



10 June 2026

To Whom it May Concern

On behalf of Whāngārā Farms, I am pleased to provide this endorsement for Tupuna Pai, developed by Phil Kupenga of Next Chapter Consulting NZ.

Phil is not just a technology developer. He is a shareholder of Whāngārā Farms and someone who is deeply passionate about the farm, our people, and our future. That connection matters. It means Tupuna Pai was not built by someone looking in from the outside – it was built by someone who has skin in the game.

Phil was part of the Taiao working group that contributed to He Rau Ake Ake – our 100-year Whenua Optimisation Masterplan. That group helped shape the thinking that placed Taiao at the centre of our decision-making. Tupuna Pai is Phil's expression of that thinking in technology form – a way to bring those values into everyday governance decisions.

We participated in the testing of the platform and can say the following:

The tool does what it was built to do. It grounds decision-making in the values and vision of the organisation. It reminds decision-makers of what they said they believe – and asks whether their decisions reflect that. It does not make decisions for people. It supports the humans who do.

The guidance it provides is structured, considered, and grounded in the organisation's own whakapapa and values. It is not generic AI advice. It speaks to who we are.

Phil has been on a long road to get here. This has not been a quick build. It has been years of thinking, contribution, and commitment to seeing this come to life. We respect that journey. We commend Tupuna Pai to any Māori organisation that is serious about making decisions that honour their values, their whenua, and their mokopuna. If you would like to speak with us directly about our experience with the platform, you are welcome to make contact.

Nāku noa

Hayden Swann
Chair Whangara Farms

