



Te Puni Kōkiri
REALISING MĀORI POTENTIAL

Ngā Waiaro Atu Ki Te Reo Māori

Attitudes Toward the Māori Language



LANGUAGE AND ATTITUDES

The Māori language is the heritage language of the Māori people and an official language of New Zealand. The health of the Māori language declined significantly over the course of the 20th century. By the 1970s, it was recognised that the survival of the Māori language as a language of everyday communication was under threat because of its declining use within families. Since then, Māori groups and communities have developed a range of initiatives to increase the health of the Māori language. The Government has responded to these efforts with funding, policies and programmes designed to support Māori aspirations for their language.

Language health is directly affected by the attitudes of both speakers and non-speakers. Negative attitudes create disincentives for speakers and potential speakers to use a language. On the other hand, positive attitudes typically support learning and use of a language.

TE REO ME NGĀ WAIARO

Ko te reo Māori te reo taketake o te iwi Māori, ā, ko ia hoki tētahi o ngā reo whai mana o Aotearoa. I te rautau 20, ka heke te ora o te reo Māori, ā, ka tata hemo. Taka mai ki te tekau tau 1970-80 i reira ka kitea e raru ana te reo Māori i te mea kāore i te kaha kōrerotia e ngā whānau i roto i ō rātou kāinga. Mai i tērā wā, kua whakatinanatia e ngā rōpū Māori me ngā hapori Māori ētahi kaupapa hei whakapiki i te ora o te reo Māori. Ko tā te Kāwanatanga urupare, he toha pūtea, he hanga kaupapahere me ngā hōtaka hei tautoko i ō te Māori wawata mō tō rātou reo.

He mea tino whai take ngā waiaro o ngā kaikōrero i te reo me te hunga kāore i te paku kōrero i tētahi reo ki te oranga o taua reo. Ko tā ngā waiaro whakahē he aukati i te hiahia o te tangata ki te kōrero i tētahi reo. Manohi anō, ko tā ngā waiaro takatika he hāpai i te akona me te kōrerotia i te reo.



Te Kāwanatanga o Aotearoa



■ MĀORI LANGUAGE STRATEGY

In 2003, the Government released the revised Māori Language Strategy, in order to better coordinate its efforts in this sector.

The Strategy set out five goals that were focused on: increasing the numbers of Māori language speakers; increasing the use of the Māori language; strengthening Māori language education; reflecting the leading role of iwi and hapū in local-level language revitalisation; and increasing positive attitudes towards the Māori language (see www.tpk.govt.nz for more information about the Māori Language Strategy).

The fifth goal seeks to increase the status of the Māori language by developing positive attitudes towards it among speakers and non-speakers. In recent years, several initiatives have been established to promote the status of the Māori language, including:

- the establishment of the Māori Television Service which broadcasts high quality Māori language and culture programming to all New Zealanders;
- the promotion of Māori Language Week, administered by Te Taura Whiri i te Reo Māori (Te Taura Whiri); and
- the establishment of the Māori Language Information Programme, also administered by Te Taura Whiri, to promote opportunities for Māori language learning and use.

It is important the Māori Language Strategy is updated on a regular basis, to ensure that it reflects the changing circumstances of the language. Work is currently underway to review and update the Māori Language Strategy.

■ SURVEYS OF ATTITUDES TOWARD THE MĀORI LANGUAGE

In order to measure progress towards achieving the fifth goal of the Māori Language Strategy, the Government has commissioned four telephone surveys of attitudes towards the Māori language (in 2000, 2003, 2006, and 2009). Each of these surveys had a sample size of approximately 1500 respondents. The surveys measured knowledge, attitudes and general values about the Māori language among both Māori and non-Māori respondents.

TE RAUTAKI REO MĀORI

Nō te tau 2003 ka whakaputahia e te Kāwanatanga te Rautaki Reo Māori hou, hei whakapai ake i tana ruruku i āna mahi i roto i tēnei rāngai. E rima ngā whāinga o te Rautaki nei: arā, te whakapiki i te tokomaha o ngā kaikōrero i te reo Māori; te whakawhānui atu, te whakapiki atu i te whakamahinga i te reo Māori; te whakapakari ake i te mātauranga reo Māori; te whakaata i te wāhi ki ngā iwi me ngā hapū hei arataki i te whakaoranga o te reo i roto i ō rātou ake hapori; te whakapiki i te whakaaro pai me te ngākau rarata o te tangata ki te reo Māori (tirohia www.tpk.govt.nz mō ētahi atu kōrero mō te Rautaki Reo Māori).

Ko tā te tuarima o ēnei whāinga he whakapiki i te mana o te reo Māori mā te whanake i te whakaaro pai me te ngākau rarata i ngā kaikōrero i te reo me te hunga kāore i te kōrero i te reo. I roto i ngā tau tata nei, kua whakatūria ētahi kaupapa hei whakatairanga i te mana o te reo Māori, arā:

- te whakatūrangā i Whakaata Māori hei whakapāho i ngā hōtaka reo Māori, hōtaka tino kounga ki ngā tāngata katoa o Aotearoa;
- te whakatairanga i te Wiki o te Reo Māori, e kawea ana e Te Taura Whiri i te Reo Māori;
- te whakatūrangā o te Hōtaka Tuku Mōhiotanga mō te Reo Māori, e kawea ana hoki e Te Taura Whiri i te Reo Māori, hei whakatairanga i te whakaako me te whakamahi i te reo.

He mea tino whai take kia whakahoungia te Rautaki Reo Māori i roto i te huringa o te wā, hei whakaatu mai i te āhua panoni o te reo. I tēnei wā kei te whakahaeretia ērā mahi hei arotake, hei whakahou tonu i te Rautaki Reo Māori.

NGĀ RANGAHAU I NGĀ WAIARO ATU KI TE REO MĀORI

E ine ai i te ahunga whakamua ki te whāinga tuarima o te Rautaki Reo Māori, kua whakaritea e te Kāwanatanga e whā ngā rangahau ā-waea i ngā waiaro ki te reo Māori (i ngā tau 2000, 2003, 2006 me 2009). Mō ia rangahau, tata ki te 1500 te tokomaha o ngā tāngata i whakautu i ngā pātai. Ko tā ngā rangahau nei he ine i te mōhiotanga, ngā waiaro me ngā uara tauwhānui o ngā kaiwhakautu Māori me ngā kaiwhakautu ehara i te Māori, mō te reo Māori.



ATTITUDES AMONG MĀORI

Māori people generally hold very positive attitudes toward the Māori language. Table 1 shows consistently positive responses from Māori between 2000–2009 for various attitudinal statements, with very high levels of support for statements about proficient speakers and Māori language use at marae. It is interesting to note, however, that Māori respondents are more likely to support Māori language education for all children, rather than for Māori children only.

Table 1: Attitudinal Statements about Māori Language, 2000–2009,

Māori Respondents				
% Agree/strongly agree	2000	2003	2006	2009
Well spoken Māori is a beautiful thing to listen to	97	96	95	96
It is a good thing that Māori people speak Māori on the marae	94	98	98	98
I have a lot of respect for people who can speak Māori fluently	89	94	93	95
It is a good thing that Māori people speak Māori in public places, such as the street or supermarket	68	89	94	89
All Māori should make an effort to learn Māori themselves	63	77	77	75
Some Māori language education should be compulsory in school for Māori children	41	66	61	61
Some Māori language education should be compulsory in schools for all children	-	67	65	68

Māori consider that the Government has an important role in language revitalisation. In 2009, there was particularly strong support for the role of Government in supporting Māori radio stations (94% of respondents agreed or strongly agreed with this statement) and in recording how well the Māori language is doing (91%). Māori support for these statements has remained consistently positive over the last decade.

Table 2: Attitudes Toward Government Involvement in the Māori Language, 2000–2009,

Māori Respondents				
% Agree/strongly agree	2000	2003	2006	2009
The Government's support of Māori radio stations is a good thing	-	93	95	94
The Government should encourage the use of Māori in everyday situations such as in the home or at the marae	58	82	81	81
It is important that the Government takes a role in recording how well Māori language is doing	77	88	88	91
It would be good if the Government departments could conduct business in Māori if requested	74	82	80	79
It is only right that the signage is in both Māori and English	-	77	78	74

NGĀ WAIARO I WAENGA I TE MĀORI

E ngākau rarata ana te nuinga o ngā Māori ki te reo Māori. Kei Ripanga 1 e kitea ana mai i te tau 2002 ki 2009, he mea auau tonu te puta mai o ngā urupare takatika a ngā tāngata Māori, arā ngā momo tauāki waiaro, me te kaha tautoko i ngā tauāki mō ngā kaikōrero matatau me te kōrero i te reo Māori i ngā marae. Heoi, ko tētahi mea i kitea, tērā e tautoko ana ngā kaiwhakautu Māori kia whai wāhi ngā tamariki katoa ki ngā akoranga reo Māori, kua ko ngā tamariki Māori anake.

Ripanga 1: Ngā Tauāki Waiaro mō te Reo Māori, 2000–2009,

Kaiwhakautu Māori				
% Whakaae/whakaae kaha	2000	2003	2006	2009
He mea ātaahua te whakarongo atu ki te reo Māori e kōrero tino pai ana	97	96	95	96
He mea pai te Māori e kōrero Māori ana ki ngā marae	94	98	98	98
He nui aku whakamihi mō ngā tāngata e tau ana ki te kōrero Māori	89	94	93	95
He mea pai kia kōrero Māori te hunga Māori i roto i ngā wāhi tūmatanui, ki ngā wāhi mahi rānei	68	89	94	89
Me hanga kaha a ngāi Māori katoa ki te ako i te reo Māori	63	77	77	75
Me whakahau ko te reo Māori tētahi marau kura me mātua tutuki e ngā tamariki Māori	41	66	61	61
Me whakahau ko te reo Māori tētahi marau kura me mātua tutuki e ngā tamariki katoa	-	67	65	68

Ki ngā Māori he wāhi tino whai take tā te Kāwanatanga ki te whakaoranga i te reo Māori. I te tau 2009, he tino kaha te tautoko i te wāhi ki te Kāwanatanga mōna i tautoko rā i ngā reo irirangi Māori (94% o ngā kaiwhakautu i whakaae, i kaha whakaae rānei ki tēnei tauāki) me te rangahau i te ora o te reo Māori (91%). I roto i te tekau tau kua hipa nei, he tino kaha te tautoko a ngā Māori ki ēnei tauāki.

Ripanga 2: Ngā Waiaro atu ki te Whaiwāhitanga a te Kāwanatanga ki te Reo Māori, 2000–2009,

Kaiwhakautu Māori				
% Whakaae/whakaae kaha	2000	2003	2006	2009
He mea pai te tautokohanga a te Kāwanatanga i ngā teihana reo irirangi Māori	-	93	95	94
Me whakamanawa te Kāwanatanga i te whakamahinga i te reo, ia rā, ia rā	58	82	81	81
He mea whakahirahira kia riro mā te Kāwanatanga te mahi ki te hopu pārongo mō te haere pai o te reo Māori	77	88	88	91
Ka pai mehemea ka whakahaere ngā tari Kāwanatanga i ā rātou mahinga i roto i te reo Māori	74	82	80	79
E tika ana te tuhi i ngā pānui i roto i te reo Māori me te reo Ingarihi	-	77	78	74



There is some lag between the positive attitudes reported by Māori people towards the language and their participation in Māori language and culture events. While 94% of Māori respondents in 2009 agreed that Government should support Māori radio stations, only 30% of respondents reported that they listened to these stations on a regular basis. This figure has decreased from 40% in 2006. On the other hand, there are increases in the number of Māori people who access information about the Māori language and culture on the internet, from 27% in 2006 to 31% in 2009. The lag between behaviour and attitudes is commonly identified in studies of attitudes towards social issues.

Table 3: Participation in Selected Language and Culture Related Activities, 2000-2009,

Māori Respondents			
% Undertook following activities often/very often	2000	2006	2009
Go to a marae	59	63	58
Watch or listen to the Te Reo television channel	-	-	50
Watch or listen to the Māori Television station	-	62	63
Access websites about Māori culture	-	27	31
Access websites that contain Māori language resources	-	27	31
Attend ceremonies of events with Māori welcomes and speeches	48	55	56
Read or browse Māori magazines	41	50	39
Go to kapa haka or Māori culture group concerts	40	42	41
Listen to Iwi Radio (Māori Radio)	38	40	30
Visit Māori art, culture or historical exhibits	30	41	40

Ahakoā ēnei waiaro takatika a te Māori ki te reo, kei te takamuri tonu rātou ki te whai wāhi atu ki ngā kaupapa reo Māori, ahurea Māori hoki. Ahakoā i whakaae e 94% o ngā kaiwhakautu Māori me tautoko e te Kāwanatanga ngā reo irirangi Māori, e 30% noa iho i kī mai ka whakarongo tonu rātou ki aua reo irirangi. Kua heke tēnei mai i te 40% i te tau 2006. Manohi anō, kua piki haere te tokomaha o ngā Māori e toro mōhiohio ana mō te reo Māori me te ahurea Māori mā te ipurangi, arā, atu i 27% i te tau 2006 ki te 31% i te tau 2009. Ko te takamuri i waenga i te whanonga me ngā waiaro tētahi āhuatanga ka kitea whānuitia i ngā rangahau mō ngā take pāpori.

Ripanga 3: Whaiwāhitanga ki ngā Mahinga e pā ana ki te Reo me ngā Tikanga Kua Tohua, 2000-2009,

Kaiwhakautu Māori			
% I whaiwāhi ki ngā mahinga e whai ake nei, i ētahi wā, i te nuinga o ngā wā rānei	2000	2006	2009
Haere ki te marae	59	63	58
Mātaki, whakarongo rānei ki te teihana Te Reo	-	-	50
Mātaki, whakarongo rānei ki te Pouaka Whakaata Māori	-	62	63
Toro pae tukutuku mō te ahurea Māori	-	27	31
Toro pae tukutuku mō ngā rauemi reo Māori	-	27	31
Haere ki ngā hui tapu, hui tauwhāinga rānei ki ngā pōwhiri, me ngā whaikōrero Māori	48	55	56
Pānui, titiro noa iho rānei i ngā pukapuka Māori	41	50	39
Haere ki ngā konohete kapa haka Māori	40	42	41
Whakarongo ki te reo irirangi iwi	38	40	30
Toro ki ngā kaupapa whakaata toi, tikanga, hītori Māori	30	41	40



ATTITUDES AMONG NON-MĀORI

Non-Māori people hold positive attitudes toward the Māori language, but not to the same extent as Māori. However, non-Māori attitudes towards the Māori language have improved significantly between 2000 and 2009. In particular, support for the statement that 'It is a good thing that Māori people speak Māori in public places, such as the street or supermarket' has increased from 40% in 2000 to 77% in 2009. This reflects a growing awareness about the importance of the Māori language for Māori people and in wider New Zealand society. In addition, there were increases in support for the provision of Māori language education to children over this period.

Table 4: Attitudinal Statements about Māori Language, 2000–2009,

Non-Māori Respondents				
% Agree/strongly agree	2000	2003	2006	2009
Well spoken Māori is a beautiful thing to listen to	78	82	80	78
It is a good thing that Māori people speak Māori on the marae	90	95	96	97
I have a lot of respect for people who can speak Māori fluently	74	84	81	87
It is a good thing that Māori people speak Māori in public places, such as the street or supermarket	40	73	80	77
All Māori should make an effort to learn Māori themselves	51	57	57	66
Some Māori language education should be compulsory in school for Māori children	21	54	43	58
Some Māori language education should be compulsory in schools for all children	-	54	56	64

Non-Māori people strongly support the Government's involvement in Māori language revitalisation. In particular, in 2009, they indicated that the Government's support for Māori radio stations (85%) and measuring the health of the Māori language (79%) is important. There has been growth in the support for the role of Government to encourage the use of the Māori language in everyday situations between 2000 (25%) and 2009 (64%).

Table 5: Attitudes Toward Government Involvement in the Māori Language, 2000–2009,

Non-Māori Respondents				
% Agree/strongly agree	2000	2003	2006	2009
The Government's support of Māori radio stations is a good thing	-	73	75	85
The Government should encourage the use of Māori in everyday situations such as in the home or at the marae	25	61	59	64
It is important that the Government takes a role in recording how well Māori language is doing	53	71	76	79
It would be good if the Government departments could conduct business in Māori if requested	48	55	54	55
It is only right that the signage is in both Māori and English	-	48	54	59

NGĀ WAIARO I WAENGA I A TAUWI

Ahakoa he waiaro takatika ā ngā tāngata Tauwi ki te reo Māori kāore e rite te āhua ki ā ngā tāngata Māori. Heoi, mai i te tau 2000 ki te tau 2009 i kitea kua pai ake ngā waiaro a Tauwi ki te reo Māori. Ko te mea nui, kua kaha ake te tautoko i te tauāki 'He mea pai kia kōrero Māori te hunga Māori i ngā wāhi tūmatanui, ki ngā wāhi mahi rānei' arā, kua piki atu i 40% i te tau 2000 ki te 77% i te tau 2009. Hei whakaatu tēnei i te arokā ake ki te wāhi ki te reo Māori mō ngā tāngata Māori me te porihanga whānui o Aotearoa. Ka mutu, i roto anō i tēnei wā, kua kaha ake te tautoko i te whakarato i ngā akoranga reo Māori ki ngā tamariki.

Ripanga 4: Ngā Tauāki Waiaro mō te Reo Māori, 2000-2009,

Kaiwhakautu Tauwi				
% Whakaae/whakaae kaha	2000	2003	2006	2009
He mea ātaahua te whakarongo atu ki te reo Māori e kōrero tino pai ana	78	82	80	78
He mea pai te Māori e kōrero Māori ana ki ngā marae	90	95	96	97
He nui aku whakamihī mō ngā tāngata e tau ana ki te kōrero Māori	74	84	81	87
He mea pai kia kōrero Māori te hunga Māori i roto i ngā wāhi tūmatanui, ki ngā wāhi mahi rānei	40	73	80	77
Me hanga kaha a ngāi Māori katoa ki te ako i te reo Māori	51	57	57	66
Me whakahau ko te reo Māori tētahi marau kura me mātua tutuki e ngā tamariki Māori	21	54	43	58
Me whakahau ko te reo Māori tētahi marau kura me mātua tutuki e ngā tamariki katoa	-	54	56	64

E kaha tautoko ana a Tauwi i te whai wāhi a te Kāwanatanga ki te whakaoranga o te reo Māori. Ina rā, i te tau 2009, i kitea he mea nui te tautoko a te Kāwanatanga ki ngā reo irirangi Māori (85%) me te ine i te ora o te reo Māori (79%). Kua piki ake te kaha o te tautoko, mai i te tau 2000 (25%) ki te tau 2009 (64%), mō te wāhi ki te Kāwanatanga, arā, māna e whakatītina te whakamahinga i te reo Māori i ia rā, i ia rā.

Ripanga 5: Ngā Waiaro atu ki te Whaiwāhitanga a te Kāwanatanga ki te Reo Māori, 2000-2009,

Kaiwhakautu Tauwi				
% Whakaae/whakaae kaha	2000	2003	2006	2009
He mea pai te tautokohanga a te Kāwanatanga i ngā teihana reo irirangi Māori	-	73	75	85
Me whakamanawa te Kāwanatanga i te whakamahinga i te reo, ia rā, ia rā	25	61	59	64
He mea whakahirahira kia riro mā te Kāwanatanga te mahi ki te hopu pārongo mō te haere pai o te reo Māori	53	71	76	79
Ka pai mehemea ka whakahaere ngā tari Kāwanatanga i ā rātou mahinga i roto i te reo Māori	48	55	54	55
E tika ana te tuhi i ngā pānui i roto i te reo Māori me te reo Ingarihi	-	48	54	59



While there has been a clear move in attitudes towards the Māori language among non-Māori people, there has not been an equivalent shift in behaviours. Some non-Māori people watch the Māori Television Station (26%) and attend ceremonies or events with Māori welcomes and speeches (23%). Otherwise, non-Māori participation in Māori language and culture events has remained uniformly low between 2000 and 2009. For this reason, many non-Māori can be described as 'passive supporters' of the Māori language.

Table 6: Participation in Selected Language and Culture Related Activities, 2000-2009,

Non-Māori Respondents			
% Undertook following activities often/very often	2000	2006	2009
Go to a marae	5	6	8
Watch or listen to the Te Reo television channel	-	-	13
Watch or listen to the Māori Television station	-	10	26
Access websites about Māori culture	-	3	6
Access websites that contain Māori language resources	-	3	9
Attend ceremonies of events with Māori welcomes and speeches	11	26	23
Read or browse Māori magazines	3	3	3
Go to kapa haka or Māori culture group concerts	6	8	7
Listen to Iwi Radio (Māori Radio)	4	4	3
Visit Māori art, culture or historical exhibits	11	16	21

Ahako mārama te kitea kua neke ngā waiaro a Tauīwi ki te reo Māori, kāore i pērā rawa mō te taha ki ngā whanonga. Ko ētahi o rātou kei te mātaki i a Whakaata Māori (26%) me te haere ki ngā kaupapa kei reira he pōwhiri me ngā whaikōrero (23%). Atu i ēnei he iti noa iho te whai wāhi a Tauīwi ki te reo Māori me ngā kaupapa Māori mai i te tau 2000 ki te tau 2009. Nā runga i tēnei āhua me kī he 'kaitautoko wahangū' te nuinga o Tauīwi ki te reo Māori.

Ripanga 6: Whaiwāhitanga ki ngā Mahinga e pā ana ki te Reo me ngā Tikanga Kua Tohua, 2000–2009,

Kaiwhakautu Tauīwi			
% I whaiwāhi ki ngā mahinga e whai ake nei, i ētahi wā, i te nuinga o ngā wā rānei	2000	2006	2009
Haere ki te marae	5	6	8
Mātaki, whakarongo rānei ki te teihana Te Reo	-	-	13
Mātaki, whakarongo rānei ki te Pouaka Whakaata Māori	-	10	26
Toro pae tukutuku mō te ahurea Māori	-	3	6
Toro pae tukutuku mō ngā rauemi reo Māori	-	3	9
Haere ki ngā hui tapu, hui tauwhāinga rānei ki ngā pōwhiri, me ngā whaikōrero Māori	11	26	23
Pānui, titiro noa iho rānei i ngā pukapuka Māori	3	3	3
Haere ki ngā konohete kapa haka Māori	6	8	7
Whakarongo ki te reo irirangi iwi	4	4	3
Toro ki ngā kaupapa whakaata toi, tikanga, hītori Māori	11	16	21





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CONCLUSION

The results of the four Surveys of Attitudes towards the Māori Language undertaken between 2000 and 2009 show that good progress is being made towards the fifth goal of the Māori Language Strategy.

Māori attitudes towards the Māori language have remained very positive, while there have been significant gains in non-Māori attitudes towards the Māori language. This demonstrates the ongoing commitment of Māori people to their language and culture and the success of various Māori language initiatives in normalising the Māori language in New Zealand society. There is clear evidence that awareness about the importance of Māori language use in home and community settings is increasing. This will support inter- and intra-generational language transmission, which lies at the heart of language revitalisation.

There is significant goodwill towards the Māori language among both Māori and non-Māori people. This is an important component in improving the health of the Māori language, because this goodwill creates a positive environment for learning and using the Māori language. However, more work is required to secure the health of the Māori language. The ongoing challenge for Māori language advocates, educators, policy-makers and community leaders is to translate positive attitudes into tangible actions that support the learning and use of the Māori language in whānau and community settings.

KUPU WHAKAMUTUNGA

Kei ngā putanga o ngā Rangahau e whā mō ngā Waiaro ki te Reo Māori e whakaaturia ana te pai o te haere whakamua ki te whāinga tuarima o te Rautaki Reo Māori.

Ko ngā waiaro a te iwi Māori ki te reo Māori, he tino pai tonu, ā, kua neke haere, me kī kua pai ake ngā waiaro a Tauīwi ki te reo Māori. Hei whakaatu tēnei kei te ngākau nui tonu te iwi Māori ki tō rātou reo me tō rātou Māoritanga tae atu ki te angitu o ngā momo kaupapa reo Māori e whai ana kia kōrerotia te reo Māori i ngā wāhi katoa o te porihanga o Aotearoa. Arā hoki ngā taunakitanga kei te piki haere te arokā o ngā tāngata he mea tino whai take te whakamahinga i te reo Māori i roto i ngā kāinga me ērā atu wāhi o te hāpori. He mea tautoko tēnei āhuatanga i te tuku ihotanga o te reo mai i tētahi whakatipuranga ki tētahi, koia tonu te poutokomanawa o te whakaoranga i te reo.

E kitea tonu ana he whakaaro pai a te iwi Māori me Tauīwi ki te reo Māori. He mea nui tēnei mō te whakapiki i te ora o te reo Māori, i te mea nā te whakaaro pai ka puta he taiao takatika mō te ako me te whakamahi i te reo Māori. Heoi anō, arā anō ngā mahi hei whakapūmau i te ora o te reo Māori. Ko te mānuka kua takoto ki mua tonu i te aroaro o ngā kaitaunaki i te reo Māori, ngā mātanga Mātauranga, ngā kaihangā kaupapahere me ngā kaiarataki hāpori, ko te ngaki i ngā waiaro papai kei te ngākau o te tāngata, me kore e tipu he rākau hei tautāwhi i te ako me te whakamahinga i te reo Māori i roto i ngā kāinga me ngā hāpori.

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