Rangahau Aotearoa
Research New Zealand

Mati Fryer

Te Atiawa, Ngāti Raukawa

Researcher

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Background

Mati originally joined Rangahau Aotearoa Research New Zealand (then known as BRC Marketing & Social research) in 1995 as an Assistant Researcher. During her 12 years with the company, she assisted with various quantitative surveys including the Health of the Māori Language monitor for Te Puni Kokiri.

A natural progression given Mati's background, skills, interests and passion for all things Māori and Pasifika, Mati became Rangahau Aotearoa Research New Zealand's Māori & Pacific Researcher, specialising in qualitative studies, organising, recruiting for and conducting one on one and focus group interviews with Māori and Pasifika peoples around the rohe.

Mati left Rangahau Aotearoa Research New Zealand in 2007 to explore new roles and experiences before returning in 2022. One of those roles involved a 3 year stint as PA to Teresea Olsen of Kokiri Marae Keriana Olsen Trust Health & Social Services in Lower Hutt. An experience close to her heart, Mati still attains strong connections to Teresea and the staff at Kokiri Marae.

Mati's strong organisational, planning and communication skills were also key attributes in her role at NZQA as a Business Support Officer in the International Qualifications Assessment Team and as an Activites Co-ordinator at Rymans Bob Scott Retirement Village.

Mati is of Māori (Te Atiawa, Ngāti Raukawa) and Cook Island descent and is afilliated to Arohanui ki te Tangata (Waiwhetu) Marae.

Experience

- Over 10 years marketing and social research experience.

Areas of Expertise

- Research planning, recruitment and implementation.
- Experienced in qualitative and quantitative research.
- Client satisfaction surveys.
- On-going/regular survey monitors.
- Surveys with young people and other key audiences about potentially sensitive topic areas.

Awards

- ***2021 Insight Communication Award***, with New Zealand Mountain Safety Council, for the evaluation of 'Tramping safety videos save lives'.
- ***2018 Platinum Award, Community Advancement Category***, for research on Gender Equality for the National Council of Women of New Zealand.

Professional Associations

Rangahau Aotearoa Research New Zealand is a corporate member of the Research Association New Zealand (RANZ) and all staff abide by its Code of Practice.