

Qiane Matata-Sipu

Ko wai koe? A brief history on you! How you got started on your mahi, what are you working on?

Ko Tainui te waka, Hape te tangata, Te Manukanuka o Hoturoa te moana, Ōruarangi te awa, Te Puketāpapatanga a Hape te maunga, Ihumātao te papakāinga, Makaurau te marae.

Ko Te Wai o Hua ki Te Ahiwaru me Te Ākitai, Waikato, Ngā Puhi, Ngāti Pīkiao, me Kukiairani (Arorangi, Mangaia) ngā iwi.

For the past 15 years I have worked as an impact-driven, creative, multi-media storyteller grounded in Indigenous values. From journalism and editing to photography, producing and directing. My life's purpose is to tell the stories of marginalised people and their communities so I can help change the narrative for future generations. Its all about disrupting the mainstream approach. This is what led me to my current kaupapa, NUKU. Through NUKU I am amplifying the voices of 100 Indigenous women through audio podcast, portrait photography, behind the scenes video, live events, and I am currently completing the NUKU book, which will be released in October 2021.

He aha te whāinga matua mō tō mahi? What is the main goal for you work?

NUKU is powered by, made by and made for, Indigenous wāhine - ma hine, mo hine, kia hine! It's a creative storytelling platform empowering wāhine to be change agents and leaders in their whānau, communities and the sectors in which they work. NUKU helps us cultivate the world we want, to influence opportunities for young Indigenous women and, to share collective wisdom so we grow an army of Indigenous female change-makers ready to disrupt and transform our world for the better.

Hei aha o whakaaro ai e pā ana ki te whakamahia e ngā wāhine i tō kaupapa mahi rānei? Why do you think it's important to have wāhine Māori in your particular industry/business?

We need wāhine Māori telling our stories to ensure story sovereignty. Indigenous wāhine are driving and equipping the next generation, unlock the wave of potential and you will have a multiplying, generational legacy. Strong female role models are vital for Indigenous kōhine - it expands what they see as possible for themselves.

The power of storytelling is evident in our earliest pūrakau. Stories transform society. Storytelling is how our tūpuna passed on their knowledge, the blueprint for living well, for generations. When you have wāhine Māori leading in that space, you create a more just and equitable future. The United Nations Department of Social and Economic Affairs makes it

clear that self-determination, cultural identity and collective rights are crucial to the health of Indigenous women.

**Ka huri koe, te whakakitenga ki mua he aha ngā wawata mō te āpōpōtanga o Aotearoa?
Looking at the future, what are your hopes/aspirations for your industry and Aotearoa?**

I want wāhine to be equipped with wāhine taketake mātauranga. To be confident that however they show up in this world, they are enough. I want wāhine to be proud of their story - no one else has a story like theirs, own it, celebrate it, honour it.

My hopes for my industry is we stop compromising our mahi to fit a mainstream narrative. We are the mainstream. Story sovereignty is vital.