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**How to achieve Manaakitanga when forming a census**

Forming a new census based on administrative datasets means it will be from existing data such as tax and employment records. This has potential to violate both the consent and respect aspects of principle 5, Manaakitanga. These records were not collected with the informed consent of Māori to be used as a census. They may not necessarily have been willing to give up this data if informed of the real purpose. This will violate trust between Statistics NZ and Māori, thereby rendering the results of the new census untrustworthy. It may also contain stigmatising data such as, more Māori than Pakeha are on the benefit, which could lead to a discriminatory narrative about Māori. This is harmful because a discriminatory narrative can metastasize into real life discrimination when read and believed by people. I recommend the census should not be formed by existing datasets immediately. The population should be notified of the upcoming census and given a 6 month period whereby they are encouraged to update all their current information. Before the final data is collated, Statistics NZ should send out a consent form stating what information is going to be used and each recipient has the option to consent or not via signature.

Word count – 204