

**From:**  
**Sent:** Thursday, 27 February 2014 3:44 p.m.  
**To:** Mailbox - Māori Language Strategy Submissions  
**Subject:** Te Reo Submission

Firstly I want to acknowledge the organizers of the consultation hui held in Rotorua February 11<sup>th</sup> and I applaud the new initiative presented that evening. However I felt it was much of the same as other initiatives. I was disheartened to hear during that consultation hui that in terms of the dollars spent on Te Reo initiatives over recent years wasn't translating into a significant positive statistic. I attribute part of this decline to our-selves by us creating a culture or perception of exclusivity around Te Reo Māori to being a Māori kaupapa only. May I humbly suggest as my submission we change tact slightly and target a greater Pākehā audience to change their perception and promote the value of the language as a taonga for all New Zealanders.

Ngā mihi