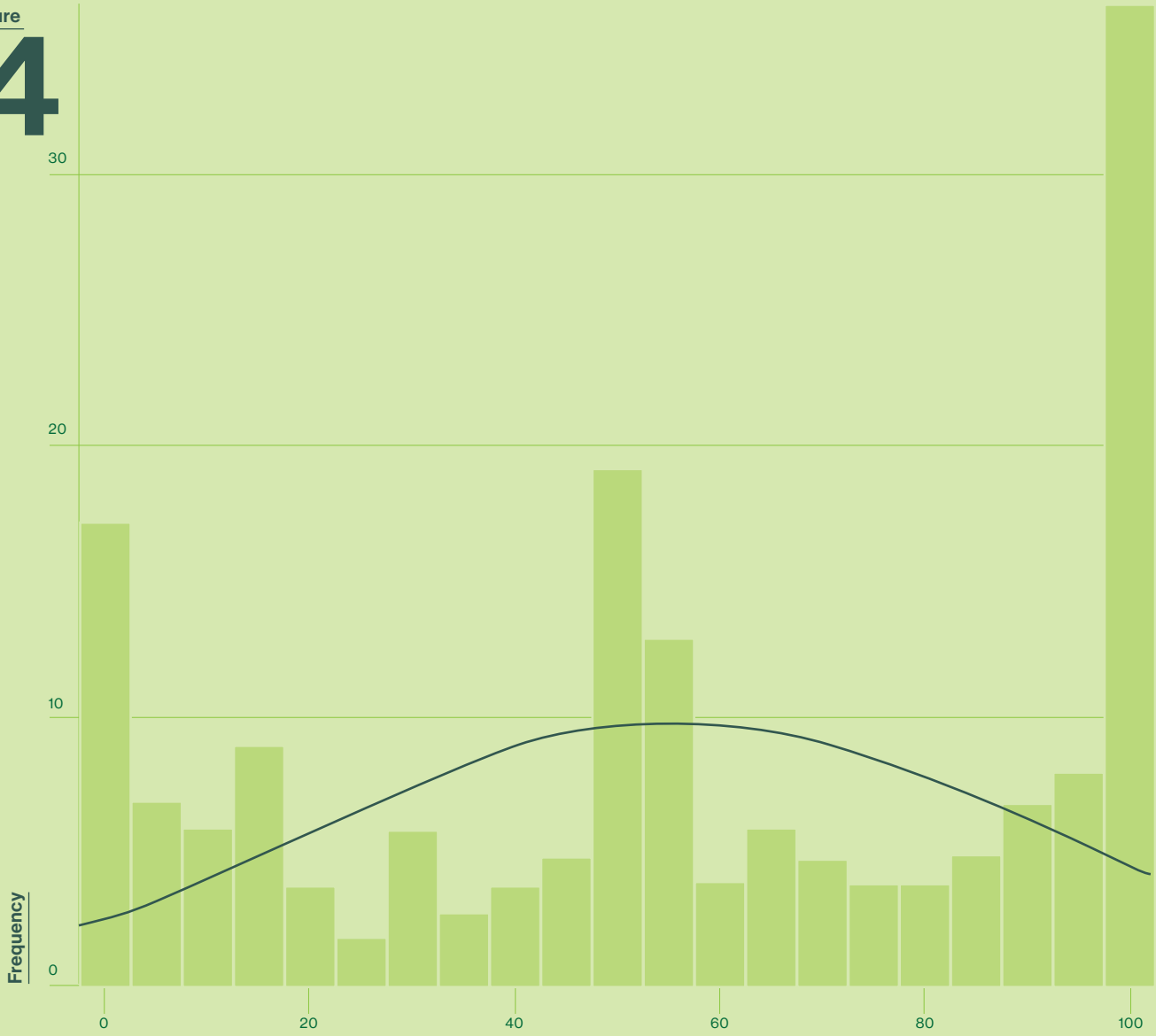

Figure 14—The distribution of responses to the question "How confident are you that your whenua is being managed in a truly sustainable way?"

The figure shows a wide range of views, with confidence scores spanning the entire 0–100 scale, with modes at 0 (low), 50 (medium), and slightly favouring 100 (high confidence). The average response was 56, suggesting a slightly positive overall level of confidence, and shows a similar pattern to the previous Figure 13.

The high standard deviation (SD= 35) indicates significant variability across respondents. Notably, the distribution is multimodal, in a similar way to engagement responses, suggesting polarised experiences. Some respondents are highly confident in the sustainability of land management practices, while others express serious doubts or uncertainty.

The large spread of responses highlights differing experiences across regions, trusts, or governance contexts. Some individuals likely have visibility and trust in how their whenua is being managed, while others may feel disconnected or concerned about the long-term impacts of current practices. The substantial number of mid-range responses may reflect uncertainty about the issue or with the question itself, or a lack of clear information about what 'sustainable management' means or looks like in practice. These findings point to a need for improved communication, transparency, and engagement around sustainability goals and actions to ensure all shareholders can develop confidence in the future of their whenua.

Figure 15

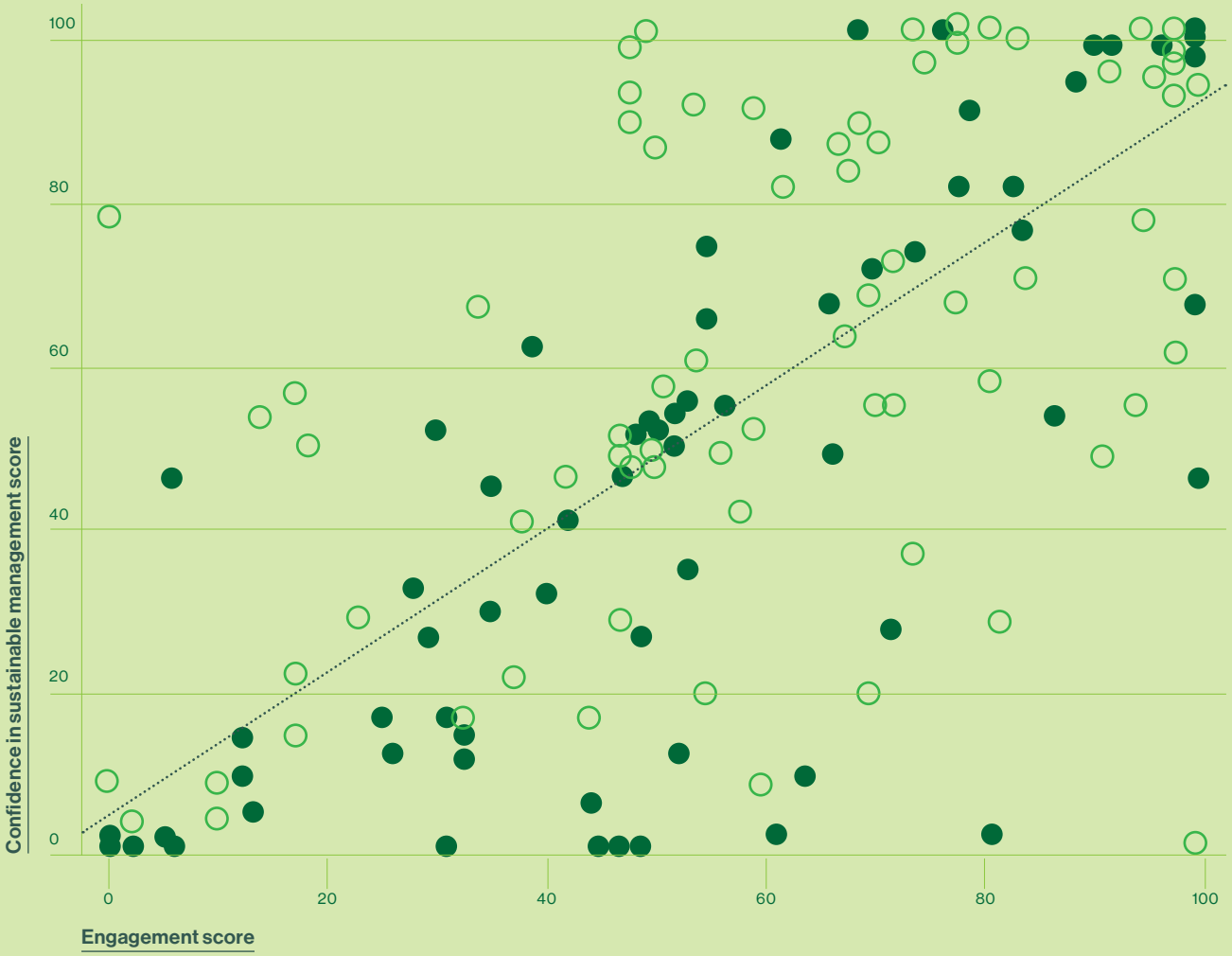

Figure 15—The relationship between confidence in sustainable management and shareholder engagement scores, with regression line showing positive correlation. Shaded markers represent current or former trustees, and unshaded represent non-trustee participants

A relationship between questions of engagement and confidence in sustainable management (Figure 15) are highly correlated, $r = 0.754$, $R^2 = 0.57$, which raises the question of whether a lack engagement is responsible for stakeholder awareness of sustainable practices.

To answer this in part, an analysis of engagement and the similar question "How clear are you about how trade-offs between various values and priorities (economic, environmental, cultural, social) are weighed up by the governors of your whenua?" revealed a statistically significant negative correlation between engagement scores and clarity regarding how trade-offs between various values and priorities are made (Spearman's $\rho = -0.37$, $p < 0.01$).

This suggests that higher-rated engagement by governors is associated with lower perceived clarity about how decisions involving economic, cultural, environmental, and social priorities are weighed. This counterintuitive finding may be explained in several ways. It is possible that governors are effective in building relationships but less transparent in communicating the rationale behind decision-making. Alternatively, respondents who are generally more trusting or satisfied may feel less need for detailed information and therefore report lower clarity. Further research is needed to explore the underlying dynamics of these relationships.

Notably, individuals who are current or former trustees of land blocks reported lower mean scores for both engagement (Mean= 52, SD= 3.4) and sustainable management (Mean= 44, SD= 3.9) compared to those with no prior involvement in land governance, who provided mean scores of Mean= 64 (SD= 3.4) for engagement and Mean= 65 (SD= 3.1) for sustainable management. The underlying reasons for this difference merit further investigation in the next phase of the research.

6 A one-way ANOVA revealed significant differences between the composite group of current and former trustees and non-trustees in relation to engagement, $F(1, 177) = 8.087$, $p < .05$, $\eta p^2 = .045$, and perceptions of sustainability, $F(1, 177) = 15.727$, $p < .001$, $\eta p^2 = .085$. These findings are consistent with earlier results indicating that current and former trustees reported lower clarity ratings compared to non-trustees.

Qualitative Analysis

One open-ended question invited participants to provide written feedback on any issues the survey had raised. Although some participants chose not to respond, the majority offered comments, many of which contained valuable insights. While an analysis of the written responses was not initially planned, the number of responses and the themes that were raised warranted an analysis. It is important to note that the survey responses should not be interpreted as definitive evidence of issues or concerns. Rather, they serve as indicative insights intended to guide the development of subsequent interview questions, where more nuanced and in-depth exploration of participants' perspectives can be undertaken. This approach allowed for preliminary patterns to be identified while reserving detailed interpretation for later qualitative interview-based inquiry.

Analysis of survey responses revealed five key themes influencing the experiences and aspirations of Māori landowners. These themes reflect both systemic challenges and enduring hopes for whānau-led development grounded in tikanga and connection to whenua.

Governance and Trust in Leadership

Many landowners feel that their trusts or governance bodies lack transparency and do not act in the best interests of the owners.

- "The lack of communication between the Trust and landowners/beneficiaries has been in decline for many years. Some monies/profits have been made but can't be accounted for."
- "A trust should be transparent, and trustees serve in the best interest [of landowners]"

Concerns included trustees prioritising personal interests over the collective, lack of necessary skills, and limited rotation in governance roles. Specifically raised were trustee conduct, including nepotism, self-interest, and lack of rotation and lack of relevant skills.

- "Trustees look after the interests of a select few."
- "The trustees do not live up to their obligations per trust deed."
- "There is far too much dishonesty and greed going on with no real accountability and oversight."
- "Our Trustees do not have a rotation - they are there for as long as they choose to be."

Several participants questioned the legitimacy of current governance models, with some describing the shareholder system as a colonial imposition that does not reflect Māori ways of decision-making. There was a clear desire for alternative models rooted in tikanga Māori, collective benefit, and intergenerational land ownership through whakapapa. As one participant noted,

- "The shareholder landowner system is a Western colonial construct... A new system based on tikanga Māori needs to be created."

Barriers to Land Use and Development

Landowners face barriers to accessing their own whenua due to restrictions like perpetual leases, council regulations, or landlocked parcels.

- "No transparency, have land but red tape makes it inaccessible due to perpetual leases... frustrating and wasted lands."
- "Land is land locked. Pakeha restrictions and council and Auckland Transport also restrict entry."

Disconnection from Whenua and Whānau

Many landowners reported feeling disconnected from their whenua and from other shareholders. Contributing factors included urbanisation, large and dispersed ownership structures, a lack of communication from trusts, and the inaccessibility of land and governance information. Several participants provide examples of this disconnection:

- "I have no idea really on what's happening on my whenua."

Further dilution of the land through division across an increasing number of landowners may amplify the disconnection, as one participant noted

- "With 1000 shareholders spread across the country, there are varying levels of understanding and engagement."

This disconnection undoubtably has emotional as well as practical impacts. Several respondents expressed a longing to return home, to build, or to participate more actively, but were unsure how to start or whom to contact or how to proceed.

Institutional Inefficiencies and Bureaucratic Delays

Delays, confusion, and a lack of coordination across agencies such as the Māori Land Court, local councils, and government departments were frequently cited. These institutional inefficiencies often compounded landowners' frustrations and prevented progress on key aspirations.

- "We have been waiting for over 2 years for trustee appointments to be made."
- "Feel we need to govern our own whenua. We are getting ripped off left, right and centre..."
- "We are currently waiting on MLC for a court date to set up a Trust over the block which is taking time."
- "We want to utilise our whenua for economic development however the systemic barriers in place are preventing us to develop economic resilience and sustainability even though we have great governance in place and very proactive & capable whanau who are drivers of change."

Aspirations for Sustainable, Whānau-led Development

Despite these barriers, a strong and consistent aspiration across responses was for sustainable, culturally aligned development. This included goals such as building papakāinga housing, restoring the environment, developing enterprises, and reconnecting whānau to land.

- "Our dream is to regenerate the ngahere, bring back the birds, and create jobs for our mokopuna."
- "I yearn to see our whenua cared for and utilized by our people! How to reach that goal feels impossible..."
- "To live on the whenua and move out from town we need to create some other use on it that generates income..."

Many landowners saw their whenua not only as an economic resource, but as a source of identity, healing, and intergenerational wellbeing. These aspirations were often tempered by realism about current limitations but also carried a clear message: Māori landowners want to lead the future of their whenua on their own terms.

Many landowners saw their whenua not only as an economic resource, but as a source of identity, healing, and intergenerational wellbeing.

Recommendations

The findings of the Māori Landowners Survey 2025 highlight a range of opportunities to improve support systems, tools, and frameworks for Māori landowners and governance entities. Based on the priorities and challenges identified by survey participants, the authors make the following recommendations:

Continue with a Second Phase of Research

This survey revealed some unexpected results which are worthy of further examination. About half of participants reported frequent visits to their land, though 15% had never been on it. Living within the same region as the land increased visitation but did not guarantee it. Some who lived nearby had never visited, while some who visited often lived far from it. This suggests that proximity alone doesn't determine engagement, and that identity, connection, and accessibility may also play important roles.

A substantial proportion of respondents reported direct involvement in land governance, with 37% identifying as shareholders and 22% as trustees (current or past), while an additional 30% identified as beneficiaries. Notably, analysis of organisational roles revealed that one-third of trustees had not attended a trust meeting. This raises concerns about trustees' capacity to contribute meaningfully to decision-making processes in relation to the whenua, particularly if they are not participating in key forums for governance. While this finding could potentially reflect a limitation in survey design or interpretation, the proportion of trustees reporting non-attendance suggests that it warrants further investigation.

Engagement scores were varied and multimodal, revealing a polarised pattern: some felt well-engaged, others not at all. Similarly, confidence in sustainable management was widely distributed, with strong positive correlation between engagement and confidence in current management. Yet paradoxically, those who reported higher engagement also reported less clarity about how governance trade-offs are made. One possible explanation is that governors may build strong relationships without clearly communicating decision rationales. Alternatively, those satisfied with governance might not seek detailed explanations about management practices or may be fully informed and confident in their decision-makers. Interestingly, current and former trustees reported lower engagement and lower confidence in governance compared to non-trustees. Their firsthand exposure to governance complexity may make them more critical. These patterns highlight the need for further research into what drives perceptions of effective governance, particularly the roles of communication, trust, and transparency.

Participants rated cultural and environmental values as the most important drivers in decision-making, ahead of economic and social values – perhaps it was an unfair question if kaitiakitanga includes all of these priorities, but it was interesting they weren't rated equally. So, another set of questions to potentially dive into deeper future research. Views on whether governors represent landowner interests were divided, with around half expressing confidence and half expressing concern. Many respondents cited poor communication, lack of transparency, or perceived self-interest among trustees. Concerns about bureaucratic hurdles, such as slow processes in the Māori Land Court, were also raised.

Taken together, these findings were supported by responses to the open-ended question, and these issues are important to consider when designing the recommended next (interview-based) phase of research:

- How do perceptions of leadership trust, transparency, and accountability influence landowner engagement in whenua governance?
- What communication methods are most effective in improving engagement with landowners, and how does trust meeting attendance affect decision-making legitimacy?
- What are the key barriers preventing landowners from utilising or developing their whenua, and how might these be addressed?
- How do landowners experience powerlessness or frustration in their interactions with the Māori Land Court and local councils, and what reforms could improve these processes?
- What contributes to landowners' sense of disconnection from their whenua, and what pathways exist to facilitate reconnection?
- What institutional inefficiencies most hinder Māori land development, and how can bureaucratic processes be streamlined?
- What are the aspirations of Māori landowners for sustainable, whānau-led development, and how can these be supported in practice?
- How can policy and legal frameworks better reflect and uphold tikanga Māori in land governance and decision-making?

The study highlighted that while many landowners feel satisfied with governance and management decisions, many more feel disconnected, uninformed, and unsure how to engage with decision-making processes or even access basic details about their whenua. Building on this, future research should engage directly with the range of key stakeholders, including shareholders, trustees, beneficiaries, whānau living away from their land, and governance support services to better understand their perspectives on information access and decision-making processes. This includes what information they need most (e.g., land status, development potential, governance updates), how they prefer to receive it (e.g., digital dashboards, hui, mobile apps), and how they would use it to support sustainable, tikanga-aligned aspirations and what degree of participation in decision-making different stakeholder groups would like to have or should have. These insights will help inform the design of more inclusive, accessible, and effective communication systems and decision-making processes that can meet the diverse needs of Māori landowners and enhance engagement across regions and generations.

Additionally, there is a need for future research to undertake a comprehensive review of existing datasets related to Māori land. The objective should be to identify what information is currently accessible to landowners, where data fragmentation or gaps exist, and how these information deficits may contribute to disengagement or mistrust in governance. Such a review could help to map where efficiencies can be improved, and what kinds of open accessible data tools may be needed to support informed, whānau-led decision-making.

Additional Recommendations

Address Information Gaps and Access Barriers

A systematic effort is needed to clarify what data is currently available, what data landowners need, and where the gaps are. This includes:

- Mapping datasets held by LINZ, Māori Land Court, regional councils, and other agencies
- Identifying inconsistencies or access issues
- Co-designing information systems with landowners to ensure relevance and usability
- Government and research institutions should deepen collaboration with iwi to improve interoperability and access

We also recommend a national survey of Māori landowners is held every few years to gauge trends in participation/engagement, satisfaction, etc., and to provide a benchmark for any interested land entities to compare themselves with similar sized entities or others within their region, etc. Existing national surveys of rural decision-makers have very little information aggregated for whenua Māori and Māori respondents.

The fragmentation of data across agencies and the lack of easily accessible, up-to-date information was a significant concern identified in the survey. A secure, culturally governed digital platform should be developed to aggregate:

- Land ownership, use, and governance records
- Maps, titles, and consent history
- Biodiversity, soil, and climate data

This platform should be governed in accordance with Māori Data Sovereignty principles and allow landowners and governors to control access to sensitive information.

Agencies such as Te Puni Kōkiri, Māori Land Court and/or Te Tumu Paeroa could sponsor such a survey, which would provide invaluable insights if it achieved wide and ongoing engagement across the country.

Support Pathways for Intergenerational Engagement

Sustainable whenua development requires the active engagement of current and future generations. Programmes should be developed to:

- Encourage rangatahi participation in land governance and operations
- Offer internships and training in sustainable land-based enterprises
- Embed mātauranga Māori in land education initiatives

This will help ensure intergenerational succession and continuity of vision for the whenua.

Develop Tailored Support for Governance Entities

Māori land governance entities often face complex legal, operational, and intergenerational challenges. To strengthen their capability, more tailored training and resourcing should be provided, including workshops, online modules, and mentoring focused on:

- Legal responsibilities of trustees and committee members
- Strategic planning and business case development
- Tikanga-based governance models
- Navigating regulatory frameworks such as the Resource Management Act and Te Ture Whenua Māori Act

A national toolkit or resource hub should be developed and hosted by a trusted Māori organisation to ensure accessibility and cultural alignment.

Expand Access to Trusted Advisory Services

Many respondents noted the difficulty in accessing reliable, culturally competent advice. Regional Māori land hubs or collectives should be supported to act as connectors, knowledge brokers, and advocates. These hubs could coordinate access to services including:

- Legal and financial advice
- Land development planning
- Environmental and cultural assessments
- Commercial feasibility studies

Investment in kaupapa Māori-aligned technical assistance providers will increase landowner confidence and capacity to make informed decisions.

Promote Low-Impact, High-Value Land Use Models

Survey results show a strong interest in using land for purposes that align with environmental protection and cultural values. Support should be directed to enterprises that:

- Utilise native species such as kānuka, mānuka, and harakeke
- Regenerate biodiversity and support ecosystem services
- Create local employment and economic resilience

Demonstration projects and case studies of successful initiatives should be promoted as learning tools for other landowners.

These recommendations aim to enable landowners and governors to make decisions that uphold the mana and mauri of the whenua, generate sustainable livelihoods, and reflect intergenerational aspirations for te taiao and te iwi Māori.

Acknowledgements

We gratefully acknowledge the many individuals and organisations who contributed to the development and delivery of the 2025 Māori Landowners Survey.

First and foremost, we thank the survey participants, whose time, insights and experiences are at the heart of this project. Your kōrero provides an invaluable foundation for better understanding the aspirations and challenges of Māori landowners today. The Kānuka Charitable Trust and AgResearch jointly led the design and implementation of the survey, guided by a shared commitment to advancing Māori-led land development grounded in kaupapa Māori values. We thank the Aotearoa Research Ethics Committee for their careful oversight, ensuring the survey process upheld tikanga, participant wellbeing, and research integrity.

We also acknowledge the early guidance of kaimahi from Te Puni Kōkiri and Te Tumu Paeroa, whose initial advice helped shape the focus and framing of the research.

Finally, our sincere thanks to Natasha Koia and Miria Koia for their translation support, ensuring the survey was accessible in te reo Māori and responsive to whānau across the motu.

We gratefully acknowledge the many individuals and organisations who contributed.

References

Aldridge, A. E., & Levine, K. (2001).
Surveying the Social World: Principles and Practice in Survey Research. Open University Press.

Awatere, S., Pauling, C., Rolleston, S., Hoskins, R., & Wixon, K. (2008).Tū Whare Ora – Building Capacity for Māori Driven Design in Sustainable Settlement Development. Ngā Pae o Te Māramatanga / Manaaki Whenua Landcare Research.

Berghan, J., Goodwin, D., & Strack, M. (2013). Striking a Balance: Balancing cultural and productive uses of Māori freehold land. New Zealand Surveyor, 302, 4-12.

Crow, S. K., Tipa, G. T., Nelson, K. D., & Whitehead, A. L. (2020). Incorporating Māori values into land management decision tools. New Zealand Journal of Marine and Freshwater Research, 54(3), 431–448. https://doi.org/10.1080/00288330.2020.1772322

Darko, EM., Kleib, M., & Olson, J. (2022). Social Media Use for Research Participant Recruitment: Integrative Literature Review. J Med Internet Res 2022;24(8): e38015 doi:10.2196/38015

Forster, M. (2023). Amplifying the influence of Māori knowledge in environmental management. Environment and Planning F, 2(1-2), 229-246. https://doi.org/10.1177/26349825221133095

Greaves, L. M., Lindsay Latimer, C., Muriwai, E., Moore, C., Li, E., Sporle, A., & Milne, B. J. (2024). Māori and the Integrated Data Infrastructure: an assessment of the data system and suggestions to realise Māori data aspirations [Te Māori me te Integrated Data Infrastructure: he aromatawai i te pūnaha raraunga me ngā marohitangae poipoia ai ngā wawata raraunga Māori]. Journal of the Royal Society of New Zealand, 54(2), 190–206. https://doi.org/10.1080/03036758.2022.2154368

Head, L. (2006). Land, authority and the forgetting of being in early colonial Maori history Doctoral thesis, The University of Canterbury]. UC Research Repository. http://dx.doi.org/10.26021/4357http://dx.doi.org/10.26021/4357

Kingi, T. (2009). Maori landownership and land management in New Zealand. Making Land Work, Vol 2, 129-151. Institute of Natural Resources, Massey University. https://doi.org/10.1080/1369118X.2024.2302987

MAF. (2011). Māori Agribusiness in New Zealand: A Study of The Māori Freehold Land Resource. Ministry of Agriculture and Forestry.

Ministry of Justice. (2024). Māori Land Update - Ngā Āhuatanga o te Whenua. Office of the Chief Registrar, Māori Land Court.

Pipi, K., Cram, F., Hawke, R., Hawke, S., Huriwai, T.M., Mataki, T., Milne, M., Morgan, K.J., Tuhaka, H., & Tuuta, C. (2004). A Research Ethic for Studying Maori and Iwi provider. Success. Social Policy Journal of New Zealand, 141. https://api.semanticscholar.org/CorpusID:150093906

Sharma, P., Martin, M., Swanlund, D., Latham, C., Anderson, D., & Wood, W. (2024). A cloud-based solution for trustless indigenous data sovereignty: Protecting Māori biodiversity management data in Aotearoa New Zealand. Transactions in GIS,00,1–22. https://doi.org/10.1111/tgis.13153

Spiller, C., Wolfgramm, Rachel & Henry, Ella & Pouwhare, Robert & Spiller, Chellie. (2020). Maori Leadership and Decision Making. May 2020 V2. 10.13140/RG.2.2.19623.98729.

West, K., Hudson, M. and Kukutai, T. (2020). Data Ethics and Data Governance from A Māori World View George, L., Tauri, J. and MacDonald, L.T.A.o.T. (Ed.) Indigenous Research Ethics: Claiming Research Sovereignty Beyond Deficit and the Colonial Legacy (Advances in Research Ethics and Integrity, Vol. 6), Emerald Publishing Limited, pp. 67-81. https://doi.org/10.1108/S2398-601820200000006005

White, P. (1997). How do Māori Land Owners Judge Whether the Management of Māori Incorporations is Successful? [Master's thesis, Massey University]. Massey University.

White, S. (2017). Māori Freehold Land & Climate Change Adaptation. [Master's thesis, University of Otago]. University of Otago.

Appendices

Invitation to participate

Figure 16—The survey invitation to participate, with invitation text

Appendices

Online Survey Introduction Text

This short survey of Māori landowners is being conducted by the Māori Research & Partnerships team at AgResearch and the Kānuka Charitable Trust. We're interested in learning and sharing more about how Māori landowners interact with their whenua, governance and land use decisions. This is where you can help!

Kei te whakakao whakaaro e te tima Māori Research & Partnership o AgResearch me te rōpu Kānuka Charitable Trust. He hiahia nō mātau te ako i ngā tūmomo āhuatanga e pā ana ki ngā kaipupuri whenua.

This survey is the first stage of a broader project focused on sustainable management options for whenua Māori. A summary of the results will be shared with participants and will hopefully be a useful discussion starter for Māori landowners and trustees.

Ko tō te aronga tuatahi o te uiui nei, ā, ki nga momo mahi hai tieki ora ai te whenua Māori. Ka tohaina ngā hua o te uiui nei ki ngā kaiwhakauru, me te manako ka pupū ake he wānanga ki waenga i ngā kaipupuri whenua me ngā tarati.

The survey is anonymous and individual responses will not be communicated outside of the research team. Data collected will be held by AgResearch and managed by Kānuka Charitable Trust, and will be deleted at the conclusion of the project.

He muna te uiui, ā, ka noho tapu ngā whakautu ki te rōpu rangahau. Ka pūritia e AgResearch ngā raraunga, ā, mā Kānuka Charitable Trust e whakahaere. Ka whakakorengia nga raraunga hai te otinga o te kaupapa nei.

Participants can enter once and will go in the draw to win a Prezzy Card worth $200. The winner will be drawn by 28th February and survey results shared with participants by 31st March 2025.

Ka tarea e ngā kaiwhakauru te tono i te wā kotahi anake, ā, ka whai wāhi ki te whakawhiwhia he 'Prezzy Card' ki te wāriu o te $200. Ka torōngia te toa a te 28 o Pepuere, ā, ka tohaina ngā huanga o te uiui ki ngā kaiwhakauru a te 31 o Maehe 2025.

If you want to enter the draw, or would like a copy of the overall survey results, you can provide your email address in the final section of the survey. Your email will not be connected with individual survey responses, and will not be used for any other purpose.

Inā hiahiatia e koe te tono ki te torō mō te Prezzy Card, hiahiatia rānei nga huanga katoa o te uiui nei me whakauru to wahi imera ki te wahanga whakamutunga o te uiui nei. Ka whakamahia to imera mo weneki mahi anake.

If you have questions or concerns about this survey, please contact (me he pātai, he mahara wāhau e pā ana ki te uiui nei, ā, whakapā mai ki): Melissa.Savage@agresearch.co.nz

> Survey Items Link Here


agresearch
āta mātai, mātai whetū


KĀNUKA
CHARITABLE TRUST