

EXEMPLAR 2

5. Project summary

Explaining research

This proposed project is informed by Kaupapa Māori Theory, (i.e. BY Māori researchers, WITH Māori participants, FOR Māori people) and will be conducted in line with a kaupapa Māori approach to morally and ethically correct research. By using semi-structured interviews, culturally appropriate whakaaro and korero (i.e. oral, narrative perspectives) will be gathered from Māori kaumatua (tribal leaders), examining their perspectives of the (ab)use of the haka *Ka Mate* by large, multinational, corporations.

philosophy & approach

Underpinning the critique for this investigation is the *Ka Mate Attribution Act* (2014), which affords intellectual property protection of the *Ka Mate* haka and its kaitiaki (Ngāti Toa) from misuse and abuse.

Research focus and methodology explained

However, enforcement of this legislation is restricted to Aotearoa/NZ only, thereby exempting multinational corporations (MNCs) from 'poaching' it for their own promotional purposes. To this end, we seek to conduct research with Māori tribal leaders to examine their perspectives on the misappropriation of the Haka in these, and other, examples with regards to (1) the cultural significance and sacredness of the Haka and its historical relationship to sport/the All Blacks, (2) the responsibility of regulating the *Ka Mate Attribution Act*, and (3) the exploitation of the Haka by MNCs for commercial gain.

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6 Describe the peer review process

Information about engaging key stakeholder

Firstly, the CEO of Ngāti Toa (Kaitiaki/Guardians of *Ka Mate*) was approached (via both email and telephone) and granted his permission for this proposal to go ahead and to conduct this proposed kaupapa (research topic). Initially he received an electronic copy of an Abstract (300 words) and, due to it being for educational purposes (and according to the *Ka Mate Attribution Act*, 2014¹), deemed it fine and in line with Kaupapa Māori Theory/Research. Moreover, the CEO also believed it appropriate to discuss the topic given the researcher has whakapapa links to both Ngāti Toa and Ngāti Raukawa. Another kaumatua viewed the researcher and the proposed project as one: '*people were responsive and engaged with you because you share the same whakapapa as Te Rauparaha...confident that you would maintain this kaitaki role...the project and you were one and the same*'

Account of other consultations undertaken

The 300-word abstract and draft presentation has also been shared with one of my PhD supervisors and a senior Māori academic [name]

Further conversations around the abstract and research proposal have been had with both the Acting Director of Māori at Massey [name], and the AVC Māori and Pasifika [name], (who both have whakapapa links to Ngāti Toa). Both of these individuals support the proposed research and are happy to be named as people that the research team have consulted with.

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