



THE 5 WAIS

TIBBLE MODEL OF MĀORI COMMUNITY ENGAGEMENT



1.

NA WAI?

Why meet?
What's the need for
engagement?
What will success
look like?

2.

KO WAI?

Who are you needing
to engage with?
Get specific!

Do your homework so
you see the best person
for the purpose.

3.

MO WAI?

What's the benefit of
engagement for Māori?

Empathise! Imagine a
Māori perspective and
move at a pace
and in a style that works
for Māori.

4.

ME WAI?

Who is guiding your
engagement with Māori?

Seek support and build
relationships with
connectors and navigators.

Take time, make friends!

5.

HE WAI?

Get the tikanga right:
what is appropriate for the
context and the people?

Karakia?
Mihimihi? Waiata? Koha?
Will they have a kaumatua?

If you don't know, go back
to step 4.

(Te Atawhai Tibble and Denise Bijoux, 2020 (2nd. ed.) Photos by Jane Dove Juneau, 2016.)



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WHAKAPAPA AND OUR USE

This framework was developed in 2015 and then updated in 2020 with Te Atawhai Tibble. It draws on an article he wrote on LinkedIn and builds on our experience in community building.

We have married up the text with images taken by Jane Dove Juneau at Parihaka in 2016. These images are from a hikoi we were on. Led by Andrew Judd, it culminated at Parihaka and was a call to action on racism in Aotearoa and, in particular, a call for Māori wards in local authorities.

We are on a journey to decolonise our own work and lifestyles and have woven into the framework powerful questions to ask ourselves and colleagues before, during and after engagement, collaboration and/or partnering with Māori.

We also find it useful to ground engagement with non-Māori communities.

HOW TO USE IT

We mostly use this framework as a planning or reflection tool.

It can help people feel confident when they seek to engage with Māori. It often helps groups get clearer about their motivations and aspirations for meeting, as well as assisting them to consider how meeting might be useful for Māori.

The 5 Wais can also assist with preparation for meetings, why a meeting might be important, how it can be useful to all parties and, therefore, how a meeting might be organised and held with respect.

Sometimes it helps us realise that a meeting is not the best way forward at all. A kapu tī, kōrero and lots of listening might serve the kaupapa even better!