

NGĀ PĀPĀHO

TE KĀHUI RARAUNGA MAJOR RELEASES

2024 - 2026

1. This report outlines news media and social media coverage as well as comms enquiries around major media releases from Te Kāhui Raraunga, including 2023 Census and Te Pā Tūwatawata
2. Social media coverage only covers posts on our own channels and does not include mentions by other accounts.
3. Social media analytics measures may vary due to analytics available at reporting time.

TATAURANGA 2023 - Māori descent data

['He panonitanga taketake' inā hoki, 1 tangata i roto i te 5 i Aotearoa e kī ana he Māori ia](#)

['Transformative shift' as 1 in 5 Kiwi identify as Māori](#)

This launch was marked with a media stand up at Te Kāhui Raraunga tari in Rotorua.

- 20 news media stories across 12 outlets – [full report available here](#).

TATAURANGA 2023 – Iwi affiliation

[Nā ngā raraunga hou ka tika ake ngā māramatanga ā-iwi](#)

[New data provides more accurate insights for iwi than ever before](#)

Te Kāhui Raraunga partnered with a collective of iwi news media (Tahu News, Aukaha, Te Reo o Te Uru) to share iwi affiliation data directly into the homes of whānau Māori via social media, radio and television.

- 18 news media stories across 10 outlets
- 46 posts across TKR and Te Whata social media channels resulting in:
 - 2,458 reactions and comments
 - 234 shares

- 37,533 accounts reached (does not count LinkedIn)
- Full social media report [available here](#).

TATAURANGA 2023 – Families and households data

Kua puta ki te ao ngā raraunga ōkawa tuatahi mō ngā whānau Māori, mō ngā kāinga hoki

First official Māori descent families and households data released

For the first time, Māori descent families and households data was shared from census. Te Kāhui Raraunga delivered this directly to iwi at the National Iwi Chairs Forum and supported by a media release.

- 8 news media stories across 5 outlets
- 8 social media posts across TKR and Te Whata social media channels resulting in:
 - 194 comments and reactions
 - 66 shares
 - 6,078 reach (does not count LinkedIn)
- Full coverage report [available here](#)

Te pā tūwatawata - official launch

Te Pā Tūwatawata - Aotearoa New Zealand's first decentralised, Māori-owned data storage network

- 4 news media stories across 4 outlets
- 6 news media enquiries in total
- 3 social media posts across TKR social media channels resulting in:
 - 656 comments and reactions
 - 145 shares
 - 49,445 views
- Full coverage report [available here](#)