



Te Puni Kōkiri
REALISING MĀORI POTENTIAL

Developing a New Māori Language Strategy



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Introduction

The Māori language is a taonga of iwi and Māori people. Successive Governments have accepted that the Crown has an enduring obligation to take active steps to support its growth and development, in conjunction with iwi and Māori. Currently, the Government spends approximately \$220 million per annum to support Māori language programmes and services¹. These programmes and services are coordinated through the Māori Language Strategy. The current Māori Language Strategy was promulgated in 2003. Recent reviews indicate that it has become outdated over time, and needs to be overhauled and updated.

The Minister of Māori Affairs has a mandate to consult with iwi and Māori language stakeholders about *Developing a New Māori Language Strategy*. This document sets out a suite of proposals to guide this consultation, drawing on: the key themes in the recent reviews of the Māori Language Strategy 2003; best practice in language revitalisation theory and practice among iwi and around the world; and the emerging dynamics of Crown/iwi and Māori relationships. The Minister of Māori Affairs has asked officials to undertake this consultation on his behalf. This document sets out:

- the proposed results for a new Māori Language Strategy;
- some proposed principles to guide the overall approach;
- a strengthened focus on whānau, hapū and iwi language development;
- a proposal to establish a representative iwi entity to assume ownership and management of Te Taura Whiri i te reo Māori (Te Taura Whiri) and Te Māngai Pāho, and to assume the roles and responsibilities of Te Pūtahi Paoho with regard to the Māori Television Service;
- proposals to strengthen Crown-iwi and Māori relationships;
- some planning, implementation and reporting requirements for government agencies that deliver Māori language programmes and services;
- the key role of Māori language in education in the Māori Language Strategy, and information about *Tau Mai Te Reo* - the Māori Language in Education Strategy 2013-2017 produced by the Ministry of Education in 2013; and
- some proposed changes to the Māori Language Act 1987 to strengthen its provisions in line with the New Zealand Sign Language Act 2006.

There will be a series of consultation hui with iwi and Māori language stakeholders in February 2014 (details of the consultation hui are available at www.tpk.govt.nz). In addition, people will be able to provide written feedback at www.tpk.govt.nz. Following analysis of the consultation results, the Minister of Māori Affairs will seek agreement from Cabinet to finalise the new Māori Language Strategy in March 2014.

1. In addition, it provides \$730m per annum as operational funding for Kōhanga Reo, Kura Kaupapa Māori, Wānanga and other Māori language in education programmes (operational funding includes: funding for capital works; staffing and general operating costs).

Background

The health of the Māori language declined steeply over the course of the 20th century. By the 1970s, only 20% of Māori people could speak Māori, with nearly all of these people aged 45 years or older. At the time, leading sociolinguists were predicting that the Māori language would be effectively 'dead' by the year 2010. Since that time, iwi and Māori have led a range of initiatives to revitalise the Māori language in **education** (for example, Kōhanga Reo, Kura Kaupapa Māori, Wānanga), **broadcasting** (for example, iwi radio, Māori Television), and **whānau and iwi language development** (for example, Te Ātaarangi, iwi language planning).

Since the 1980s, the Government has accepted that the Māori language is a taonga of Māori people (as per the Māori Language Act 1987). In the 1990s, it accepted that the Crown has an enduring obligation to take active steps to support its growth and development, in conjunction with iwi and Māori. It has provided funding for various Māori language programmes and services across the education sector, the broadcasting sector, and in Vote: Māori Affairs.

Despite these efforts by iwi and Māori, and by the Crown, the health of the Māori language remains fragile. In the 1990s and early 2000s, there was some stabilisation in the number of Māori speakers recorded in the Census, at approximately 24%-25% of the Māori population. However, the most recent Census results show a renewed decline in the number of Māori speakers, down to 21% of the Māori population (or about 125,000 people). In addition, intergenerational language transmission remains limited among Māori households, and enrolments in Kōhanga Reo and Kura Kaupapa Māori have been static in recent years. This means that the supply of new speakers is likely to decline in future, unless further action is taken. There have been some gains in the status of the Māori language in New Zealand society over this period, with 77% of New Zealanders expressing positive attitudes towards the Māori language in 2009 (up from 40% in 2000). In addition, the Māori language now has greater visibility in New Zealand society. However, these gains have not translated into increased use of the Māori language, with Māori speakers using the Māori language for less than half of their daily interactions among their whānau and communities.

Language revitalisation is a long-term endeavour, with significant gains likely to occur over a number of generations. This means that ongoing investment by iwi and Māori and the Crown will be required for the foreseeable future. It will be important to ensure that we are doing the right things, in the right way, to lay a strong foundation to grow Māori language knowledge and use, now and for future generations. The Māori Language Strategy should guide our endeavours and provide a touchstone to assess our progress over time.

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There have been two reviews of the Māori Language Strategy in recent years: *Te Reo Mauriora* (2011) produced by an independent panel commissioned by the Minister of Māori Affairs and *Ko Aotearoa Tēnei* (2011), the Waitangi Tribunal report of the WAI 262 claim that included a chapter on the Māori language. In addition, the Office of the Auditor-General published a performance audit of the Māori Language Strategy in 2007. These reviews found that the Māori Language Strategy promulgated in 2003 needed overhauling. The reviews also identified some common themes, including: the fragile state of the Māori language requires urgent attention, and there is a need for intensive support on an ongoing basis; there is a need to strengthen Crown-iwi and Māori relationships in this sector; there is a need to make provision for greater opportunities for iwi and Māori leadership; and the importance of support for whānau, hapū and iwi language development. The performance audit identified various difficulties with the implementation of the Māori Language Strategy by government agencies, and the reviews expressed concerns about what they perceived as the overly-bureaucratic nature of the Māori Language Strategy, the lack of ambition among agencies and the related failure to provide sufficient priority for Māori language programmes and services.

The proposals for a new Māori Language Strategy respond to these issues.

Some Proposed Results

Four result areas are proposed for the new Māori Language Strategy.

- a. *Te Ako i te Reo*: increasing the number of whānau Māori (and other New Zealanders) who can speak Māori;
- b. *Te Mana o te Reo*: increasing the status of the Māori language among whānau Māori and other New Zealanders and globally;
- c. *Te Kounga o te Reo*: increasing the quality of Māori language use and supporting a focus on iwi dialect maintenance and transmission;
- d. *Te Kōrerotanga o te Reo*: increasing the use of the Māori language among whānau Māori (and other New Zealanders) in a range of domains, with a particular focus on intergenerational language transmission in the home.

These result areas will provide overall direction for our efforts to revitalise the Māori language. They will also enable us to track progress over time. They are derived from sociolinguistic theory and best practice in language planning in international contexts. They build upon the results set out in the Māori Language Strategy 2003, and also reflect key themes in iwi language planning.

It is proposed that these result areas are particularly focused on whānau Māori in the first instance to reflect that (a) the Māori language is a taonga of iwi and Māori people and (b) based on research undertaken by Te Puni Kōkiri, Māori are most likely to be motivated to learn and use the Māori language to the necessary levels to support its growth and development. This will enable us to target available resources for the best returns. However, other New Zealanders will be able to participate in Māori language programmes and services as they choose, and will be encouraged to do so.

Developing Targets

It will be important to develop some targets for these results to enable us to measure our progress and to assess the effectiveness of various programmes and services. High-level data from Census 2013 has recently been released. The results of the post-censal Māori Social Survey will be available in May 2014. It is proposed to develop a suite of targets for these result areas when the data becomes available, so that our approach is evidence-based and can be reliably tracked over time. The targets will include: some overall targets to be measured on a five year cycle (with six month progress reporting, where appropriate); some specific targets for groups of particular interest (for example, Māori people with 'passive' Māori language skills should be targeted with a view to activating their skills); some specific targets for particular Māori language programmes and services that are reported on a six month cycle.

Principles

It is proposed to establish three principles to guide our overall approach to implementing the new Māori Language Strategy, based on the key themes identified in the recent reviews:

- *Whakamana Whānau, Whakapiki Hapū Iwi: strengthening our focus on whānau Māori, hapū and iwi.* This reflects the importance of intergenerational language transmission and the key roles of whānau Māori, hapū and iwi.
- *Kia tū rangatira ai te ao Māori: strengthening Māori leadership.* This principle is about (a) strengthening the ability of iwi and Māori to lead the revitalisation of the Māori language; (b) building the capability and capacity of iwi and Māori (including whānau and hapū) organisations in this sector; (c) strengthening Crown-iwi and Māori relationships in the Māori language sector and (d) encouraging alignment of iwi and Māori initiatives with the Māori Language Strategy.
- *Mahi Tōtika: supporting effective, efficient and coordinated government that increases access to Māori language programmes and services for whānau Māori (and other New Zealanders).* In keeping with our overall focus on better public services, it is important to ensure that Māori language programmes and services are effective, efficient and coordinated, and readily accessible.

These principles will be given effect through the work of our Māori language entities (Te Taura Whiri, Te Māngai Pāho and the Māori Television Service), and in the Māori language programmes and services delivered by other agencies.

A Strengthened Focus on Whānau, Hapū and Iwi Language Development

Intergenerational language transmission lies at the heart of our efforts to revitalise the Māori language. It makes a key contribution to increasing the number of Māori speakers, and it normalise their use of the Māori language in whānau and community settings. The Government has provided some support for intergenerational language transmission through Te Ātaarangi (in particular, the *He Kāinga Kōrerorero* programme). In recent years, many iwi have developed and implemented their own iwi language plans. These iwi language plans typically include a particular focus on intergenerational language transmission among their whānau, and work to capture their own unique dialectal features through papakupu and other initiatives.

Through Budget 2013, the Minister of Māori Affairs implemented a suite of programmes and services within Vote: Māori Affairs to strengthen our focus on whānau Māori, hapū and iwi language development.

A Strengthened Focus on Whānau, Hapū and Iwi Language Development (*Continued...*)

Initiative	Focus	Annual Funding
<i>He Kāinga Kōrerorero</i>	Maintain existing programme of Māori language mentors working directly with whānau to develop and implement household Māori language plans.	\$1.5m per annum (re-allocation within Vote: Māori Affairs)
<i>Mā Te Reo</i>	Expand existing programme of support for whānau Māori, hapū and iwi to develop and implement their own Māori language initiatives.	\$2.5m per annum (re-allocation within Vote: Māori Affairs)
<i>Māori Language Research</i>	New programme to support research and development projects for whānau Māori, hapū and iwi language development.	\$2m per annum (\$1m re-allocation within Vote: Māori Affairs, \$1m new money)
<i>Community Based Language Initiatives</i>	Amalgamate existing programme with Mā Te Reo, following baseline transfer from Ministry of Education to Te Taura Whiri. Engage new contract with Te Ātaarangi for He Kura Whānau Reo.	\$2.3m (transferred from Vote: Education to Vote: Māori Affairs as part of October Baseline Update 2013)

This overall approach to supporting whānau Māori, hapū and iwi language development is administered by Te Taura Whiri, and will be a cornerstone of an updated and refreshed Māori Language Strategy. It will give particular effect to the principle of *Whakamana Whānau, Whakapiki Hapū, Iwi*.

Governance and Accountability Arrangements for Māori Language Entities

It is proposed to implement new governance and accountability arrangements for the Māori language entities within Vote: Māori Affairs (that is Te Taura Whiri, Te Māngai Pāho and the Māori Television Service). In particular, it is proposed to transfer ownership of Te Taura Whiri and Te Māngai Pāho to a representative iwi entity, Te Mātāwai. It is also proposed to update ownership arrangements for the Māori Television Service, whereby the Minister of Māori Affairs and the Minister of Finance would maintain the Crown's current ownership interest and Te Mātāwai would assume responsibility for the Māori ownership interest (this is currently held by Te Pūtahi Paoho). The Crown would maintain an enduring relationship with Te Taura Whiri and Te Māngai Pāho through an annual purchase agreement that would specify the funding for, and outputs of, Māori language programmes and services to be purchased from these entities.

This approach will recognise that the Māori language is a taonga of iwi and Māori people and that iwi are kaitiaki of the Māori language on behalf of their people and should be leading the revitalisation of the Māori language. It will also recognise that the Crown has ongoing responsibilities to take all reasonable steps to support iwi and Māori to lead the revitalisation of the Māori language. It will require the Crown, and iwi and Māori to work together on an ongoing basis in the negotiation of the purchase agreements and the administration of other accountability arrangements.

With regard to Te Taura Whiri and Te Māngai Pāho, Te Mātāwai would be responsible for various ownership functions, including: (a) setting the overarching direction for these entities; (b) appointing the boards of the entities; (c) confirming the functions and activities of these entities; and (d) managing and maintaining the assets and equity of these entities. With regard to the Māori Television Service, Te Mātāwai would be responsible for appointing four of the seven board members, and the Minister of Māori Affairs and the Minister of Finance would be responsible for appointing the remaining three board members. Te Mātāwai and the responsible Ministers would be required to jointly approve the statement of intent, and would jointly receive the annual report. The responsible Ministers would oversee the provision of funding to the Māori Television Service from the Crown, which would be managed through the annual output plan. Te Mātāwai would be responsible for the provision of spectrum licences to the Māori Television Service, and would undertake all other ownership functions on behalf of iwi, hapū and whānau Māori (that is, Te Mātāwai would undertake all the ownership functions that are currently undertaken by Te Pūtahi Paoho).

It is proposed to disestablish Te Pūtahi Paoho and to replace it with Te Mātāwai. While Te Pūtahi Paoho has played an important and effective role in representing Māori interests in the Māori Television Service, it will be important to provide a common platform for iwi and Māori participation in the governance and accountability

Governance and Accountability Arrangements for Māori Language Entities (*Continued...*)

2.

For the purposes of this paper, and as per the Local Government (Auckland Council) Act 2009, an 'iwi' is an entity with one or more of the following characteristics:

- a mandated iwi organisation under the Māori Fisheries Act 2004, and/or
- (b) a body that has been established through the settlement of Treaty of Waitangi claims as a post settlement governance entity, and/or
- (c) a body that has been confirmed by the Crown as holding a mandate for the purposes of negotiating Treaty of Waitangi claims.

3.

The seven regional clusters are:

- Te Taitokerau; Tainui; Mataatua; Te Puku o te Ika; Te Tairāwhiti me Ikarooa; Te Taihauāuru and Te Waipounamu.

arrangements of the Māori language entities. This will provide for a consistent and coherent iwi-led approach across these entities. I anticipate that Te Mātāwai will assume the full range of functions currently undertaken by Te Pūtahi Paoho.

Finally, it is also proposed that Te Mātāwai is provided the opportunity to appoint two members to the board of NZ on Air. The primary function of NZ on Air is to reflect and develop New Zealand identity and culture by making funds available for broadcasting, programme-making and archiving. It has a particular responsibility to promote Māori language and culture (s36 of the Broadcasting Act 1989 refers). NZ on Air is an autonomous Crown Entity and is subject to the Crown Entities Act 2004. It is governed by a board of six members who are appointed by the Minister of Broadcasting. Enabling Te Mātāwai to appoint two members to the board of NZ on Air will strengthen its focus on its legislative responsibility to promote Māori language and culture, and enhance its connectedness with Te Taura Whiri and Te Māngai Pāho.

Developing an Iwi Electoral College (Te Mātāwai)

It is proposed to establish a representative iwi entity, to be known as Te Mātāwai, to undertake a range of leadership roles in the Māori language sector.

To provide for an appropriate balance of full participation and effective and efficient process, it is proposed that: (a) seven regional clusters of iwi would appoint one member each to the iwi electoral college²; and (b) two appointments would be by a Māori language stakeholders group. The regional clusters would be based on the seven broadly recognised dialect regions of the Māori language³. This approach is broadly similar to the arrangements for Te Kāwai Taumata, the Māori Fisheries Electoral College established by the Māori Fisheries Act 2004. The Māori language stakeholders group would be comprised of representatives of the Te Kōhanga Reo National Trust, Te Rūnanganui o Ngā Kura Kaupapa Māori o Aotearoa, Te Tau Ihu o Ngā Wānanga, Te Ataarangi Inc, Te Whakaruruhau o Ngā Reo Irirangi o Aotearoa, Ngā Aho Whakaari Māori in Film Video and Television Incorporated, Ngā Kaiwhakapumau i te Reo Māori, and the Te Huarahi Tika Trust.

It is proposed to use the arrangements for appointments to the Independent Māori Statutory Board developed as part of the Local Government (Auckland Council) Act 2009 (in particular, Part 7 and Schedule 2) as the model for appointments to Te Mātāwai. In this model, the selection body for the Independent Māori Statutory Board retains responsibility, within broad parameters that are set out in legislation, for the processes that it uses to appoint members. This approach enables the selection body to apply tikanga Māori as it undertakes its business. This is appropriate in the context of the Māori Language Strategy, because it recognises and enables iwi and Māori leadership of issues associated with the Māori language entities.

Strengthening Crown-Iwi and Māori Relationships

It is proposed to undertake two workstreams to strengthen Crown-iwi and Māori relationships in this sector and the ability of iwi and Māori to lead the revitalisation of the Māori language.

There are a number of local, regional and national iwi and Māori organisations in the Māori language sector (including whānau and hapū entities). It is proposed to establish an ongoing programme to provide support for these organisations to take stock of their capability and capacity, to plan for their futures, and to give effect to these plans. In addition, it is proposed to establish a forum for these Māori language organisations to engage with each other, and to develop a shared and collective voice on Māori language issues. This work will be led by Te Taura Whiri. It will support opportunities to align iwi and Māori initiatives with the Māori Language Strategy to create greater leverage for the results that we are seeking. It will also provide iwi and Māori with opportunities for coordinated and regular engagement with lead agencies responsible for the implementing the roles of government in supporting the Māori Language Strategy.

It is also proposed to establish an annual forum between the Crown, and iwi and Māori language stakeholders to discuss progress with the implementation of a new Māori Language Strategy. This would provide regular opportunities: (a) for iwi and Māori to provide direction for priority setting within Māori language programmes and services provided by government agencies; (b) for government agencies to report to iwi and Māori about progress on an ongoing basis; and (c) generally to discuss how the Crown, and iwi and Māori will work together to progress the Māori Language Strategy results and principles. It is envisaged that this forum would be similar to other Crown-iwi and Māori fora that have operated in recent years (for example, in the Treaty Settlements sector). The Minister of Māori Affairs will be responsible for hosting the forum, with support from Te Puni Kōkiri.

Planning, Implementation and Reporting Requirements for Government Agencies

Based on a review of sociolinguistic theory and language planning in international contexts, and building on the approach used in the Māori Language Strategy 2003, 11 roles have been identified for Government in supporting the growth and development of the Māori language.

It is proposed that these roles are re-confirmed as part of the new Māori Language Strategy, and that leadership responsibility for these roles should also be reconfirmed with various agencies (see Table 1 below). These agencies will provide leadership for Māori language programmes and services across their sector agencies and communities of interest.

Table 1. Roles of Government and Lead Agencies

Roles	Lead Agencies
<p><i>Māori Language Whānau Development</i></p> <p>Information, mentoring, funding and other support for whānau Māori to develop and implement their own whānau language plans.</p>	<p>(to be purchased from)</p> <p>Te Taura Whiri</p>
<p><i>Māori Language Community Development</i></p> <p>Information, mentoring, funding and other support for hapū, iwi and other Māori community organisations to develop the Māori language within communities.</p>	<p>(to be purchased from)</p> <p>Te Taura Whiri</p>
<p><i>Māori Language Information Programme</i></p> <p>Promoting the status of the Māori language in New Zealand society. Increasing critical awareness among whānau Māori and other New Zealanders about Māori language acquisition and use.</p>	<p>(to be purchased from)</p> <p>Te Taura Whiri</p>

Table continued on following page...

Planning, Implementation and Reporting Requirements for Government Agencies (*Continued...*)

Roles	Lead Agencies
<p><i>Māori Language Education</i></p> <p>Provision of Māori language education programmes and initiatives in early childhood education, compulsory schooling and the tertiary sectors (including Māori medium and 'Māori as a subject' programmes).</p>	<p>Ministry of Education</p>
<p><i>Māori Language Broadcasting</i></p> <p>Provision of Māori language content through radio, television and digital technologies.</p>	<p>(to be purchased from) Te Māngai Pāho, Māori Television Service</p>
<p><i>Māori Language Arts</i></p> <p>Support for kapa haka, literature, and other Māori language arts.</p>	<p>Ministry for Culture and Heritage</p>
<p><i>Māori Language Archives</i></p> <p>Maintenance of Māori language manuscripts, publications, audio-visual archives and other historical records in public institutions.</p>	<p>Department of Internal Affairs (incorporating the National Library and National Archives)</p> <p>Ministry for Culture and Heritage (for audio-visual archives)</p>
<p><i>Māori Language Public Services</i></p> <p>Provision of government services to New Zealanders through the Māori language, on demand; support for the status of the Māori language through public services.</p>	<p>Te Puni Kōkiri</p>

Table continued on following page...

Planning, Implementation and Reporting Requirements for Government Agencies (*Continued...*)

Roles	Lead Agencies
<p><i>Developing the Māori Language</i></p> <p>Support for the development and implementation of orthographic standards, lexical development, attestation of interpreters and translators, standard setting and quality assurance.</p>	<p>(to be purchased from)</p> <p>Te Taura Whiri</p>
<p><i>Monitoring the health of the Māori Language</i></p> <p>Monitoring and analysis of the results areas of the Māori Language Strategy.</p>	<p>Te Puni Kōkiri</p>
<p><i>Policy Advice and Evaluation</i></p> <p>Māori language policy advice; evaluation of Māori language programmes and services provided by government agencies.</p>	<p>Te Puni Kōkiri</p>

The lead agencies listed in Table 1 would be responsible for:

- incorporating planning, implementation and reporting for Māori language programmes and services at an appropriate level in their accountability documents, or in a stand-alone Māori strategy document (for example, *Ka Hikitia and Tau Mai Te Reo* in Vote: Education and Vote: Tertiary Education); and
- ensuring that other agencies within their portfolios undertook similar planning, implementation and reporting. This planning and reporting would be undertaken on an annual basis with guidance from Te Puni Kōkiri (in line with its focus on providing leadership and guidance to the state sector about achieving better results for whānau Māori). In addition, Te Puni Kōkiri would produce an annual report to set out its assessment of the Māori language programmes and services.

Through these planning, implementation and reporting arrangements, it is envisaged that agencies will make explicit connections to the Māori Language Strategy results and principles within the particular contexts of their sectors.

Planning, Implementation and Reporting Requirements for Government Agencies (*Continued...*)

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This approach builds upon the underlying framework of the Māori Language Strategy 2003. However, it is important to respond to concerns about the implementation of this model identified in the performance audit and reviews of the Māori Language Strategy 2003. In particular, it will be important to ensure that agencies undertake appropriate levels of planning, implementation and reporting, and provide sufficient resources to support their Māori language programmes and services. It will also be important to ensure that Te Puni Kōkiri provides the appropriate levels of monitoring, evaluation and assistance to agencies. The Minister of Māori Affairs is developing a framework to ensure that the appropriate accountabilities are implemented.

In addition, Te Puni Kōkiri will be responsible for undertaking a rolling programme of evaluations of the Māori language programmes and services delivered by the lead agencies listed in Table 2 and other agencies within their portfolios. These evaluations would, among other things, consider the consistency of the various programmes and services with the principles of an updated and refreshed Māori Language Strategy, and review 'value for money' within and across programmes and services. The evaluation findings would be reported to the Minister of Māori Affairs and the relevant portfolio Minister in the first instance, with a view to incorporating key findings into the planning, implementation and reporting cycle for the relevant agencies on an ongoing basis.

Māori Language in Education

Māori language in education is vital for supporting both the number of people using the language and its development. Without it, there are few opportunities for the Māori language to thrive, for its status and quality to be expanded and for whānau Māori to both enjoy and achieve education success as Māori.

The Ministry of Education is responsible for implementing the Government's Māori language in education policies across the education system. This includes early learning, learning in primary and secondary education, and tertiary education. It is primarily delivered in programmes:

- where the principal language and medium of instruction is Māori (in kōhanga reo and puna reo, kura kaupapa Māori, wharekura and kura-ā-iwi, and wānanga) and where the outcome is mostly a bilingual one;
- where Māori is learnt as a subject.

Planning, Implementation and Reporting Requirements for Government Agencies (*Continued...*)

The Government spends approximately \$125m per annum on Māori language in education, and a further \$730m per annum meeting operational costs such as staffing, classrooms and IT, and general operating costs.

Last year, the Ministry of Education released the Government's *Tau Mai Te Reo* – the Māori Language in Education Strategy 2013–2017. *Tau Mai Te Reo* sets the strategic direction for the Ministry of Education and education sector agencies such as the New Zealand Qualifications Authority and the Tertiary Education Commission. It provides a way for increasing the value of the Government's investment in Māori language in education over the next five years.

Tau Mai Te Reo reflects some of the key parts of the overall Māori Language Strategy. It focuses on:

- the central importance of the child and young person being successfully immersed in and learning the language;
- the important role of iwi, hapū and whānau in the learning and revival of the Māori language, particularly their support for their children;
- the value of good research and information about the state of Māori language in education and how this is critical for both planning and reporting purposes;
- the need to have good investment advice and information to make better decisions about how to expand both the numbers and value of Māori language in education;
- the importance of a strong and capable professional workforce supported and backed by all education agencies, and the community.

Implementation of *Tau Mai Te Reo* is a critical part of the overall Māori Language Strategy. Further information about *Tau Mai Te Reo* is available at:

www.minedu.govt.nz/theMinistry/PolicyAndStrategy/TauMaiTeReo.aspx

Proposed Changes to the Māori Language Act 1987

It will be necessary to revise and update the Māori Language Act 1987 to give effect to the governance changes proposed above.

It is also proposed that the Māori Language Act 1987 should be amended to bring it in to line with key provisions of the New Zealand Sign Language Act 2006. Among other things, this legislation establishes some general principles to guide the engagement of government departments with the Deaf community to promote access to government information and services. It requires that government departments should be guided, so far as reasonably practicable, by the following principles:

- The Deaf Community should be consulted on matters relating to New Zealand Sign Language (including, for example, the promotion of the use of New Zealand Sign Language);
- New Zealand Sign Language should be used in the promotion to the public of government services and in the provision of information to the public; and
- Government services and information should be made accessible to the Deaf community through the use of appropriate means (including the use of New Zealand Sign Language).

Amending the Māori Language Act 1987 to provide equivalent provisions will ensure that the Māori Language and New Zealand Sign Language are treated on an equal footing before the law. It will also provide government departments with sufficient flexibility to manage these principles within their existing operational models and budgets.

It is intended that the revised Māori Language legislation should be enacted in both Māori and English, following the example of the Mokomoko (Restoration of Character, Mana and Reputation) Act that was passed in late 2013.

Consultation

The Minister of Māori Affairs has a mandate to consult with iwi and Māori language stakeholders about *Developing a New Māori Language Strategy*. Consultation will be undertaken through a series of hui in February 2014 - details of the consultation hui are available at www.tpk.govt.nz. In addition, people will be able to provide written feedback at www.tpk.govt.nz

Consultation Questions

A series of consultation questions have been developed to guide the conversations with iwi and Māori language stakeholders. These are attached as [Appendix 1](#).

In addition, stakeholders are invited to raise any other issues or questions about the proposals for a new Māori Language Strategy.

Next Steps

Following analysis of the consultation results, the Minister of Māori Affairs will seek agreement from Cabinet to finalise the new Māori Language Strategy in March 2014.



Key Questions

The Government's Proposed Māori Language Strategy 2013

General

- Is the Government's proposed Māori Language Strategy an effective and appropriate way for the Government to support the revitalisation of the Māori language? Why/Why not?
- What else would you like to see in the Government's proposed Māori Language Strategy?

Ngā Whāinga – Key Results

- The result areas cover acquisition (Te Ako i te Reo), status (Te Mana o Te Reo), quality (Te Kounga o Te Reo), corpus, and use (Te Kōrerotanga o te Reo). What are your thoughts on these?
- Are there any other high level results that we need to focus on? Why?

Target audience(s)

- Who should be our key target audience(s) for each of the proposed result areas? Māori or non-Māori? All New Zealanders, or te reo Māori speakers only? People with active Māori language skills, or people with passive Māori language skills? Māori in Australia and abroad?
- Should engagement with whānau Māori, hapū and iwi that have language priorities, goals, plans/strategies be prioritised?

Ngā Mātāpono – Key Principles

- The principles cover empowering whānau and iwi (Whakamana Whānau, Whakapiki Iwi), strengthening Māori leadership (Kia Tū Rangatira ai te Ao Māori), and improving access to Māori language programmes (Mahi Tōtika). What are your thoughts on these?
- Are there any other principals that we need to focus on? Why?

Ngā Mahi – Key Initiatives

Whakamana Whānau, Whakapiki Iwi

Ngā Kaupapa Matua o Te Wā

- Are there further initiatives that will enhance and support Māori language development for whānau and the community?

Key Questions *(Continued...)*

Te Aronga o Te Taura Whiri ki ngā Whānau me ngā Iwi

- How can Te Taura Whiri better support iwi language planning?

Ngā Hangarau o te Ao Hou

- How important is access to, education and use of modern communications technology to Māori language revitalisation?
- Through the Māori Language Strategy how can we further support te reo Māori through ICT (Information, and Communications Technology)?
- How could the proposed Māori ICT Development Fund benefit whānau Māori?

**** Furthermore*

- What do you believe is the role that Māori should play in the revitalisation of the Māori language?
- How else can Government support the strengthening of whānau, hapū, and iwi language development?

Kia Tū Rangatira Ai Te Ao Māori

Whakapakari

- How can the Government support Māori language organisations?
- How would you increase wider language capability and capacity for your whānau, hapū and iwi?

Mahi Ngātahi

- Where would you raise, discuss and channel your language concerns or issues to be addressed? Would your language interests benefit from participating in annual language forum alongside other language organisations?
- Do you believe that this forum would be an effective way for the Crown and Māori to confer on progress with the new Māori Language Strategy?
- Is there an alternative mechanism(s)? What might work instead?

Te Mātāwai

- Do you agree with the proposal that iwi participate in the selection of members of the three Māori language entities?
- What should a new governance model look like for these entities? Why?
- What is an alternative model?

Key Questions *(Continued...)*

**** Furthermore*

- Are the proposed actions effective ways in which the Crown can support Māori language leadership?
- Through the Māori Language Strategy, how else can Government support the enablement of iwi language leadership?

Mahi Tōtika

Ngā Tohu Reorua

- To what degree should bilingual signage be available, and in what places?
- How will bilingual signage affect you? Do you think bilingual signage is a good idea?
- Does it increase status of te reo, contribute towards normalising te reo Māori, and provide exposure?

Ngā Ratonga me ngā Hōtaka reo Māori

- Do you think that these are appropriate roles for Government in supporting the revitalisation of the Māori language?
- Are there other programmes and services that the Government could be supporting?

**** Furthermore*

- What barriers are there to accessing Māori language programmes and services in other Votes?
- Are there other Māori language programmes and services that the Government should be providing?

Each of the identified 'key initiatives' seek to contribute towards realising one or more of the 'key results'. Ideas for more potential initiatives could be sought by referring back, at this stage, to the 'key results' section of the proposed strategy.

Te Ako i Te Reo

- Is Māori language in the home an important focus? What other opportunities should be considered to support this result?

Te Mana o Te Reo

- How can Government encourage wider acceptance and uptake of te reo Māori?

Te Kounga o Te Reo

- How can Government support quality language acquisition and use?
- How can Government support the acquisition, use and maintenance of iwi dialects?

Te Kōrerotanga o Te Reo

- How can the Government support the choice made by Māori speakers to use te reo Māori? And in which situations? ie the home.

Hei Tautoko Mai – Supporting Workstreams

He Arotake

- Are there any Māori language programmes or services that should take priority in terms of evaluating its success and value for money?

He Rangahau

- What research gaps need prioritising in terms of te reo Māori?

He Whakahoutanga i te Ture mō te reo Māori

- What are your aspirations for a new Māori Language Act?
- What should be considered during the Acts review?



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