

Subject: Join Our New Māori Research Panel | Haere Mai

Kia ora (NAME),

Thank you again for being part of the Te Ao Mārama Survey a few years ago. We hope you found the recent results valuable. As a next step, we're excited to invite you to join a new Māori-led and Māori-managed research panel. This panel will give us the ability to respond more quickly and meaningfully to the issues that affect Māori wellbeing, whānau, and communities across Aotearoa.

By joining, you'll be helping us create the first Māori-managed national panel of its kind. The information gathered will provide a stronger evidence base to support decision-making that impacts Māori, and it will help ensure Māori perspectives are heard at every level.

Attached to this email is an invitation letter. It explains the purpose of the panel, introduces our research team, and sets out how your information will be kept safe and what participation involves. This is an important opportunity, and we would love for you to join us on this journey to strengthen Māori research and voices in Aotearoa.

***Mā te rongo, ka mōhio; mā te mōhio, ka mārama; mā te mārama, ka mātau;
mā te mātau, ka ora.***

*Through perception comes knowing; through knowing comes understanding;
through understanding comes wisdom; through wisdom comes wellbeing.*

Ngā mihi nui,

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