



Hika Group Ltd Submission Minister of Māori Affairs *Developing a New Māori Language Strategy*

E ngā mana, e ngā reo, rau rangatira mā, tēnā koutou katoa.

Ka whakawhārikihia ngā whakaaro e whai atu nei hei whakatakotoranga e pā ana ki te mahi a te Kāwanatanga kia whakawhanaketia tētahi Rautaki Reo Māori Hou. Ka tipakohia taku karanga i karangahia e au i te taha o te Waitematā i te timatanga o te Wiki o Te Reo Māori 2012 hei tuku atu i te hangarau Hika, kia rere i tōna rerenga mutunga iho, i runga i ngā hau e whā.

*E rere te reo Māori e,
Ki runga i ngā hau e whā,
Nā te Atua koe i hōmai e,
Hei taonga tuku iho ki a mātou e!*

*I bid you fly, Māori language,
Upon the four winds,
For God gave you,
As a treasure for us to pass down through the
generations!*

As the inventor of the Hika technology, Co-founder/Director and Lead Linguistic Strategist of Hika Group Ltd I submit this written submission on behalf of Hika Group Ltd in respect to the government's proposed Māori Language Strategy 2013. Further to my oral submission on Friday, February 21st at Te Paea Marae in Mangere during the Tāmaki-makaurau Consultation Hui, the following is submitted with reference to specific 'Consultation Questions' in Appendix 1 of the Te Puni Kōkiri publication, 'Developing a New Māori Language Strategy'.

Target Audience(s) page 20

As the principle language revitalization strategy of Hika Group Ltd, the **Hika Rauora Reo Strategy** is based on the principle of 'More Toward Immersion' targets the English-speaking audience to lift their reo Māori threshold using the Hika technology. During the 2012 Māori Language Week, Hika Group Ltd launched the **Hika Tīrama** (Hika LITE) product with approximately 7,000 logical language combinations in Māori and English. Within 2 days of the Launch, **Hika Tīrama** recorded over 30,000 downloads which catapulted it to the Top Spot on the iTunes Store where it remained for the duration of Māori Language Week. To this day, **Hika** is the First INDIGENOUS LANGUAGE APP to have achieved the iTunes Top Spot and recorded over 125,000 downloads when it was withdrawn to launch the **Hika TOROTORO** (Hika EXPLORER) product for the education sector. Within twelve months the launch of the **Hika TOROTORO** product on February 28th 2013 (this very day last year) Hika Users number in the 100,000s.

The principle of 'More Toward Immersion' which underpins the **Hika Rauora Reo Strategy** is based on the process **Language Lift** that I've theorized to revitalize Indigenous Languages, specifically te reo Māori in the context of this submission. **Language Lift** is the process whereby technology is used to prompt a phenomenal number of majority language speakers to shift to speaking and using a targeted indigenous language across all language domains (e.g Central and Local Government, Education, Health, Justice, Retail, Travel etc...) and



thereby create greater opportunities for the minority indigenous language speakers to revitalize their language across all domains in society. Through the process of **Language Lift** the indigenous language is mobilized, socialized and normalized within society, increasing its socio-political status and socio-economic value which naturally results in intergeneration transfer among the indigenous people themselves. As opposed to using linguistic theories and strategies from elsewhere in the world, most of which are conceived from a non-indigenous mind, **Language Lift** is the conception of an indigenous mind (my own mind), which makes it unique to Hika Group Ltd and the *Hika Rauora Reo Strategy*.

Ngā Hangarau o te Ao Hou page 21

How important is access to, education and use of modern communications technology to Māori language revitalization?

1. The Hika technology has proven results in reaching our people in urban and rural areas, overseas, in schools, Tertiary Institutions, homes and on the marae.
2. With the ability to access Hika on Apple iOS, Android and soon on Microsoft with Hika Windows, the Hika Hapū products can be used for dialectal revitalization.
3. Hika can also assist with reo Māori revitalization in the 'home' with the use of Hika Māmā, Hika Pāpā, Hika Pēpi, Hika Teina, and Hika Tuakana products
4. It's possible Hika products to address youth issues like bullying, depression and suicide.

Through the Māori Language Strategy, how can we further support te reo Māori through ICT?

1. It is recommended that a **Reo Māori ICT Advisory Group** be formed of private stakeholders in the reo Māori 'space' be formed to work closely with government to advance the aims of the New Maori Language Strategy.
2. Hika Group Ltd would like to be considered as a stakeholder in the reo Māori ICT 'space' with representation in the **Advisory Group**.

How could the proposed Māori ICT Development Fund benefit whānau Māori?

1. Facilitate research in the use of technologies to revitalize te reo Māori in specific domains e.g home, marae, retail, ...
2. Promote and invest in Next Generation Reo Māori ICT development among our own people who have fantastic ideas but limited funds and expertise to make their idea a reality.
3. My own journey as the first Māori woman to invent and commercialize technological intellectual property (IP) was fraught with barriers that meant that I've had to endure racism, sexism, ageism and many other challenges which forced me to break through the typically white, male technology sector as mature, Māori speaking Māori woman.
4. My own journey also meant that Māori Tribal Runanga couldn't fund my IP because their own Policies which often targeted investment in Forestry, Agriculture or Tourism.

Ngā mihi,

Sophie Tauwehe Tamati.