

Developing a New Māori Language Strategy

The Minister of Māori Affairs has developed proposals for a new Māori Language Strategy. Consultation on these proposals will be undertaken in February 2014.

Result Areas for the new Māori Language Strategy

The new Strategy proposes four result areas which focus on:

- a. increasing the number of whānau Māori (and other New Zealanders) who can speak Māori;
- b. increasing the status of the Māori language among whānau Māori and other New Zealanders and globally;
- c. increasing the quality of Māori language use and supporting a focus on iwi dialect maintenance and transmission; and
- d. 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.

Key Principles for the new Māori Language Strategy

The new Māori language Strategy will focus on three key principles, which were common themes in recent reviews of the Government's Māori Language Strategy 2003.

- *Whakamana Whānau, Whakapiki Hapū Iwi*: strengthening our focus on whānau Māori, hapū and iwi.
- *Kia tū rangatira ai te ao Māori*: strengthening Māori leadership.
- *Mahi Tōtika*: supporting effective, efficient and coordinated government that increases access to Māori language programmes and services for whānau Māori (and other New Zealanders).

Key Initiatives

The new Māori Language Strategy will be based on a combination of new and existing initiatives:

New Māori Language Entity

It is proposed to establish a new Māori language entity, Te Mātāwai, and to transfer ownership of Te Taura Whiri i te Reo Māori (the Māori Language Commission) and Te Māngai Pāho to Te Mātāwai.

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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 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 Māori Television Electoral College).

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 arrangements of the Māori language entities.

Other Key Initiatives

Māori language programmes and services in Votes other than Māori Affairs will be maintained and enhanced. These include initiatives in Māori language education, broadcasting, arts, Archives, public services and information.

We propose to develop capability and capacity building for Māori language organisations, and to establish an annual forum between to the Crown and Māori language stakeholders to confer on progress with the new MLS.

The existing Māori language priority initiatives, all administered by Te Taura Whiri i te Reo Māori, will continue to be supported: the Mā Te Reo Fund, He Kāinga Kōrerorero, the Community Based Language Initiatives, Kura Whānau Reo and the newly established Māori Language Research and Development Fund.

We will also scope opportunities to increase the visibility of bi-lingual signage in various public domains; and support Māori language through ICT initiatives.

Changes to Legislation

The Māori Language Act 1987 will need to be revised and amended to give effect to the proposed governance arrangements and other aspects of the new MLS.