



TAUPAEPAE  
RECEPTION

**Te Tohu Reorua i  
te Reo Māori me te Reo Pākehā**

He kupu ārahi e kairangi ai ngā tikanga

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**Māori-English  
Bilingual Signage**

A guide for best practice

# He Whakataukī

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## He rau ringa e oti ai

Ko te whakamahinga o tēnei whakataukī rongonui hei tautoko i ēnei kupu ārahi tētahi whakaatanga i tō mātou hiahia kia whai punua wāhi mai ngā whakahaere maha e whai hua nui ai te kitenga, me te whakamahinga o tā tātou taonga, o te reo Māori.

## Many hands make light work

The use of this well-known whakataukī to support these guidelines is a reflection of our desire for many organisations to do their little bit to make a big difference in the visibility, and ultimately the use, of our taonga, te reo Māori.

## Ngā kai o roto

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Hon Te Ururoa Flavell  
Te Minita Whanaketanga Māori

## He karere nā te Minita Whanaketanga Māori

Ākina te reo!

E te tini o ngā whakahaere, e ngā rangatira e tū nei te rāngai tūmatanui i Aotearoa, i te raki, i te tonga, i te rāwhiti me te uru – tēnei au ka tuku mihi ki ā koutou whakapaunga kaha ki ngā mahi e mahi nei koutou hei hāpai i ō tātou iwi, kia eke ai tō tātou whenua ki taumata kē.

Kei a tātou te tikanga ki te whakapiki i tō tātou motu, i te rāngai tūmatanui hoki ki taumata kē atu mā te manaaki i te reo Māori e mātua whai nei kia tautokona e tō tātou motu, e te tūmatanui me te tūmataiti, e ora tonu ai ia hei ngā whakareanga ā haere ake nei.

I ia rā, toro ai te hapori tūmatanui i ō koutou tari. E mātakina ana, e rangona ana koutou e te tokomaha. I nāia tonu nei, he mana whakaawe ō koutou e huri ai te reo Māori. Kia kitea ai. Kia māori ai.

He mea whakamōhio tēnei tuhinga kupu ārahi e ngā wheako o ngā whenua e whai wāhi ai hoki te tohu reorua ki te whakarauora reo hei whakatenatena i te kawenga o ngā tikanga pai.

E whakatenatena ana au i te rāngai tūmatanui, mō te hemo tonu atu, kia tīmata i tōna haerenga i te huarahi o te tohu reorua. Waihoki, e mihi ana au ki ērā o koutou kua tīmata kē.

Mā roto i te Ture hou mō te reo Māori, mā te whakatūnga hoki o te Maihi Karauna, e ū nei te kāwanatanga ki tāna whai kia kaha ake te tautokona o te whakarauoratanga o te reo Māori e ngā pokapū kāwanatanga katoa hei wāhanga māori noa i roto i ā tātou mahi.

Ko tētahi huarahi mā reira e taea ai e tātou tērā te whakatutuki, ko te whakaū kia nui ake te kitea o te reo Māori i ngā hapori kei reira tātou e mahi ana.

Āe rā, he reo whai mana ā-ture te reo Māori ki Aotearoa, engari he nui noa ake i tērā, nā te mea ehara ia i te reo nō whenua kē atu i tō tātou. He reo ātaahua. Tōu reo. Tō tātou reo.

Kia kaha koutou. Ākina te reo.

Toitū te whenua, toitū te mana, toitū te reo Māori.

## Message from the Minister for Māori Development

Ākina te reo!

To the multitudes of organisations and leaders that make up New Zealand's public sector, in the north, in the south, in the east and west – I salute you all for the tireless work you do to serve our nation, to make our country a better one.

We can be an even better nation, and an even better public sector, by embracing te reo Māori which needs the support of our entire nation, public and private, to ensure it is here for future generations.

Every day, the public visit your offices. You have the eyes and ears of many on you. Right now, you are in a position of influence to make a difference for te reo Māori. To make it visible. To make it normal.

This guide was informed by the experiences of countries where bilingual signage is also part of language revitalisation to encourage good practice.

I cannot encourage the public sector enough to start their te reo Māori bilingual signage journey. And I thank those of you who have already begun.

Through the new Māori Language Act and the development of the Maihi Karauna, the government is committed to enhancing the support for te reo Māori revitalisation by all government agencies as a normal part of the way we do business.

One way in which we will achieve this is to ensure te reo Māori is more visible to the communities we work in.

Yes te reo Māori is an official language of New Zealand but it is more than that because it belongs to no other country but ours. A beautiful language. Your language. Our language.

Kia kaha koutou. Ākina te reo.

Toitū te whenua, toitū te mana, toitū te reo Māori.



Ngahiwi Apanui  
Te Tumuaki  
Te Taura Whiri i te Reo Māori



Michelle Hippolite  
Te Toihautū  
Te Puni Kōkiri

## He karere nā ngā Tumu Whakarae

E koa ana mātou i tā mātou whai wāhi ki te whakatakoto i ngā kupu ārahi o Te Tohu Reorua i Te Reo Māori me te Reo Pākehā. Mā ngā kupu ārahi tātou katoa e tautoko ki te whakatinana i ngā kaupapa here a te Kāwanatanga e arotahi ana ki te whakarauoratanga o te reo Māori.

Kua hia tekau tau ō tātou toa o te reo e mahi ana ki te whakaū kia noho tonu te reo Māori hei reo ora. Hei āwhina ki te whakaū i ā rātou whakapaunga kaha, hei whakapiki anō i te tokomaha o ngā kaikōrero Māori kua heke nei, me āwhina rawa tātou kia noho ai te reo Māori hei reo māori i ō tātou ao o ia rā. Mā te whakamahi i te reo Māori ki tētahi mea pēnei noa iho i te tohu, e āwhina ki te whakamahara i te tangata “kei te pai noa iho te kōrero Māori i konei”. Oti ia, he karere nui tēnei mā ngā ākongā taitamariki.

Kua waihangatia Te Tohu Reorua i te Reo Māori me te Reo Pākehā kia whakatakotoria mai ētahi tohutohu whai take hei āwhina i ngā whakahaere ki te whakarite mahere ā-mahi mō te tohu reorua, hei whakaū ake, e māmā noa iho ana te whakamahia o te tohu reo Māori ki te hunga whakamahi i te tohu, ka mutu, e eke ana te reo Māori o te tohu ki te taumata o Kounga.

Mā te whakamahi tika i te tohu reorua e:

- whakaatu tā koutou ko tō koutou pokapū ū ki te whakaū i te mana o te reo Māori
- whai wāhi ki te kumanutanga o ngā hononga, kia pakari ake ai ērā i waenga i tō koutou whakahaere me te Māori
- whakapūmau tō tātou tuakiri ā-motu mā te whakaū kia kōhure ake te whakakitea o te reo Māori ki ngā pārongo me ngā ratonga tūmatanui.

E nui haere ake ana te whāia o tēnei mea, o te tohu reo Māori i te rāngai tūmataiti, i te rāngai tūao, i te rāngai hapori anō hoki hei huarahi e puaki ai tō tātou tuakiri ā-motu, e kotahi hoki ai tātou hei tāngata nō Aotearoa. He mea nui kia whai wāhi mātou ki tēnei tūāhuatanga.

Kia kaha tātou

## Message from the Chief Executives

We welcome this opportunity to present the Māori-English Bilingual Signage guidelines. The guidelines will support us all in implementing Government policy aimed at the revitalisation of te reo Māori.

For decades, our reo warriors have worked to ensure te reo Māori remains a living language. To help build on their efforts and reverse the decline in te reo Māori speakers, we must help make te reo Māori an ordinary language for everyday living. Using Māori in something as mundane as signage helps create a sense that “it’s OK to speak Māori here”. This is a particularly important message for younger learners.

The Māori-English Bilingual Signage guidelines has been designed to bring practical advice to help organisations develop a bilingual signage action plan and ensure our te reo Māori signage is user-friendly and meets the standards of quality te reo Māori.

Good use of bilingual signage will:

- show that you and your agency are committed to recognising the place of te reo Māori
- contribute to fostering better relationships between your organisation and Māori
- reinforce our national identity by ensuring te reo Māori is more prominent and visible in public information and services.

Te reo Māori signage is becoming increasingly popular in the private, voluntary and community sectors as a way of asserting our national identity and bringing us together as New Zealanders. It is important we play our part.

Kia kaha tātou

## He kupu whakataki

E whakaū ana Te Ture mō Te Reo Māori 2016 i te mana o te reo Māori hei:

- reo taketake mō Niu Tireni
- taonga mā ngā iwi me ngāi Māori
- reo ka kaingākauria e te motu
- reo whai mana ā-ture mō Niu Tireni.

He Rautaki Reo Māori tā te Karauna i tēnei wā, ka whakahoungia i roto i ngā marama e ono e tū mai nei, hei whakaū i te oranga o te reo Māori. Ko te whakakitea o te reo Māori ki ngā takiwā tūmatanui tētahi wāhanga matua o taua rautaki. Mā reira e nui ake ai te mōhiotanga e pā ana ki te reo Māori, ā, mā reira hoki te iwi e akiaki ki te whakamahi i te reo i ia rā.

Nā konei, ka whakaae te Rūnanga Kāwanatanga kia whakaritea ngā kupu ārahi mō Te Tohu Reorua i te Reo Māori me te Reo Pākehā mā ngā pokapū o te rāngai tūmatanui.

Mā te whakamahi i Te Tohu Reorua i te Reo Māori me te Reo Pākehā i roto i ngā whare kāwanatanga me ngā wāhi mahi, e tohu ana tātou kei te kaingākau nuitia te reo Māori i roto tonu i te kāwanatanga, ā, e whakaaturia ana te tauria hei whai mā te hapori whānui me ngā rāngai pakihi.

*“He nui ngā kōrero pai mai ki a mātou mō ā mātou tohu reorua, kua i te Māori anake. He nui hoki ngā tauwiwi e pērā mai ana.” Tāhu o te Ture*

Ahakoia kua whakaritea ēnei kupu ārahi mā ngā pokapū o te rāngai tūmatanui, he kupu ārahi e kairangi ai ngā tikanga e taea nei e whakahaere kē atu e hiahia ana hoki ki te whai wāhi mai ki tō tātou tuakiri ā-motu mā te whakamahi i te tohu reorua i te reo Māori me te reo Pākehā.

## Introduction

Te Ture mō Te Reo Māori 2016 affirms the status of te reo Māori as:

- the indigenous language of Aotearoa New Zealand
- a taonga of iwi and Māori
- a language valued by the nation
- an official language of Aotearoa New Zealand.

The Crown currently has a Māori Language Strategy, that will be renewed over the next six months, to ensure survival of te reo Māori. Increasing te reo Māori visibility in public spaces is a key part of that strategy. It increases awareness of te reo Māori and encourages people to use it on a daily basis.

As such, Cabinet agreed that Māori-English Bilingual Signage guidelines be developed for public sector agencies.

By using Māori-English bilingual signage in government buildings and work-places, we signal that te reo Māori is valued within government and set an example for the wider community and business sectors.

*“We get a lot of positive feedback on our bilingual signage, not just from Māori. Lots from non-Māori as well.” Ministry of Justice*

Although these guidelines have been developed for public sector agencies, they are good practice guidelines which can be used by other organisations interested in being part of our shared national identity by using Māori-English bilingual signage.



*Mā te tohu reorua i tō koutou wāhi taupaepae e kaha ake ai pea te rongo a ngā manuhiri Māori i te manaakitanga. A bilingual sign in your reception area can help make Māori visitors feel more welcome.*

### He aha rā te tohu reorua?

Ko te tohu reorua te whakaaturanga o ngā kupu ki ngā reo e rua; i tēnei horopaki, ki te reo Māori me te reo Pākehā. E whai wāhi mai ana ko ngā tohu ā-rongo, pēnei i ngā tohu mō te hauora me te haumarua, i ngā tohu pārongo rānei. Engari arā kē tōna whānuitanga, inā rā, ka whai wāhi mai hoki ko ngā pāpāhotanga ā-hiko, pēnei i ngā upoko o ngā pae tukutuku, i ngā waitohu ā-īmēra; tae atu hoki ki ngā tuhinga ā-pārongo, me ngā tuhinga whakatairanga, pēnei i ngā kāri pakihī, i ngā pūrongo, me ngā pānui whakamārama.

Ehara i te mea e kī ana tēnei kaupapa here me reorua rawa ēnei momo tuhinga ā-pārongo, me ēnei tuhinga whakatairanga. E whakatakoto kētia ana tēnei huarahi hei āwhina i a koutou ki te whakatau me pēhea e kairangi ai tā koutou whakamahi i te reo Māori ka whakaaro ana koutou ki te whakaputa tuhinga reorua.

### He aha te take me whai kupu ārahi mō te tohu reorua i te reo Māori me te reo Pākehā?

Ahakoia e kōhure mai ana, e angitu ana hoki ētahi taurira o te tohu reorua i te reo Māori me te reo Pākehā i Niu Tirenī, he nui ngā taurangitanga. Hei tā ngā uiuitanga me ētahi kaimahi mai i ētahi momo pokapū o te rāngai tūmatanui, nō te huritaotanga, kua rerekē te tukanga ka whāia e ētahi ki te whakarite tohu reorua.

Kua whakaurua ki ēnei kupu ārahi ngā akoranga kua puta i ngā wheako o ētahi pokapū i Niu Tirenī, i te taha anō hoki o ētahi kōrero e hāngai ana ki ngā tikanga o te ao e kairangi ana.

He mea whakarite ēnei hei āwhina i ō koutou whakahaere kia tika te whakamahinga o ngā rauemi ki te whakarite i tētahi mahere ā-mahi mō te tohu reorua, e kounga ai te tohu.

### What is bilingual signage?

Bilingual signage is the representation of texts in two languages; in this case, Māori and English. It includes physical signs like health and safety signs, or information signs. But it can be much wider and includes electronic media, such as the headings within websites and email signatures; and information and publicity material, such as business cards, reports and pamphlets.

This policy does not require all such information and publicity material to be produced bilingually. It provides an approach that will help you make decisions about how to use te reo Māori in the best way when you decide to produce material bilingually.

### Why guidelines for Māori-English bilingual signage?

Although there are some prominent and successful examples of Māori-English bilingual signage in Aotearoa New Zealand, there is a great deal of variation. Interviews with personnel from a range of public sector agencies indicate that in reflection, some would have followed a different process in developing bilingual signs.

Lessons learnt from the experiences of Aotearoa New Zealand agencies have been incorporated into these guidelines, alongside relevant international best practice.

They are designed to help your organisations use resources effectively to develop a bilingual signage action plan that will lead to quality signage.





*Ko ngā Hokomaha o Countdown tētahi o ngā whakahaere tūmataiti e maha haere ake nei, e whakaatu tohu reorua ana. Countdown Supermarkets are among the growing number of private organisations that are adopting bilingual signage.*

### Āhea tātou me whai i tēnei tikanga?

Ehara i te mea e kī ana tēnei kaupapa here me reorua rawa ēnei momo tuhinga ā-pārongo, me ēnei tuhinga whakatairanga. E whakatakoto kētia ana tēnei huarahi hei āwhina i a koutou ki te whakatau me pēhea e kairangi ai tā koutou whakamahi i te reo Māori ka whakaaro ana koutou ki te whakaputa tuhinga reorua.

### Te uara o te reo me te ahurea Māori

Mā te whakaaro nui ki te reo me te ahurea Māori i roto i te ao tūmatanui o ia rā e āwhina ki te whakapūmau i tētahi tuakiri ā-motu i runga i te whakaaro ngātahi. Mā te pēnei e nui ake ai te whakaaro pai mai o ngā whānau, o ngā hapū, o ngā iwi o ngāi Māori hoki, nā te mea e āhukahuka ana rātou ki ngā wā e whakaaro nuitia ana, e tautokona ana hoki te reo Māori. I tua atu i te tautoko i te whakarauoratanga o te reo Māori, he hononga pai ki ngā kirihoko ka whiria e te whakahaere e whakatairanga ana i te reo Māori. Mā tēnei whakaaro pai e kaha ake ai te ngākau whakahī me te kotahitanga o te hapori i Niu Tirenī.

### Te tikanga pakihī e pai ana

Mā te whakaaro tika tonu ki te ōritenga o te mana o ngā reo e puta ai ētahi hua pai mō tō koutou whakahaere. Mā te pēnei anō e āwhina ki te whakapakari i te ngākau whakahī, i te ngākau whakapuke, me te ngākau pono o ngā kaimahi.

Mā te tohu reorua hoki e whai huarahi ai kia whanake te whakahaere mā te whakapakari i te mōhio o ngā kaimahi ki te kōrero i te reo Māori, ā, i tērā, ka pakari ake ō rātou pūkenga ki te mahi i te taha o ngā hapori Māori, ki te whakawhiti kōrero, ki te whakawhiti kōrero whakatau hoki ki te whānuitanga o ngā kiritaki i ētahi horopaki rerekē.

### When do we have to do this?

This policy does not require all such information and publicity material to be produced bilingually. It provides an approach that will help you make decisions about how to use te reo Māori in the best way when you decide to produce material bilingually.

### The value of Māori language and culture

Embracing te reo Māori and culture in everyday public life helps establish a shared national identity. It builds goodwill with whānau, hapū, iwi and Māori as they recognise when te reo Māori is being respected and supported. As well as supporting wider te reo Māori revitalisation, an organisation that promotes the Māori language creates good customer relationships. This goodwill can only increase pride and social cohesion within Aotearoa New Zealand.

### Good business practice

Taking language equality seriously will return positive results for your organisation. It can help build staff pride, morale, and loyalty.

Bilingual signage also offers the opportunity for organisational development through building staff capability to speak te reo Māori, and therefore their ability to work with Māori communities, and to communicate and negotiate with a range of customers in diverse situations.



## He aha ngā mea kua whai wāhi mai ki ā tātou kupu ārahi mō te tohu reorua?

### Te Rautaki Reo Māori a te Karauna

E takoto ana i te Rautaki Reo Māori o te wā nei ēnei whāinga matua e rima me tutuki rawa:

- *Te Mana o te Reo*: te whakanui ake i te mana o te reo Māori i te porihanga whānui o Aotearoa
- *Te Ako o te Reo*: te whakapiki i te maha o ngā whānau Māori me ētahi atu tāngata o Aotearoa e mōhio ana ki te kōrero Māori
- *Te Mārama Pū ki te Whakaora Reo*: te whakamārama ake i te iwi nui tonu ki ngā āhuatanga e pāpā mai ana ki tēnei mea, ki te whakaora i te reo Māori
- *Te Kounga o te Reo*: te tautoko i te kounga me te whakamahinga tika o te reo Māori, tae atu ki te pupuritanga tonutanga o ngā reo ā-iwi
- *Te Kōrerotanga o te Reo*: te whakakaha ake te kōrero Māori a ngā whānau Māori me ērā atu tāngata o Aotearoa, ā, kia tino pēnei te mahi i te kāinga.

### Te whāinga ā-rautaki

Ko te whāinga whānui o te whakarite i ngā kupu ārahi mō te tohu reorua, ko te whakanui ake i te whakakitea o te reo Māori i ngā takiwā tūmatanui o roto i te kāwanatanga (ā-motu, ā-rohe hoki) tae atu ki ngā rāngai pakihī, ā, mā reira e nui ake ai te whakamahinga o te reo Māori i ngā kōrerorero o ia rā.

## What has informed our bilingual signage guidelines?

### The Crown's Māori Language Strategy

The current Māori Language Strategy sets out five key result areas:

- *Te Mana o te Reo*: increasing the status of the Māori language in Aotearoa New Zealand society
- *Te Ako o te Reo*: increasing the number of whānau Māori and other New Zealanders who can speak Māori
- *Te Mārama Pū ki te Whakaora Reo*: increasing critical awareness about Māori language revitalisation
- *Te Kounga o te Reo*: supporting the quality and appropriate use of the Māori language and iwi dialect maintenance
- *Te Kōrerotanga o te Reo*: increasing the use of the Māori language among whānau Māori and other New Zealanders, especially in the home.

### Strategic objective

The overall objective of developing the bilingual signage guidelines is to increase the visibility of te reo Māori in public spaces within the government (central and local) extending to business sectors, and thereby increase the usage of te reo Māori in every day conversation.



He taurira pai i te tohu reorua.  
Good examples of bilingual signage.

### Ngā mātāpono matua

He mea whakatū tēnei tuhinga kupu ārahi mai i ngā tuhinga o te ao, i ā te Rūnanga Whakakotahi i ngā lwi o te Ao mātāpono hoki mō ngā tikanga kairangi e hāngai ana ki ngā kupu ārahi o roto i ngā mahere ā-reorua, ā-reotini hoki e whakamahia nei i ngā kaupapa here me ngā kupu ārahi i te maha o ngā whenua. Oti ia, ko te ngako o ēnei kupu ārahi i tangohia mai i ngā kupu ārahi mō te reorua a ngā iwi o Airangi, o Wēra, o Kotarangi hoki.

Ka whakaritea ana he kaupapa here, he tikanga hoki mō te tohu reorua mā tō koutou whakahaere, whakaarotia ngā mātāpono matua e whā:

- a. **Ngā ratonga e urupare ana, e wātea ana hoki** ki ngā kirihoko katoa, tae atu hoki ki ērā e whakamahi ana i te reo Māori
- e. **Te whakakitea o te reo** e whai hua nui katoa ai ngā kirihoko, tae atu hoki ki ērā e whakamahi ana i te reo Māori
- i. **Te ōritenga o te mana o ngā reo** e ōrite ai te whakaaturanga o te reo Māori me te reo Pākehā, o te reo Māori anake rānei
- u. **Te kounga o te reo** e tika ai, e kotahi ai hoki te karawhiu o te reo Māori i ngā tohu katoa puta noa i ngā pokapū.

*"E whai māramatanga ana kia noho te reo Māori ki runga; koirā te huarahi e ora tonu ai te reo." Ko Te Tari Taiwhenua*

### Key principles

This guide is based on international literature and the United Nation's best-practice principles of bilingual and multi-lingual language planning guidelines adopted in policies and guidelines in many countries. In particular, the content of these guidelines has been drawn from Irish, Welsh, and Scottish bilingual guidelines.

When developing bilingual signage policy and practice for your organisation, consider four key principles:

- a. **Responsive and accessible services** for all customers, including those who use te reo Māori
- b. **Visibility of language** where it will have most benefit for customers, including those who use te reo Māori
- c. **Equality of language** where te reo Māori and English are presented equally, or Māori only
- d. **Quality of language** where te reo Māori is accurate and consistent in all signage across agencies.

*"It makes sense to have the Māori on top; that's how we keep the language alive." Department of Internal Affairs*

## E whā ngā mātāpono matua

## Four key principles

### Ngā ratonga e urupare ana, e wātea ana hoki

Ko te kaupapa o ngā ratonga e urupare ana, e wātea ana hoki, e pā nei ki te waihanga tohu e hāngai ana ki ngā hiahia o ā koutou kirihoko me ngā kiritaki, kia māmā hoki tā rātou takahi i te huarahi ki ngā pārongo me ngā ratonga me whai e rātou i te wā poto e tika ana. He rōpū matua ki ngā pokapū kāwanatanga katoa te hunga e hiahia kē ana ki te whakawhiti kōrero ki te reo Māori, nō reira me whai wāhi te whakamaheretanga me te hoahoatanga o te reo ki te hoahoatanga o te whare me te wāhi mahi, tae atu hoki ki te tukunga o ngā pārongo me ngā ratonga.

### Te whakakitea o te reo

Kei roto i te kaupapa o te whakakitea o te reo te whakaaro ki te wāhi, i runga i te papa, i ngā takiwā mahi hoki, e pai katoa ana kia whakaaturia te tohu e nui katoa ai te pānga ki ērā e whakamahi ana i ngā ratonga o tō koutou whakahaere. Arā, ko hea ngā wāhi e tika ana kia whakaaturia te tohu e nui katoa ai te whai take ki ngā kirihoko me ngā kiritaki, me ngā kaimahi e wātea ake ai te huarahi ki ngā pārongo me ngā ratonga?

### Te ōritenga o te mana o ngā reo

Ko te kaupapa o te ōritenga o te mana o ngā reo, ko te whakaūnga kia ōrite te manaakitia o ngā reo e rua. Ko te whāinga, i tōna tikanga, me ōrite te māmā o te pānuitanga o ngā reo e rua, ā, me whakarite hoki tētahi pūnaha e taurite ā-kupu ai, e ōrite ā-hoahoa ai ngā reo e rua ki ōna taumata e taea ai.

### Te kounga o te reo

He nui tēnei mea te kounga me te whakaōritenga o te reo i runga i te tohu nā te mea he tohu ki te iwi, e whakamahi nei i te reo, he mea waihanga te tohu i runga i te āta whakaaro me te āta mahi. Ko te hua ka puta, ko te tika me te hāngai o ngā āhuatanga ā-reo, ā-tikanga hoki o te tohu.

### Responsive and accessible services

Responsive and accessible services is about designing signage around the needs of your clients and customers, and making it easy for them to get the information and the services they need in a timely manner. Those who prefer communicating in te reo Māori are a key group for all government agencies, so language planning and design needs to be included in building and workplace design, including the provision of information and services.

### Visibility of language

Making a language visible involves thinking about where, on a property and in work spaces, signage is best placed to have most impact for those who use your organisation's services. In other words, where will customers and clients, and staff find it most useful for signage to be displayed to enable them to better access information and services.

### Equality of language

Equality of language is about making sure that the two languages are treated equally. The objective should be to ensure that both languages are equally easy to read, and establishing a system which provides the most textually parallel and equivalent design possible for both languages.

### Quality of language

The quality and consistency of a language on signage is important because it signals to the people, who use that language, that thought and care has been taken in creating signage. The result is that the linguistic and cultural aspects of signage are accurate and appropriate.

## Te kawe i ngā mātāpono mō te reorua i ngā wāhi mahi

### Ko ētahi o ngā āhuatanga whai angitu ko:

- te arahitanga mai a ngā kaiārahi, kei te taumata o te tumu whakarae, puta noa hoki i te whakahaere
- te whai i te huarahi kua whakamaheretia kia whakaritea, kia whakatinanatia hoki te tohu reorua, i ngā takiwā ā-takitahi, i ngā takiwā ā-takitini rānei
- te mōhio ki ngā momo tohungatanga me whai, me te whakauru anō i taua tohungatanga ki roto i tā koutou whakamahere
- tētahi tukanga aroturuki me te arotake.

### Te whakamahere

Pēnei i ngā pakihī katoa, ko te whakamahere pai te mea matua e whai take ai te hoahoa tuhinga reorua. He mea matua kia whai tō koutou whakahaere i tētahi mahere ā-mahi e tauwhāiti ana ki ō koutou āheinga matua ā-pakihī, e whakaū nei hoki kia hāngai ā koutou tohu reorua ki ngā mātāpono kei ēnei kupu ārahi. E pai ana kia noho ko te tohu reorua hei wāhanga mō te mahere reo Māori a tō koutou whakahaere. Mēnā e hūnuku ana koutou ki tētahi wāhi ā-takitini, me mahi tahi me ērā atu pokapū e ea ai ngā hiahia o te katoa i ngā tohu e whakamahia ngātahitia ana. E mātua taea ai tēnei, me ngangahu ngā tohu reorua i ngā taupaepae, i ngā takiwā rānei e pāhekoheko tuatahi ai ngā kiritaki me ngā kaimahi ki te Karauna.

*"He mea whakatinana tā mātou kaupapa here e pā ana ki te tohu reorua mō te whare hou i runga i tā te Rōpū Ārahi o te Manatū ārahi mai. Ko te whakaawe i ētahi, me te mahi tahi me ētahi kia tutuki ai ngā mahi, arā, me te Rōpū Mahi mō te Papa Hou, i tahuri ai ki te whakarite i tētahi komiti i poka noa te whakatūria mō te ingoa o ngā whare. I mahi tahi te Pou Ārahi Whakahaere me Te Rōpū Māori ki ngā rōpū e rua, ka mutu, ko te huarahi kakama te tukanga pai katoa mō te tukanga." Ko Manatū Taonga*

## Applying the bilingual principles in workplaces

### Key success factors include:

- leadership from leaders, at chief executive level and across the organisation
- a planned approach to developing and implementing bilingual signage, in stand-alone or co-located spaces
- knowing what expertise is required and having this incorporated into your planning
- a monitoring and review process.

### Planning

As with any business, good planning is the key to effective bilingual design. It is vital that your organisation has an action plan that is specific to your core business functions and ensures that your bilingual signage aligns with the principles in these guidelines. Bilingual signage can also be a part of your organisation's te reo Māori plan. If you are moving into a co-located site work with the other agencies to ensure the shared signage adequately reflects the needs of all. Key to this is having clear bilingual signage in reception areas or spaces where clients and staff first engage with the Crown.

*"Our bilingual signage policy for the new building was implemented with guidance from the Ministry Leadership Team. Influencing and working with others, i.e. the New Premises Working Group, to get things done meant establishing an ad-hoc building names committee. The Pou Ārahi Whakahaere and Te Rōpū Māori worked with both groups and a nimble approach best suited the process." Ministry for Culture and Heritage*



*He tauira i ngā tohumoko e tautoko ana i ngā mātāpono o te tohu reorua.  
Examples of logos supporting bilingual signage principles.*

Ka kitea ngā tuhinga reorua i waho, i roto rānei o ngā whare, i ētahi momo takiwā mahi, i ngā pae tukutuku, i ētahi hua tauwhāiti, tae atu hoki ki ngā tuhinga ā-pārongo me ngā tuhinga whakatairanga, pēnei i te pūrongo, i te pānui whakamārama, me te puka whakamārama.

Ko te māramatanga ki te tohu reorua i te reo Māori me te reo Pākehā, e whai take ana, ka tīmata i te mōhiotanga ko te reo Māori te reo taketake o Aotearoa. Nō reira, i te tīmatanga rā anō o te tukanga whakamahere, kua mōhio tahi te pokapū me tana kaihoahoa ka whai wāhi te reo Māori me te reo Pākehā ki te hua whakamutunga. I ētahi wā, ko te reo Māori anake pea ka whakamahia. Me mārama te whakatakatoranga o ēnei herenga tauwhāiti ki ngā kōrero whakamārama katoa kia whai wāhi ai ngā reo e rua, te reo Māori anake rānei, ki ngā tuhinga hukihuki katoa i whakaritea ai mā te pokapū.

### **Ngā tohumoko me te whakarite tohumana**

He rite tonu te āia o te tohu e te tohumoko me te tohumana o te whakahaere, ka mutu, he nui aua tohumana me aua tohumoko kāore i te hāngai ki ngā mātāpono o te tohu reorua.

Ko te whai whakaaro ki ngā kupu ārahi mō te tohu reorua me noho hei wāhanga mō ngā tukanga katoa mō te whakahoutanga o te tohumana. Heoi anō, mēnā kāore tō koutou whakahaere i te whakarite kia whakahoutia te tohumana, tērā pea ka hiahia koutou ki te mātai ki te tohumana o te wā kia kitea ai mēnā e taea ana te tohumana te whakawhānui kia whakaurua ai ngā mātāpono tohu reorua, kāore rānei.

Hei tauira, ka taea rānei tētahi atu whakaaturanga o te tohumoko o te wā nei e aro ana ki te reo Māori te whakapiri ki tā koutou tohumoko taketake o runga i te tohu. Ka hua i tēnei te ōritenga o te mana o ngā reo e motuhake ana i te whakahoutanga o te tohumana.

Bilingual design can occur on the outside or inside of buildings, within different workspaces, on websites and specific products, including communication and publicity material such as reports, pamphlets and brochures.

Understanding what effective Māori-English bilingual signage is, starts with recognising te reo Māori as the indigenous language of Aotearoa. This means at the outset of the planning process, both an agency and its designer must be aware the final result will include both Māori and English. In some cases, it could mean only te reo Māori is used. These specific requirements need to be set out clearly in any brief so the two languages, or te reo Māori only, are included in any draft material prepared for an agency.

### **Logos and branding**

Signage is often driven by an organisation's logo and branding, and many of those existing brands and logos are not aligned with the principles of bilingual signage.

The guidelines for bilingual signage should be considered as part of any rebranding processes. However, if no rebrand is planned for your organisation, you might wish to look at the current brand to see whether or not it can be extended to incorporate bilingual signage principles.

For example, could you have a Māori language focused version of your existing logo to sit alongside your original logo on signage? This creates equality of language independent of a rebrand.



He tohu kei te reo Māori me te reo Pākehā, kei te reo Māori anake rānei mēnā e tika ana.  
Signage in Māori and English, or Māori only if appropriate.

### Ngā tikanga pai

Ko ngā tikanga pai i roto i ngā whakamaheretanga, e mea ana:

- kua whakaurua te reo Māori hei wāhanga mō ngā kaupapa katoa e whai wāhi mai ai te hoahoatanga, pēnei i te whakahoutanga o te tohumana, i te waihanga pae tukutuku, i te panoni rānei i ngā tohu i waho o tētahi whare, i roto anō hoki i ngā takiwā mahi e tau nei ngā pokapū
- mai i te tīmatanga rā anō, kua whakaurua te reo Māori ki ngā kōrero whakamārama katoa, ki ngā tauwhāititanga katoa rānei e pā ana ki te hoahoa
- kua whai wāhi atu ngā mātanga kua whai tohu i ngā āhuatanga o te whakawhiti reo Māori, o te ahurea Māori, o te hoahoa reo, o te tuinga ā-pārongo, me te hoahoa whakairoiro ki te tukanga whakamahere me ngā kōrero whakamārama mō te hoahoa.

### He mahere ā-mahi

Me whakatū tētahi mahere ā-mahi i runga i ngā tikanga kairangi matua o te whakamahere reo ā-reorua nei. Mēnā he rautaki reo Māori, he mahere reo Māori rānei tā tō koutou whakahaere, me whai wāhi atu tēnei ki te mahere ā-mahi.

*"E kite ana mātou i te māramatanga o te mahi. Me whai mātou kia hāngai ngā kupu āwhina mō te tohumana ā-roto ki ngā kupu āwhina hou mō te tohu reorua. Ko ngā uauatanga matua e whakatinanahia ai ngā kaupapa reorua e hāngai ana ki te tahua pūtea me ngā rauemi. Heoi anō, mēnā mā ngā kupu āwhina e whakaatu mai me pēhea e tutuki ai i a mātou; kātahi te āwhina nui ko tēnā, he āwhina ngā mea pēnei i tētahi rārangi whāinga, i tētahi tauira ā-mahi he māmā nei te whakahāngai ki tēnā, ki tēnā o ngā pokapū, i te tīwhiri hoki mō ngā mea ME WHAI me ngā mea ME KAUA e WHAI." Ko Te Tari Taiwhenua*

### Good practice

Good practice in planning means:

- te reo Māori is included as part of any initiative involving design, i.e. rebranding, building a website or changing signage on the outside of a building and within the workspaces agencies occupy
- te reo Māori is included from the outset in any design briefs or specifications
- qualified experts in te reo Māori translation, Māori culture, language design, communications, and graphic design are part of the planning process and design brief.

### Action plan

An action plan should be based on the key best-practice principles of bilingual language planning. If your organisation has a Māori language strategy or plan, this should inform the action plan.

*"We can see the sense in doing it. We will need to make sure the internal brand guidelines aligns with the new bilingual signage guidelines. The main difficulties to implement bilingual initiatives are to do with budget and resources. But, if the guidelines can set out how we can do it; that would be a big help, like a checklist would be helpful, an action template that's easily adapted to individual agencies, and tips on the DOs and DONTs." Department of Internal Affairs*



## Te whakarite i tētahi mahere ā-mahi

Me kite ēnei kaupapa e whā e whai ake nei ki tā koutou mahere ā-mahi.

### 1. Ngā ratonga e urupare ana, e wātea ana hoki

He aha ngā kōrero e pīrangi nei koutou ki te whakaatu ki ngā kirihoko, ā, ka pēhea tā koutou tohu whakaata i tēnei?

Ka mahara ana ki ngā wāhi me whakauru te tohu reorua, te tohu reo Māori anake rānei, me whakaaro:

- He aha tā koutou aronga matua, tā koutou pakihi matua, ō koutou āheinga matua hoki?
- He aha ā koutou ratonga matua me ā koutou hua matua?
- Ko wai ā koutou kiritaki matua me ā koutou kirihoko matua? Tokohia rātou he Māori?
- Kei hea aua whānau Māori e noho ana?
- Ko ēhea o ā koutou ratonga matua me ā koutou hua matua, tērā tonu ka tonoa e ngā whānau Māori?
- Me pēhea tā koutou whakamahi i te tohu reo Māori hei akiaki i ngā kaimahi, i ngā kiritaki rānei ki te kōrero Māori?

He huarahi pai te hanganga anō, te hūnukutanga rānei hei whakatinana i te tohu reorua. Hei reira, ka taea te utu o te tohu me te whakamahere te whai wāhi atu ki te hanganga anō, ki te hūnukutanga rānei kua marohitia.

E kaha haere ake ana te kitea o ngā wāhi ā-noho tahi e tauria nei e ngā kainoho tokomaha, o ngā whare ā-mahi tahi rānei, i ngā pokapū kāwanatanga e hūnuku ana ki ngā takiwā ā-noho ngātahi. E taea ana hoki tēnei te whakauru ki te whakamahere ā-kaupapa mō te tohu reorua.

## Developing an action plan

The following four points should feature in your action plan.

### 1. Responsive and accessible services

What are the messages you want to convey to customers and how does your signage reflect this?

When thinking about where to include bilingual, or Māori only, signage, consider:

- What is your primary purpose, core business and key functions?
- What are your key services and products?
- Who are your main clients or customers? How many of them are Māori?
- Where are those Māori whānau located?
- Which of your key services and products are likely to be accessed by Māori whānau?
- How can you use te reo Māori signage to encourage staff and clients or customers to speak te reo Māori?

Rebuilds and relocations are ideal opportunities to implement bilingual signage. The cost of signage and planning can then be factored into the proposed rebuild or relocation.

Multi-tenant co-locations or collaborative buildings are also becoming more common as government agencies move into shared spaces. This can also be included into the project planning for bilingual signage.



## 2. Te whakakitea o te reo

Ki hea ā koutou tohu reorua whakaaturia ai, ā, me pēhea hoki te whakaaturanga o aua tohu e tino uaratia ai te reo Māori, e whakaū ai hoki i tōna mana hei reo whai mana ā-ture?

Waihoki, me:

- wātea rawa te huarahi ki ngā pārongo me ngā ratonga
- whakatō rawa i te whakaaro ki te uara o te reo Māori
- akiaki rawa kia whakawhiti kōrero ki te reo Māori.

Ka mahara ana ki te whakakitea o te reo Māori, me whakaaro:

- kia tāngia te tohu reorua ki runga i ngā tohu ā-rongo me ngā tohu ā-hiko
- kia tāngia he whakaahua ki ngā tohu reo Māori anake - ka tino whai take tēnei i ngā tohu hauora me te haumarua (hei tauira, ngā tohu 'Kaua e Kaipaipa') i ngā tohu anga (hei tauira, ko ngā wharepaku)
- mēnā e hāngai ana ā koutou tohu reorua ki ngā uara o te ahurea Māori.

Tautuhia ngā wāhi matua o te ratonga e tino whai wāhi nui katoa ai ā koutou kiritaki ā, tautuhia hoki ngā tohu ka whakamahia ki ētahi wāhi, kia whakaraupapatia ai te whakatinanatanga.

## 2. Visibility of Māori language

Where and how can you have bilingual signage displayed in a way that truly values te reo Māori and ensures its status as an official language is maintained?

It must also:

- enable good access to information and services
- instil a sense of the value of te reo Māori
- encourage conversations in te reo Māori.

When thinking about the visibility of te reo Māori consider:

- using bilingual signage on physical and electronic signage
- using pictures with Māori-only signs – this can be particularly effective for health and safety signs (e.g. No Smoking signs) or directional signs (e.g. toilets)
- whether your signage is in line with Māori cultural values.

Identify the key service points where your clients or customers will have the most contact, and signs that will be used in multiple places, to prioritise implementation.



*“He wāhanga māori noa tēnei mea te tohu i ā mātou whakahaere, nō reira, ka whakaurua ngā utu ki ngā utu mō te tohu hou ina eke ki ngā wā me whakahou ngā tohu” (Ko Ngā Taonga o te Oro me te Kite).*

*“Signage is a normal part of our operations so costs are built in to new signage costs as the need to update signs arises.” (Ngā Taonga Sound & Vision).*

Ko ngā mea pēnei pea i te:

- ingoa o te whakahaere – i te nuinga o te wā kei ngā tomokanga matua o ngā whare me ngā taupaepae
- tohu anga - hei tohu i te ara ki tētahi whare, ki ētahi rūma, ki ngā pārongo me ngā ratonga
- tohu whakamārama – hei whakamōhio i te tangata me pēhea te whakatutuki i tētahi tikanga
- tohu whakatonu – hei tohu i te whanonga e tika ana kia puta
- tohu ārahi – hei āwhina i te hunga whakamahi ki te haereere i te whare, hei tauira, ko te mahere, ko te mahere ā-papa rānei
- tohu ohotata
- wāhi whai painga
- kīhini, i takiwā ā-noho ngātahi kē atu rānei.

Me whakapai ake te tohu pai i te wheako o te kiritaki, o te kirihoko rānei, ā, ka pā atu hoki tēnei ariā ki te tohu reorua.

Māu anō koe e ui, me pēhea tā te tohu reorua:

- huri i tō koutou taiao kia nui ake ai te painga
- whakamāmā i te haereere a ā koutou kirihoko i tō koutou takiwā
- tohu, i runga i te wairua pai, i ngā whanonga e tika ana, mēnā oti e whai wāhi mai ana te hauora me te haumarua, hei tauira, kua e kai, e kaipaipa rānei, ngā mahi ina rū te whenua, ngā mahi rānei ina hinga tētahi.

They could be:

- name of organisation – usually at main entrances of buildings and reception areas
- directional sign – to indicate where to go to find a building, rooms, information and services
- instructional sign – to tell people how to carry out a procedure
- admonitory sign – to signal expected appropriate behaviour
- orientation sign – to help users to navigate through a building, e.g. map or floor plan
- emergency signage
- utility areas
- kitchens or other shared spaces.

Good signage should enhance the client or customer experience, and this philosophy extends to bilingual signage.

Ask yourself, how can bilingual signage:

- make your environment more welcoming
- make it easier for your customers to navigate around your space
- signal, in a friendly manner, expected appropriate behaviours, particularly if health and safety is involved, e.g. no eating or smoking, what to do in an earthquake, or what to do if someone collapses.



*Ko te ōritenga o ngā reo tētahi mātāpono matua i te tohu reorua .  
Equality of language is a key principle for bilingual signage.*

### 3. Te ōritenga o te mana o te reo Māori me te reo Pākehā

Ka rerekē te pānga o te āhua o te whakaaturia o ngā momo reo ki ngā waiaro o te tangata ki aua reo, otirā, ka tino pērā mēnā ka whakaaro ā-kapahia te āhua o te whakaaturanga. Hei taurira, mēnā e nui ake ana, e miramira ake ana hoki tētahi reo i ā koutou tohu, ka maharatia koirā te reo whakahirahira ake.

Ko ngā āhuetanga matua e toru o te hoahoa tohu reorua e māmā ana, e whai take ana hoki ko:

- a. **Te ōritetanga o te mana o ngā reo** – e rite ana te manaakitia o te reo Māori me te reo Pākehā
- e. **Ngā rerekētanga o ngā reo** – ka kite tonu te karu i ngā rerekētanga o tēnā reo, o tēnā reo i te mawhiti kau
- i. **Ngā tiwhiri ārahi** – ka māmā noa iho te whai a te karu i te reo e whiriwhiritia ai me te kore i rangirua, ka mutu, kotahi ana te karawhiu o ngā tiwhiri ārahi.

Ko ngā ture patotuhinga e hāngai nei ki te tohu reorua, he paerewa e tūtohungia ana i te ao, e whakaatu ana ko te “reo tuatahi” (te reo e whakarauoratia ana), arā, ko te reo Māori, kia kua e paku ake i te rahi o ngā tuhinga reo Pākehā, ahakoa pea te roa ake o ngā tuhinga o tētahi reo i ō tētahi. Waihoki, ki te kore tēnei e whai tikanga, i runga i te whakaaro kia māmā noa iho te pānui a te karu i te mawhiti kau, me mātāmua mai ko te tuhinga reo Māori. Ko te take o tēnei whakaaro, nā te mea he reo ā-ao te reo Pākehā e mōhiotia ana, e mārama nei hoki ki te nuinga o ngā tāngata. Nō reira, ka rarawe noa iho tā ngā kirihoko kuhu i a rātou anō ki te ahu atu ki tētahi whare, ki roto rānei i ngā takiwā mahi o taua whare, ki ngā pae tukutuku rānei.

Hei wāhanga mō tā koutou mahere ā-mahi mō te tohu reorua, whakaarotia ngā momo wero tērā pea ka tūponotia atu e tō koutou whakahaere i te whakaūnga kia rite tonu te mana o ngā reo e rua, ā, whakaarotia ngā huarahi e tutuki ai i a koutou ēnei wero.

### 3. Equality of Māori and English languages

How the different languages are presented impacts differently on people’s attitudes towards that language, particularly if there are visual hierarchies in the way they are presented. For example, if one language is bigger and bolder on your signs, the inference is that it is more important.

The three key elements of effective basic bilingual signage design are:

- a. **Language equality** – Māori and English are treated equally
- b. **Language differentiation** – the eye can spot the difference between each language at a glance
- c. **Navigation cues** – the eye can easily follow its chosen language without confusion and the navigation cues are consistent.

The typographic rules applying to bilingual signage as an internationally recommended standard shows the “first language” (the one being revived), i.e. the Māori text is at least as large as the font for the English text even if the text in one language is longer. Further, if this is not practical in terms of the eye easily reading at a glance, then the Māori text should dominate. The rationale is that English is an international language that most people know and understand. Customers will, therefore, have little difficulty in navigating themselves towards a building or within its work-spaces, or websites.

As part of your bilingual signage action plan, consider the particular challenges your organisation might meet in ensuring that the two languages have equal status and how you will overcome these challenges.



*Kei a Te Taura Whiri i te Reo Māori ētahi rārangi o ngā tohu whānui hei whakamahinga e ū ai te kounga o te reo. Te Taura Whiri i te Reo Māori has lists of common signage that can be used to ensure quality of language.*

#### 4. Te kounga o te reo Māori

He mea nui te kounga, me te kotahi o te karawhiu o te reo i te tohu. E tūtohu ana mātou kia wawe tā koutou whiriwhiri kōrero me ētahi mātanga reo Māori, me ētahi kaitohutohu tikanga i te wā e whakaritea ana te mahere kia tika ai, kia hāngai ai hoki ngā āhuatanga o te reo, o ngā tikanga hoki i runga i te tohu.

Me kirimana tētahi kaiwhakawhiti reo Māori ā-tuhi e whai raihana ana, i mua i te whakatinana i te mahere ā-mahi e ū ai te kounga o te reo Māori (tirohia te <http://www.tetaurawhiri.govt.nz/what-we-do/language-development-and-advice/national-translators-register/>).

Tirohia te rārangi e rite tonu ana te whakahoutia e Te Taura Whiri i te Reo Māori i te ipurangi, kei reira rā ngā whakamāoritanga o ngā kupu mō ngā tohu whānui pēnei i te "Putanga" me te "Taupaepae". Whakamahia tētahi kaiwhakamāori mō ētahi atu tohu whāiti kāore anō kia whakamāoritia, pēnei i te "Haria atu ngā tono mō ngā Tohu Whakanui mō te Hauora me te Haumaruru ki te papa tuatoru".

#### 4. Quality of Māori language

The quality and consistency of Māori language on signage is critical. We recommend you consult with Māori language experts and cultural advisers early in the planning stage to ensure the linguistic and cultural aspects of signage are accurate and appropriate.

A translator licenced for written Māori translation should be contracted before implementing the action plan to ensure Māori language quality (see <http://www.tetaurawhiri.govt.nz/what-we-do/language-development-and-advice/national-translators-register/>).

Refer to the list maintained online by Te Taura Whiri i te Reo Māori for translation of words for common signs such as "Exit" and "Reception". Use a translator for other non-generic signs that have not previously been translated, such as "Please take entries for the Health & Safety Awards to level three".

Kaua e pēnei ka taea e ngā kaikōrero Māori o roto i te whakahaere te whakamāori tika, ā, kaua rawa e whakamahia ngā kupu o Google ki te whakarite i tā koutou ake whakamāoritanga. Mārama ana te kitea o ngā rerekētanga i waenga i te reo Pākehā me te reo Māori.

Whāia tā tō koutou whakahaere kaupapa here mō te tohutō, mēnā rānei ia kāore ā koutou kaupapa here mō te tohutō, whāia te Ngā Tikanga Tuhi a Te Taura Whiri i te Reo Māori e whakaūngia ai te tika me te kotahi o te karawhiu o te tātaki i ngā tohutō i raro i ngā tikanga tuhi i ngā tohu katoa puta noa (tirohia te <http://www.tetaurawhiri.govt.nz/what-we-do/language-development-and-advice>).

Waihoki, tirohia mēnā kua uru te iwi, te hapū rānei, ngā mea e rua rānei ki ngā whiriwhiringa kōrero e pā ana ki te tohu, mō ngā whare o te whaitua, o te rohe hoki, kia whakaūngia ai te tika o te whakamahinga o te momo reo, o te momo tuinga, o ngā tohutō hoki.

*“Me ako tātou i ēnei tukanga, ka mutu, me arotake i tā tātou i mahi ai, kia mōhio ai tātou e aha ana tātou ā haere ake nei, ā, mēnā hoki e whakamahia ana ngā rauemi ki te taumata e tika katoa ana.”  
Te Tāhuhu o Te Mātauranga.*

Do not assume internal Māori language speakers are able to accurately translate and never use Google words to create your own translation. English and Māori are distinctly different.

Follow your agency’s macron policy, or if you do not have a macron policy follow the Guidelines for Māori Language Orthography to ensure accuracy and consistency in macrons orthographic convention spelling across all signage (see <http://www.tetaurawhiri.govt.nz/what-we-do/language-development-and-advice>).

Also, check that appropriate iwi and/or hapū are consulted on signage, for regional and local buildings, to ensure the appropriate use of language variation, orthography, and macrons are applied.

*“We need to learn from these processes and review what we’ve done, so we know what we’re doing moving forward and whether resources are being used in the best way.” Ministry of Education.*

## Ngā pae kei mua

Ka takoto i te tohu reorua tētahi huarahi e arotakengia ai rānei, e whakamaheretia ai rānei, e whakaritea ai rānei tā koutou rautaki reo Māori. Mā te tohu reorua e nui ake ai te mōhiotanga ki tō tātou reo taketake me tōna mana, ā, mā reira anō hoki te iwi e akiaki ki te whakamahi i te reo.

Ko ētahi atu huarahi kia whakamahia, kia whakaputaina hoki ētahi tuhinga ki te reo Māori, ka kitea pea hei:

- pānui whakamārama reorua
- ratonga reorua
- pae tukutuku reorua
- ingoa reorua, hei ingoa Māori rānei mō ngā kawerongo
- mihi
- mihi mihi ki ngā hui ōkawa
- kapa haka
- rōpū pāpori mō te kōrero
- urupare aunoa ki te īmēra
- ingoa pūmau mō ngā rūma.

## Next steps

Bilingual signage provides an opportunity to assess your te reo Māori strategy or plan, or create one. Bilingual signage increases the awareness and status of our official language and encourages the use of te reo Māori in our everyday lives.

Other opportunities to use and produce material with te reo Māori can come in the form of:

- bilingual pamphlets
- bilingual services
- bilingual websites
- bilingual or Māori names for newsletters
- greetings
- mihi mihi at formal meetings
- kapa haka
- social kōrero groups
- automatic email responses
- permanently naming rooms.

## Ngā ratonga tautoko

**Me pāhekoheko mātou ki a wai, me whiriwhiri kōrero hoki mātou me wai, ā, he aha ai?**

I te wāhi o te huarahi kei reira rā tā koutou kaupapa tohu reorua, arā te huhua o ngā ratonga tautoko kua whai rauemi hei tautoko i te rangahautanga, i te whakaritenga me te whakatinanatanga o tā koutou tohu reorua. Ko ngā ratonga tautoko, ko:

- Te Taura Whiri i te Reo Māori – he ratonga tautoko mō te reo, tae atu hoki ki te whakawāteatanga o te ara ki ngā rangahautanga, ki ngā tauira, ki ngā mātanga reo hoki; he kupu ārahi hoki e pā ana ki te whakarite i te rautaki me te mahere mō te reo
- Te Puni Kōkiri – kia whai tohutohu mō te kaupapa here e pā ana ki te reo me te ahurea Māori, tae atu hoki ki te Rautaki Reo Māori a te Karauna; kia whai pārongo whakapānga hoki ki ngā iwi me ngā hapū
- ngā iwi me ngā hapū pātata – kia whai tohutohu mō ngā mita tika me ngā kōrero tika e pā ana ki te hītori o ngā ingoa Māori, me ngā whakamārama o ngā kupu
- Te Komihana o Ngā Tari Kāwanatanga – kia whai tohutohu mō ngā kupu ārahi mō te tohumoko o te Kāwanatanga o Niu Tirenī
- Te Rōpū Rawa o te Kāwanatanga – kia whai tautoko, kia whai tohutohu hoki mō te whakamahinga o te AOG (te Katoa o te Kāwanatanga) ngā tohu o ngā whare o te Kāwanatanga o Niu Tirenī, e noho tahi ai ngā pokapū ki te whare kotahi.
- Tā te Kāwanatanga Āpiha Matua mō ngā Pārongo – mō te hoahoatanga o te pae tukutuku, kia whai ārahitanga hoki mō te whakaritenga.

Tirohia te whārangi 34 kia kitea ai te rārangi whakapānga.

## Support services

**Who do we need to engage and consult with and why?**

Depending on where you are at with your bilingual signage project, there are numerous support services which have been equipped to support the research, development and implementation of your bilingual signage. Support services are:

- Te Taura Whiri i te Reo Māori – language support services, including access to case studies, examples and language experts; and advice on developing Māori language strategies and plans
- Te Puni Kōkiri – for policy advice on Māori language and culture, including the Crown’s Māori Language Strategy; and iwi and hapū contact information
- local iwi and hapū – advice on correct dialect and stories behind Māori names and meanings of words
- State Services Commission – for advice on the guidelines for the New Zealand Government logo
- Government Property Group – for support and advice on using AOG (All of Government) New Zealand Government (slashie) signage for buildings, where agencies are sharing the same premises
- Government Chief Information Officer – for website design and development guidance.

See page 34 for a list of contacts.





# Me toro atu ngā tāngata katoa ki te Tari

## All visitors must report to the office

*Ko te whakamahinga tika o te tohutō tētahi wāhanga o te mātāpono o te Kounga o te Reo. Correct use of macrons is part of the Quality of Language principle.*

### Me whiriwhiri kōrero mātou ki ēhea iwi, ki ēhea hapū hoki i roto i tō mātou whaitua?

Tērā pea kua whiria kētia e tō koutou pokapū tētahi hononga ōkawa ki te tangata whenua i tō koutou nā whaitua, nō reira, tirohia mā te rangahau i tō koutou pokapū tonu i te tuatahi, ā, mēnā kāore anō kia whiria, ka taea e Te Puni Kōkiri ngā pārongo whakapānga o te tangata whenua e pātata ana te tuku ki a koutou.

### Me whakamahi ko tēhea momo reo?

Tērā pea he āhuetanga ahurei o te reo Māori e kōrerotia nei e ngā momo iwi, e tauwhāiti ana ki ō rātou anō momo reo, tae atu hoki ki te whakahua, ki te wetereo, me te wetekupu, tērā pea hoki ka whakaaturia i te momo tuhinga ka whiriwhirihia e rātou. E tūtohu ana mātou kia kōrero koutou ki ngā iwi me ngā hapū e pātata ana, ki a Te Taura Whiri i te Reo Māori hoki. Engari, kāore e pērā rawa te nui o te rerekē kia uaua rā ngā take o te hanga tohu. Heoi anō tā te tangata he mātai kau.

### Kei a wai ngā tohungatanga mō te reo me te ahurea?

Ka taea koutou e Te Taura Whiri i te reo Māori te tohu atu ki ngā mātanga reo hei tautoko i tā koutou kaupapa tohu reorua.

Waihoki, ka taea koutou e Te Puni Kōkiri te tohu atu ki ngā kaitohutohu reo Māori o roto tonu i ōna tari ā-rohe, mā rātou nei koutou e tohu ki ngā mātanga reo Māori o waenga i ngā iwi me ngā hapū e pātata ana.

E pai ana kia waea mai me te kōrero i ngā reo e rua, ka mutu, he pai ngā pātai katoa. He pokapū mātanga hoki ō mātou e whakatika ana i ngā take reo Māori nā te mea kāore i ngā pokapū katoa ngā tāngata me ngā rauemi hei tuku kupu ārahi. Nō reira, kua e horokukū mai - me patu waea noa iho mai ka kōrero ai tāua.

### Which iwi and hapū in our area should be consulted?

Your agency may already have a formal relationship with tangata whenua in your area so check internally first. If not then Te Puni Kōkiri can provide you with the local tangata whenua contact information.

### Which language variation should be used?

Te reo Māori spoken by different iwi may have unique characteristics specific to their language variation, including pronunciation, syntax, and morphology, which may also be reflected in their chosen orthography. We suggest you talk with local iwi and hapū, and Te Taura Whiri i te Reo Māori. But variations are not so great that they make signage issues complex. It is just a case of checking.

### Who has the linguistic and cultural expertise?

Te Taura Whiri i te Reo Māori will be able to refer you to te reo experts to support your bilingual signage project.

Likewise, Te Puni Kōkiri can refer you to te reo Māori advisors within its regional offices, who can then put you on to the appropriate te reo Māori experts amongst local iwi and hapū.

Calls are welcome in either language and all questions are good. We have specialist agencies dealing with Māori language issues because not all agencies can have the people and resources to deliver advice. So please do not hesitate – just call and talk to us.

## He tohutoro tere hei tautoko i te tikanga kairangi mō te tohu reorua

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Quick reference to support best practice for bilingual signage



## E rima ngā tino whakahau e noho tuwhera ai tō whakahaere, mā te reo Māori

- ✓ Whakaaturia te ingoa o tō koutou whakahaere ki te reo Māori me te reo Pākehā
- ✓ Whakaaturia tētahi tohu whakatau ki te reo Māori i te tomokanga o mua me ngā wāhi taupaepae, hei tauira, Nau mai, haere mai
- ✓ Whakaaturia te ingoa Māori me te ingoa Pākehā mō te taupaepae
- ✓ Whakaaturia tahitia tā koutou tukanga ā-waitohu whakauru ki te reo Māori me te reo Pākehā
- ✓ Tonoa ō koutou kaimahi taupaepae kia mihia ngā manuhiri ki te reo Māori, ā, whakaūngia te tika o tā rātou whakahua i te reo Māori.

## Five top tips to make your organisation more welcoming in te reo Māori

- ✓ Have the name of your organisation in Māori and English
- ✓ Have a Māori welcoming sign in the front entrance and reception areas, e.g. Nau mai haere mai
- ✓ Have a Māori and English name for reception
- ✓ Have your sign-in procedure in both Māori and English
- ✓ Ask your reception staff to greet visitors in te reo Māori and ensure they have accurate Māori pronunciation.

## Ngā mātāpono o te tohu reorua

### A. Ngā ratonga e urupare ana, e wātea ana hoki

- Kei te mārama rānei ki a koutou ko hea ngā wāhi me whakauru te tohu reorua?
- Kei ngā ratonga me ngā hua ka tukuna e koutou te tohu reorua?
- Kua tautuhia rānei e koutou ngā ratonga me ngā hua matua tērā tonu ka torona e te Māori?
- Me pēhea tā koutou akiaki i te hunga whakamahia ratonga me ngā kaimahi ki te whakamahi te reo?

### E. Te whakakitea o te reo

- He reorua rānei ngā tohu ā-waho katoa?
- He reorua rānei te tohu pōwhiri?
- He taiao poapoa rānei tō koutou?
- I ngā wāhi e tika ana, he reorua rānei ngā tohu anga me ngā tohu whakamārama?

He kōrero āwhina: Mō te taha ki ngā pae tukutuku, e wātea ana ngā pokapū ki te tā tohu reorua ki te whārangī kotahi, ki whārangī reotahi kē atu e noho mātāmua mai rā te reo kotahi.

2,5 Mā ngā tohu o waho, mā ngā tohu whakatau hoki e pai ake ai pea ngā wheako o ā koutou manuhiri.

3,4 Mā ngā whakaahua me ētahi atu whakairoiro e pai ai pea kia reo Māori anake tā koutou tohu me te whai mārama tonu anō ki te hunga ehara i te kaikōrero reo Māori

1,6 Mā te whakamahinga o te reo i ngā tohu e kitea ai e te tokomaha, e nui ake ai te kitea o te reo, ā, he kaupapa nui tēnei i te whakarauoratanga o te reo.



## Principles of bilingual signage

### A. Responsive and accessible services

- Are you clear about where bilingual signage should be included?
- Is bilingual signage present in key services and products you deliver?
- Have you identified key services and products that are more likely to be accessed by Māori?
- How can you encourage staff and service users to use te reo Māori?

### B. Visibility of language

- Is all external signage bilingual?
- Is your welcome sign bilingual?
- Is your environment welcoming?
- Where appropriate, is directional and instructional signage bilingual?

Tip: In relation to websites, agencies could choose to have bilingual signage on the same page, or alternative monolingual pages where one language dominates.

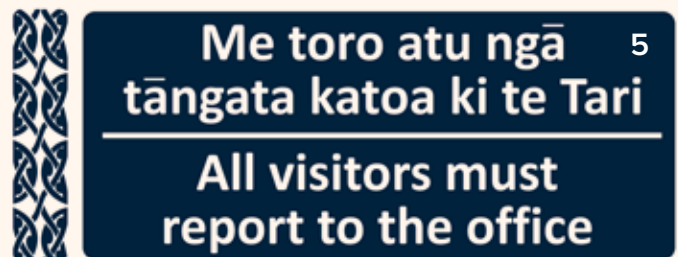
2,5 *External and welcome signage using te reo Māori can enhance your visitor experience.*

3,4 *Pictorials and other graphics may enable your sign to be in te reo Māori only and still be understood by non-Māori speakers*

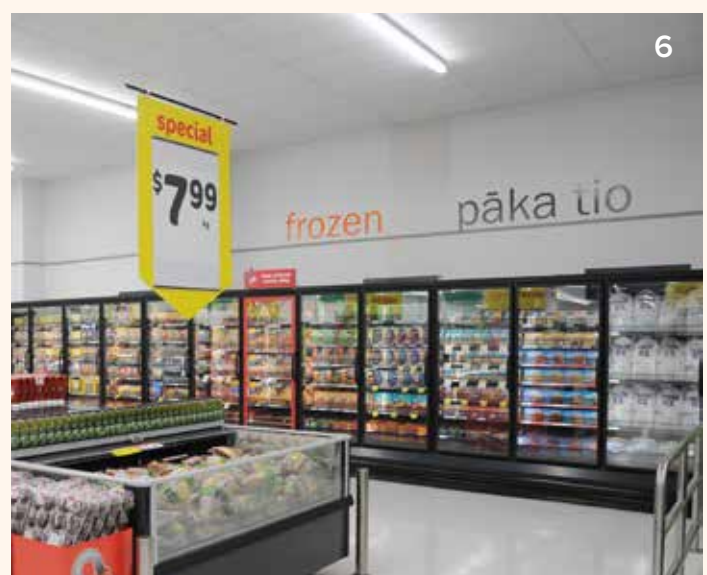
1,6 *Using Māori in signs where many people will see them, increases the visibility of the language and is an important aspect of language revitalisation.*



4



5



6



## Ngā mātāpono o te tohu reorua

### I. Te ōritenga o te mana o ngā reo

- E rite ana rānei te manaakitia o te reo Māori me te reo Pākehā i te āhua ki te rahi me te wāhi?
- He māmā rānei te tātari i te reo Māori mai i te reo Pākehā?
- Kei runga rānei te reo Māori mēnā e haupū ana? Kei te taha mauī rānei, mēnā e āpititia ana?
- He māmā rānei tā ngā whatu whai i ngā tīwhiri ārahi me te kore i rangirua?
- Ka taea rānei tā koutou tohumoko te panoni kia whakaurua ai te ōritenga o te mana o te reo Pākehā me te reo Māori?

### O. Te kounga o te reo

- Kua tirohia tā koutou whakamāoritanga e tētahi kaiwhakamāori ā-tuhi kua whai tohu?
- Kua tika te whakamahinga o ngā tohutō?
- Kua pāhekoheko koutou ki ngā iwi me ngā hapū e pātata ana?
- Kei te mārama ki tā koutou kaihoahoa whakairoiro ngā mātāpono mō te tohu reorua?

1,3 Ko te painga atu ina noho ko ngā kupu Māori ki runga tonu i ngā kupu Pākehā.

2,4 ki te taha mauī tonu mēnā e āpiti ana te noho o ngā reo.

5,6,7 Mēnā he roa ake ngā kupu o te whakamāori i te reo Pākehā – kua e kōpiri rawa ngā kupu Māori kia rite ai te rahi.



## Principles of bilingual signage

### C. Equality of language

- Is the Māori and English treated equally in size and space?
- Is it easy to differentiate the Māori from the English?
- Is the Māori on top if stacked? Or on the left-hand side, if side by side?
- Can the eye easily follow navigation cues without confusion?
- Can you amend your logo to incorporate equality between English and te reo Māori?

### D. Quality of language

- Has a certified translator checked your translation?
- Have macrons been applied if necessary?
- Have you engaged local iwi and hapū?
- Does your graphic designer understand bilingual signage principles?

1,3 *Ideally, the Māori wording is above the English wording*

2,4 *...or to the left if the languages sit side by side.*

5,6,7 *If the Māori translation is longer than the English – do not squash the Māori up so that it is the same size.*





## He kōrero āwhina mō te hoahoa hei tautoko i te koununga o te tohu reorua

### Me

- ✓ ōrite, me rahi ake rānei te momotuhi o te tuhinga reo Māori i tērā o te tuhinga reo Pākehā, ahakoa pea te roa ake o ngā tuhinga o tētahi reo i ō tētahi
- ✓ rite te matatuhi o te reo Māori ki tō te reo Pākehā
- ✓ rite te momotuhi o te reo Māori me te reo Pākehā
- ✓ whakahāngai ngā tae ki ngā tuhinga rānei, ki te papa o muri rānei e whakawehe ana i ngā reo, ki ngā mea e rua rānei
- ✓ kotahi te karawhiu kia rite ai te tae me ngā wāhi o ia reo i ngā tohu katoa
- ✓ whakaaro, ka pēhea tā te whakaata kupu whakaiti ake i te maha o ngā tuhinga me whai
- ✓ whakaatu te reo Māori i te tuatahi, kia noho ki runga i te haupū, kia āpitihia rānei
- ✓ whakaaro kia reo Māori anake te tohu, mēnā kāore e māmā ana te kitea o te reo Māori me te reo Pākehā nā te mea kei te 'nui rawa ngā mea e raruraru ai te kitea'.

**PUTANGA**  
**EXIT**





## Kaua e

- ☒ whakaritea kia miramira ake te momotuhi, te tae rānei o te reo Pākehā
- ☒ whakamahia kia kaha ake te kitea o te āhua o te reo Pākehā
- ☒ whakamahia te momotuhi tītaha, te tohu (-) te tohu (/) rānei hei wehe i te reo Māori me te reo Pākehā
- ☒ pārutia ngā tuhinga reo Māori kia rite ai ki te rahi o ngā tuhinga reo Pākehā
- ☒ tā kia PŪMATUA-KATOA ai (arā, ngā pūmatua me ngā pūriki, hei tauira, NGĀ PŪ MATUA) hei whakawehe i ngā reo
- ☒ huaruatia ngā ata.

## Design tips to support quality bilingual signage

### Do

- ✓ have the font for the Māori text at least as large as the font for the English, even if one text runs longer
- ✓ use an equal typeface for the Māori and English
- ✓ use the same font style for Māori and English
- ✓ apply colour coding to text and or language-separating background panel
- ✓ be consistent in all signs with the same colour and position for each language
- ✓ consider how a pictogram might reduce the amount of text required
- ✓ place Māori first, either stacked or side by side
- ✓ if both Māori and English cannot be easily read because signage is 'visibly busy', consider having the Māori only.





## Don't

- ☒ assign a heavier font or colour for English
- ☒ apply a dominant visual style to English
- ☒ use italics or symbols (- or /) to separate Māori and English
- ☒ squash the Māori to match the English text
- ☒ use CAPSALLS (i.e. upper and lower case, e.g. CAPITALS) to differentiate languages
- ☒ double up on icons.

*“E angitu ai te rautaki mō te tohu reo Māori me te reorua, me whai kaiārahi tātou e remurere ana, e kaha ana ki te ārahi. Me whai tātou i ngā kaiārahi e ārahi ana.” Te Papa Atawhai*

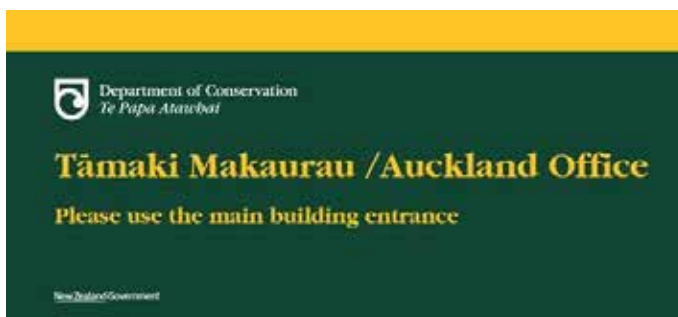
*“To have a successful Māori language and bilingual signage strategy, we need leaders who are passionate and lead the way. We need leaders leading.”  
Department of Conservation*

*“He nui ngā kōrero pai mai ki a mātou mō ā mātou tohu reorua, kua i te Māori anake. He nui hoki ngā tauwiwi e pērā mai ana.” Tāhu o te Ture*

*“We get a lot of positive feedback on our bilingual signage, not just from Māori. Lots from non-Māori as well.” Ministry of Justice*

*“He papatū i tautoko mai. I whāia te huarahi o te heke-iho, kātahi ka whāia ko te huarahi o te piki-ake mō ia kaupapa [te whakaingoa anō i te whakahaere me te whakakite i te tohu reorua]. He rerekē tētahi take i tētahi, ka mutu, he rerekē te rangatiratanga o te kaupapa.” Ko Manatū Taonga*

*“Champions came on board. A top-down, and then a bottom-up, approach was applied with each initiative [organisation renaming and bilingual signage visibility]. Both cases were different and ownership of the initiative was different.” Ministry for Culture and Heritage*



## Te rārangi e angitu ai

## Checklist for success

- E taunga ana rānei tō koutou Tumu Whakarae me ngā Kaiārahi Matua ki ngā kupu ārahi mō te Tohu Reorua, ki ō koutou tūmanako hoki ki ngā mea ka tutuki i te whakamahinga o aua kupu ārahi?
- He rautaki, he mahere reo Māori rānei tā koutou o tō koutou whakahaere e taea ai te hono atu ki tā koutou mahere ā-mahi mō te Tohu Reorua?
- Kua kōrerotia rānei tā koutou mahere ā-mahi mō te Tohu Reorua ki ngā kaimahi e hāngai ana – ki tō koutou kaiwhakahaere ā-whare, ā-rawa rānei, ki tō koutou rōpū ā-tuhinga ā-pārongo, ā-whakatairanga hoki, ki ō koutou kaimahi ā-hauora, ā-haumarua hoki, ki te kōtuinga o ō koutou kaimahi Māori, ki a wai atu rānei māna e āwhina kia angitu ai?
- He huarahi rānei e taea e koutou te whai e whai wāhi ai ō koutou kaimahi ki te reo Māori kia kaha ake ai te kitea i tō koutou whakahaere?
- He whakahaere atu anō rānei e noho tahi ana i tō koutou nā takiwā hei tautoko i tā koutou mahere ā-mahi mō te Tohu Reorua?
- E wātea ana rānei te huarahi kia toro ai koutou ki ngā mātanga ngaio me whai, kia whakaurua ai ki tā koutou whakamaheretanga?
- Kua tirohia rānei e koutou ngā rauemi e wātea ana i te [www.tetaurawhiri.govt.nz](http://www.tetaurawhiri.govt.nz) tērā pea ka āwhina i te whakaritenga o te tohu reorua i tō koutou whakahaere?
- Ka pēhea tā koutou aroturuki, tā koutou arotake hoki i tō koutou ahunga whakamua i te huarahi kia kaha ake ai te kitea o te reo Māori mā te tohu?
- Are your Chief Executive and Senior Leadership familiar with the Bilingual Signage guidelines and what you hope to achieve by using them?
- Do you have a Māori language strategy or plan within your organisation that you can link your Bilingual Signage action plan to?
- Have you discussed your Bilingual Signage action plan with all the relevant staff – your building or property manager, your communications and marketing team, your health and safety staff, your Māori staff network, or any others who will help make it a success?
- Are there ways in which you can involve your staff in Māori language being more visible in your organisation?
- Are there other organisations you share space with that could support your Bilingual Signage action plan?
- Do you have access to the professional expertise that will be required and having this incorporated into your planning?
- Have you checked out the available resources on [www.tetaurawhiri.govt.nz](http://www.tetaurawhiri.govt.nz) that could help with the development of bilingual signage in your organisation?
- How will you be monitoring and reviewing your progress on making te reo Māori more visible through signage?

## Whakapā mai ki a:

### Te Taura Whiri i te Reo Māori

Investment Centre  
Te taumata 11, te 20 o te Tiriti o Balance  
Te Pouaka Poutāpeta 411  
Te Whanganui-a-Tara 6011  
**Te waea:** 04 471 0244  
**Te īmēra:** [info@tetaurawhiri.govt.nz](mailto:info@tetaurawhiri.govt.nz)  
**Te pae tukutuku:** [www.tetaurawhiri.govt.nz](http://www.tetaurawhiri.govt.nz)

### Te Puni Kōkiri

Te Puni Kōkiri House  
Te 143 o te Tauranga o Lambton  
Te Pouaka Poutāpeta 3943  
Te Whanganui-a-Tara 6041  
**Te waea:** 04 819 6000  
**Te īmēra:** [info@tpk.govt.nz](mailto:info@tpk.govt.nz)  
**Te pae tukutuku:** [www.tpk.govt.nz](http://www.tpk.govt.nz)

### Te Komihana o ngā Tari Kāwanatanga

Te taumata 10, te Whare o Te Pūtea Matua (RBNZ)  
Te 2 o The Terrace  
Te Pouaka Poutāpeta 329  
Te Whanganui-a-Tara 6140  
**Te waea:** 04 495 6600  
**Te īmēra:** [commission@ssc.govt.nz](mailto:commission@ssc.govt.nz)  
**Te pae tukutuku:** [www.ssc.govt.nz](http://www.ssc.govt.nz)

### Te Rōpū Rawa o te Kāwanatanga

Te 15 o te Tiriti o Stout, Te Whanganui-a-Tara 6011  
Te Pouaka Poutāpeta 1473, Te Whanganui-a-Tara 6140  
**Te waea:** 04 472 0030, te 4 917 0199 rānei  
**Te īmēra:** [info@mbie.govt.nz](mailto:info@mbie.govt.nz)  
**Te pae tukutuku:** [www.mbie.govt.nz/info-services/nz-govt-procurement-and-property/government-property-group/](http://www.mbie.govt.nz/info-services/nz-govt-procurement-and-property/government-property-group/)

### Tā te Kāwanatanga Āpiha Matua mō ngā Pārongo

Tukuna ngā urupounamu ki:  
Te Tumuaki, Te Whakahaeretanga o ngā Hononga, Te Panonitanga o te Ratonga me te Pūnaha  
Te Tari Taiwhenua  
Te Pouaka Poutāpeta 805, Te Whanganui-a-Tara 6011  
**Te waea:** 04 472 0030, te 4 917 0199 rānei  
**Te īmēra:** [gcio@dia.govt.nz](mailto:gcio@dia.govt.nz)  
**Te pae tukutuku:** [www.ict.govt.nz](http://www.ict.govt.nz)

[tpk.govt.nz/tohureorua](http://tpk.govt.nz/tohureorua)  
[#tohureorua](https://twitter.com/tohureorua)

## Contact:

### Te Taura Whiri i te Reo Māori

Investment Centre  
Level 11, 20 Balance Street  
PO Box 411  
Wellington 6011  
**Tel:** 04 471 0244  
**Email:** [info@tetaurawhiri.govt.nz](mailto:info@tetaurawhiri.govt.nz)  
**Website:** [www.tetaurawhiri.govt.nz](http://www.tetaurawhiri.govt.nz)

### Te Puni Kōkiri

Te Puni Kōkiri House  
143 Lambton Quay  
PO Box 3943  
Wellington 6041  
**Tel:** 04 819 6000  
**Email:** [info@tpk.govt.nz](mailto:info@tpk.govt.nz)  
**Website:** [www.tpk.govt.nz](http://www.tpk.govt.nz)

### State Services Commission

Level 10, Reserve Bank of New Zealand (RBNZ) Building  
2 The Terrace  
PO Box 329  
Wellington 6140  
**Tel:** 04 495 6600  
**Email:** [commission@ssc.govt.nz](mailto:commission@ssc.govt.nz)  
**Website:** [www.ssc.govt.nz](http://www.ssc.govt.nz)

### Government Property Group

15 Stout Street, Wellington 6011  
PO Box 1473, Wellington 6140  
**Tel:** 04 472 0030 or 4 917 0199  
**Email:** [info@mbie.govt.nz](mailto:info@mbie.govt.nz)  
**Website:** [www.mbie.govt.nz/info-services/nz-govt-procurement-and-property/government-property-group/](http://www.mbie.govt.nz/info-services/nz-govt-procurement-and-property/government-property-group/)

### Government Chief Information Officer

Enquiries to:  
Director, Relationship Management, Service and System Transformation  
Department of Internal Affairs  
PO Box 805, Wellington 6011  
**Tel:** 04 472 0030 or 4 917 0199  
**Email:** [gcio@dia.govt.nz](mailto:gcio@dia.govt.nz)  
**Website:** [www.ict.govt.nz](http://www.ict.govt.nz)

[tpk.govt.nz/tohureorua](http://tpk.govt.nz/tohureorua)  
[#tohureorua](https://twitter.com/tohureorua)



## Ngā mihi

E mihi ana mātou ki ngā pokapū i uiuitia ai mō tēnei kaupapa, tae atu hoki ki:

te Tari o te Kaimahi o te Whare o ngā Māngai  
 a Te Ratonga Whare Pāremata  
 te Tari o te Pirimia me te Rūnanga Kāwanatanga  
 a Te Komihana o Ngā Tari Kāwanatanga  
 a Te Kaitohutohu Kaupapa Rawa  
 te Tari Takuhetanga o te Kāwanatanga o Niu Tirenī, i raro i te maru o Hīkina Whakatutuki  
 te Rōpū Rawa o te Kāwanatanga, i raro i te maru o Hīkina Whakatutuki  
 tā te Kāwanatanga Āpiha Matua mō ngā Pārongo, i raro i te maru o Te Tari Taiwhenua  
 a Ngā Pou Taunaha o Aotearoa  
 a Waka Kotahi  
 a Te Ratonga Whakaata Māori  
 a Te Māngai Pāho  
 a Te Papa Atawhai  
 a Te Tari Taiwhenua  
 a Manatū Taonga  
 a Manatū Mō Te Taiao  
 a Te Tāhuhu o Te Mātauranga  
 a Tāhū o te Ture  
 a Te Manatū Whakahiato Ora  
 a Te Papa Tongarewa (Te Papa)  
 a Ngā Taonga o te Oro me te Kite

E tino rere ana ngā mihi ki ngā pokapū i whai wāhi mai ki ngā uiuinga, i whakatakoto hoki i ā rātou kōrero e pā ana ki ngā huarahi i takahia ai e rātou ki te whakatinana i te tohu reorua i roto i ō rātou whakahaere.

### He whakaahua

E mihi ana ki ngā whakahaere nā rātou i homai ētahi tauira o ā rātou tohu reorua, ki a Safety Signs New Zealand hoki ([www.safetysign.co.nz](http://www.safetysign.co.nz)) mō ngā whakaahua o ngā tohu reorua whānui.

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 Government Property Group, Ministry of Business, Innovation and Employment  
 Government Chief Information Officer, Department of Internal Affairs  
 New Zealand Geographic Board  
 New Zealand Transport Agency  
 Māori Television Service  
 Te Māngai Pāho  
 Department of Conservation  
 Department of Internal Affairs  
 Ministry for Culture and Heritage  
 Ministry for the Environment  
 Ministry of Education  
 Ministry of Justice  
 Ministry of Social Development  
 Museum of New Zealand Te Papa Tongarewa (Te Papa)  
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In particular, we thank those agencies that participated in interviews and shared their stories about their journeys to implement bilingual signage in their organisations.

### Images

Thank you to all the organisations who supplied us with examples of their bilingual signage and to Safety Signs New Zealand ([www.safetysign.co.nz](http://www.safetysign.co.nz)) for images of generic bilingual signage.



## He kōrero nā tētahi wae tāpoi

Mēnā kua manatu koe ka pēhea rā te urupare a te wae tāpoi, kāore nei ōna māramatanga ki te reo Māori, i te kitenga i ngā tohu reorua, tēnā, tirohia tēnei whakautu i tētahi manuhiri, nā te kaha o te awenga ōna i tana kitenga i te tohu o runga nei, ka tuhia e ia ōna whakaaro ki tāna rangitaki ā-haereere.

*“I a au e kōrero nei mō te reo Māori, ka oho ngā whakaaro i te kitenga ko te nuinga tonu o ngā ingoa wāhi i Aotearoa, he kupu Māori-- ngā tāone, ngā huarahi, ngā whanga, ngā tipu. He tangata aro nui ki te kupu au, nō reira, e rekareka ana au ki te whakarongo ki ngā oro o aua kupu katoa. He māori rawa atu te kite i ngā tohu i Aotearoa kei te reo Pākehā me te reo Māori.” Nā Cindy – He manuhiri nō Amerika, i te tau 2014*

## A tourist's story

If you've ever wondered how tourists with no understanding of te reo Māori would react to seeing bilingual signs, then check out this response from one visitor who was so inspired when she saw the sign above, that she wrote about it on her travel blog.

*“Speaking of the Maori language, it's interesting to see that the vast majority of place names in NZ are Māori words--cities, streets, harbors, plants. I'm a word person, so I'm having fun listening to the sounds of all those words. It's very common in NZ to see signs in both English and Māori.” Cindy – American visitor 2014*

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