



Maihi Karauna Indicators Report Update

March 2022

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Front cover: Students from Rotorua Lakes High School take part in the Rangatahi Business Challenge 2019. Photo by Te Rawhitiroa Bosch.

Inside front cover: Shona Geary attends a te reo Māori lesson at Te Puni Kōkiri. Photo by Adrian Heke.



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Executive summary

Context

1. The Crown's Māori language revitalisation strategy, Maihi Karauna 2018-2023, was launched in February 2019. An implementation plan for the Maihi Karauna was released by Te Puni Kōkiri in September 2019 alongside a baseline indicators report that showed the current state of te reo Māori.
2. This report provides an update to the baseline indicators report, highlighting progress against the outcomes and audacious goals of the Maihi Karauna. The most recent data have been used to update the indicators for this report, including:
 - a. the 2018 Census of Population and Dwellings
 - b. the 2018 General Social Survey (GSS)
 - c. Te Kupenga 2018
 - d. 2020 student enrolment and course completion data from the Ministry of Education and the Tertiary Education Commission
 - e. the 2019 Te Māngai Pāho Audience Survey
 - f. the 2021 Te Taunaki (Public Service Census)
 - g. Te Taura Whiri i te Reo Māori National Translators' and Interpreters' Register (as at 29 June 2021).
3. The GSS was an important source of data for the baseline indicators report. Most, but not all, of the GSS indicators from the baseline report were included in the 2018 GSS. Consequently, this report provides updates based on these data. Importantly, there was no data available to update Audacious Goal 1 (Aotearoa/nationhood) from the baseline measure. The GSS was due to run in 2020, but this survey was disrupted by the COVID 19 pandemic and the associated lockdown measures. Statistics NZ postponed the survey until 2021 and new data from the GSS is due to be released in mid-2022. As the indicators report is produced annually, these results will be included in the next update report. Where no update data are available, this has been highlighted in the report.

Comments on progress on the Maihi Karauna overall

4. Overall, good progress is being made against the Mātauranga goal with 907,000 New Zealanders aged 15 and over (23.6%) in 2018 being able to speak about at least basic things in te reo Māori (up from 770,000 in 2016).
5. Progress is holding steady against the Hononga goal with just under 72,000 Māori (aged 15 or over) in 2018 using te reo Māori as much or more than English (about the same as the 70,000 baseline in 2016).
6. Nothing definitive can be said about the Aotearoa goal until the necessary GSS data are released in mid-2022 (the 2018 GSS did not include data to update this indicator).

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7. The Aotearoa (nationhood) goal is about New Zealanders valuing te reo Māori me ngā tikanga as a part of our national identity. While the headline indicator for the Aotearoa goal was not available for this report, higher percentages of people (compared to the 2016 baseline) agreed that “Māori should be a core subject at primary schools,” “it would be good if everyone spoke Māori and English,” “signage should be in both Māori and English,” and “the government should encourage everyday use of te reo Māori.” Furthermore, the percentage of Māori interested in improving their te reo Māori understanding increased significantly from the baseline. However, in 2018 fewer Māori people were engaging with quality content in te reo Māori (TV, radio, and magazines) compared with the 2013 baseline data.
 8. The Mātauranga (knowledge and skills) goal is about people learning and improving te reo Māori skills. There were higher numbers of students enrolled in Māori medium education and Māori language in English medium education. This is a positive sign. By contrast, the percentages of highly proficient speakers, listeners, and readers all decreased – this could be because of changing demographics of the Māori population over time (especially as higher percentages of highly proficient speakers are in the older age groups).
 9. The Hononga (engagement) goal is about New Zealanders using te reo Māori. The number of Māori (aged 15 or over) in 2018 using te reo Māori as much as (or more than) English at home or outside of the home held steady from the 2013 baseline, whereas the number of Māori youth (15-24) using te reo Māori as much as (or more than) English at home or outside the home increased significantly. By contrast, the percentage of Māori using te reo Māori regularly at home decreased from the baseline. The number of licenced translators and interpreters in 2021 almost tripled from the 2018 baseline. This implies that use of te reo Māori is probably holding steady from the baseline, and that young Māori are making good progress on this outcome. Furthermore, having more te reo Māori translators and interpreters is an important enabler of offering more public services in te reo Māori.

Key insights from the report

Aotearoa tangā (nationhood)



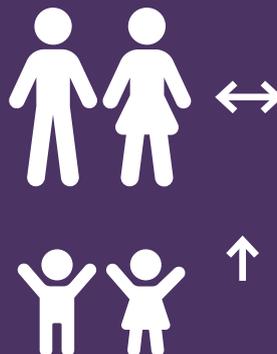
74% of New Zealanders (aged 15 or over) in 2016 valued te reo Māori as a key part of our national identity (GSS, 2016)

Mātauranga (knowledge and skills)



907,000 New Zealanders (aged 15 or over) in 2018 could speak about at least basic things in te reo Māori, up from 770,000 in the 2016 baseline (GSS, 2018)

Hononga (engagement)



In **2018**, numbers of Māori (aged 15 or over) who use te reo Māori as much as (or more than) English was the same as 2013.

In **2018**, the number of Māori youth using te reo Māori as much as (or more than) English was higher than the 2013 baseline (Te Kupenga 2018)



89% of Māori (aged 15 or over) in 2019 were interested in improving their te reo Māori, up 7% from the 2018 baseline (TMP, 2019)



↓ Lower percentages of Māori in 2018 were engaging with Māori TV, Radio, and magazines than in the 2013 baseline (Te Kupenga 2018)

Student numbers in 2020, compared with the 2018 baseline (MoE, 2020):



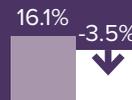
+9.2% for Māori medium education enrolments

+39.7% for Māori language in English medium enrolments

-3.5% for Māori language tertiary course enrolments



Speaking



Listening



Reading

Percentage of Māori (aged 15 or over) who are highly proficient in te reo Māori (Te Kupenga, 2018)

■ 2013 (baseline)
■ 2018



In **2018**, the percentage of Māori (aged 15 or over) using te reo Māori regularly at home reduced from the 2013 baseline. The percentage of Māori youth (15-24) using te reo regularly at home also reduced relative to the 2013 baseline (Te Kupenga 2018)



152 licenced te reo Māori translators and interpreters in 2021, almost triple the number from the 2019 Baseline (Te Taura Whiri, 2021)

Background

10. Te Ture mō te Reo Māori (the Act) 2016 acknowledged that iwi and Māori are kaitiaki of te reo Māori. The Act also recognised that the Crown is able to advance the revitalisation of te reo Māori by promoting strategic objectives in the wider New Zealand context. The Act established Te Mātāwai which supports and advocates for the revitalisation of te reo Māori by helping kāinga, hāpori and iwi to identify, pursue and fulfil their own Māori language aspirations.
11. The metaphor ‘Te Whare o te Reo Mauri Ora’ demonstrates the relationship between the Crown and iwi and Māori (see Figure 1). It acknowledges the complementary roles iwi and Māori and the Crown have in the revitalisation of te reo Māori. The left side of the whare as you face it (Te Taraiti) represents Māori and iwi. The right side, Te Taranui, represents the Crown. The Poutokomanawa (at the heart of the house) supports the ridge pole, which represents te reo Māori itself and supports the Tāhuhu which is the point at which representatives of Māori and Minister come together.
12. The Maihi Māori 2017–2040¹, is the language strategy developed by iwi and Māori. It focuses on revitalisation of te reo Māori within communities and whānau.
13. The Maihi Karauna 2018–2023², is the Crown’s strategy for Māori language revitalisation. It sets out the vision for te reo Māori to the future, and outlines actions the government will prioritise over the five-year period.
14. The role of the Maihi Karauna is to create the societal conditions for te reo Māori to thrive as a living language.
15. There are three audacious goals set in the Maihi Karauna:
 - Goal 1: by 2040, 85% of New Zealanders (or more) will value te reo Māori as a key element of national identity.
 - Goal 2: by 2040, one million New Zealanders (or more) will have the ability and confidence to talk about at least basic things in te reo Māori.
 - Goal 3: by 2040, 150,000 Māori aged 15 years and over will use te reo Māori as much as English.

Purpose

16. In September 2019, Te Puni Kōkiri released a baseline report that illustrated the current state of te reo Māori. This report provides an update on the baseline report to reveal how the Government is tracking towards the 2040 Maihi Karauna goals and objectives.

1 Te Mātāwai, 2017. The Maihi Māori strategy 2017–2040. Retrieved from <https://www.tematawai.Maori.nz/maihi-Maori-english>.

2 Te Puni Kōkiri, 2019. Maihi Karauna: The Crown’s Strategy for Māori Language Revitalisation 2019–23. Retrieved from <https://www.tpk.govt.nz/en/a-matou-kaupapa/maihi-karauna>.

Kia Mauriora te Reo

Kia rere, kia tika, kia māori

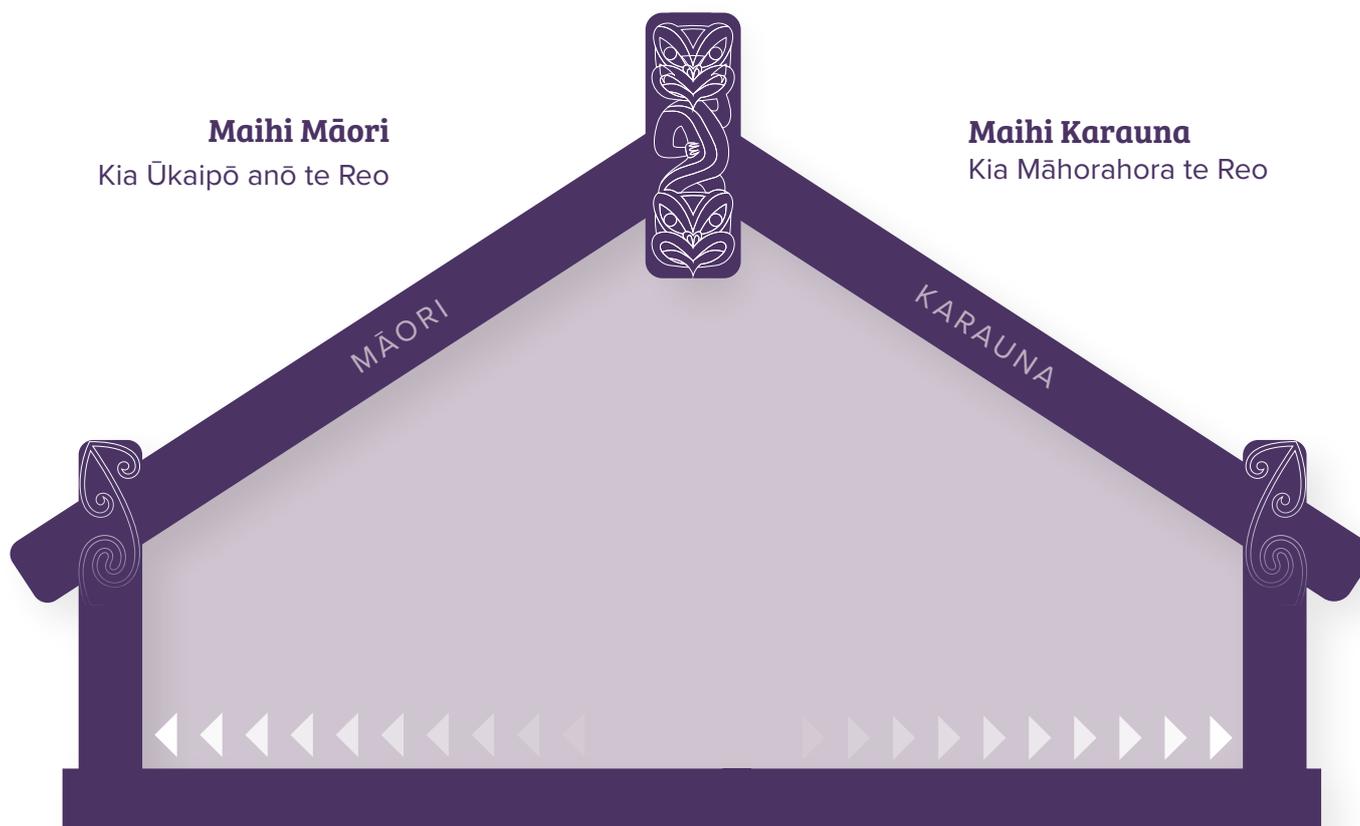


Figure 1: Te Whare o te reo Mauri Ora (the House of the Living Language) and the relationship between the Maihi Māori and the Maihi Karauna.

Data Sources

17. As this report provides an update on early indicators, where possible we have used the original data sources to ensure consistency. Unfortunately, due to COVID-19 delays, the 2020 General Social Survey (GSS) has been postponed until mid-2022 so updated data for GSS indicators is not included in the report. Some data sources have also changed which impacts on comparability to the baseline indicators.
 - a. 2019 Māori Audience Survey, Te Māngai Pāho
 - b. 2018 General Social Survey (via a customised data request from Statistics NZ)
 - c. 2018 Te Kupenga (via a customised data request from Statistics NZ)
 - d. Ministry of Education and Tertiary Education Commission (TEC) data on student enrolments (2020) and TEC data on course completion (2019)
 - e. 2018 Census of Population and Dwellings
 - f. 2021 Public Service Census (Te Taunaki), Public Service Commission (Te Kawa Mataaho)
 - g. Te Taura Whiri i te Reo Māori National Translators' and Interpreters' Register (as at 29 June 2021).
18. Where possible, an alternative data source for indicators has been sourced to provide an interim update. Where an alternative data source is provided, comparisons to the baseline should be treated with caution (caveats are stated where alternative data is used).
19. Readers should note that the most recent (at the time of writing) data from the following key data sources were used:

Aotearoa (nationhood)

Audacious goal 1: By 2040, 85% of New Zealanders (or more) will value te reo Māori as a key part of national identity

Importance of Māori culture and cultural practices in defining New Zealand

Baseline data (General Social Survey, 2016)

Total NZ: **73.6%**

Total youth (15-24): **78.4%**

Total Māori: **91.2%**

Change from baseline

Data unavailable until mid-2022. General Social Survey 2020 postponed due to COVID-19.

More New Zealanders valuing te reo Māori me ngā tikanga as part of our national identity

Māori should be a core subject in primary schools

Baseline (GSS, 2016)

Total NZ: **53.4%**

Total youth: **60.9%**

Total Māori: **75.0%**

Change from baseline (GSS, 2018)

Total NZ: **56.5%**

Total youth: **65.6%**

Total Māori: **81.5%**



It would be good if everyone spoke Māori and English

Baseline (GSS, 2016)

Total NZ: **34.9%**

Total youth: **37.8%**

Total Māori: **55.0%**

Change from baseline (GSS, 2018)

Total NZ: **39.4%**

Total youth: **44.8%**

Total Māori: **62.7%**



Signage should be in both Māori and English

Baseline (GSS, 2016)

Total NZ: **44.8%**

Total youth: **51.3%**

Total Māori: **65.2%**

Change from baseline (GSS, 2018)

Total NZ: **50.5%**

Total youth: **56.9%**

Total Māori: **69.2%**



Government should encourage everyday use of Māori

Baseline (GSS, 2016)

Total NZ: **49.4%**

Total youth: **59.2%**

Total Māori: **76.5%**

Change from baseline (GSS, 2018)

Total NZ: **53.4%**

Total youth: **63.7%**

Total Māori: **82.7%**



More value gained from te reo Māori me nga tikanga for economic and social development

A new measure for this outcome is to be developed.

More young people excited about te reo Māori

Māori youth are open to improving their te reo Māori

Baseline (TMP, 2018)

Total Māori: **82%**

Māori youth: **84%**

Change from baseline (TMP, 2019)

Total Māori: **89% (+7%)**

Māori youth: **83% (-1%)**



Māori youth use the internet or social media to keep in touch with Māori culture

Baseline (TMP, 2018)

Total NZ: **14%**

Māori youth: **52%**

Total Māori: **59%**

Change from baseline (TMP, 2019)

Can't compare: Te Māngai Pāho changed its survey to ask about music from Māori artists and accessing Māori TV on the internet

More people engaging with quality content in te reo Māori

Watched a Māori TV show over the last year

Baseline (Te Kupenga, 2013)

Māori youth: **65%**

Total Māori: **75%**

Change from baseline (Te Kupenga, 2018)

Māori youth: **50.4%**

Total Māori: **70.1%**



Listened to a Māori radio station over the last year

Baseline (Te Kupenga, 2013)

Māori youth: **28%**

Total Māori: **34%**

Change from baseline (Te Kupenga, 2018)

Māori youth: **23.2%**

Total Māori: **29.9%**



Read a Māori magazine over the last year

Baseline (Te Kupenga, 2013)

Māori youth: **16%**

Total Māori: **25%**

Change from baseline (Te Kupenga, 2018)

Māori youth: **8.1%**

Total Māori: **17.0%**



Watched a Māori television programme

Baseline (GSS, 2016)

Total NZ: **30.8%**

Total youth: **21.5%**

Total Māori: **64.0%**

GSS 2021 due in mid-2022

Legend:



Decrease from baseline



Increase from baseline



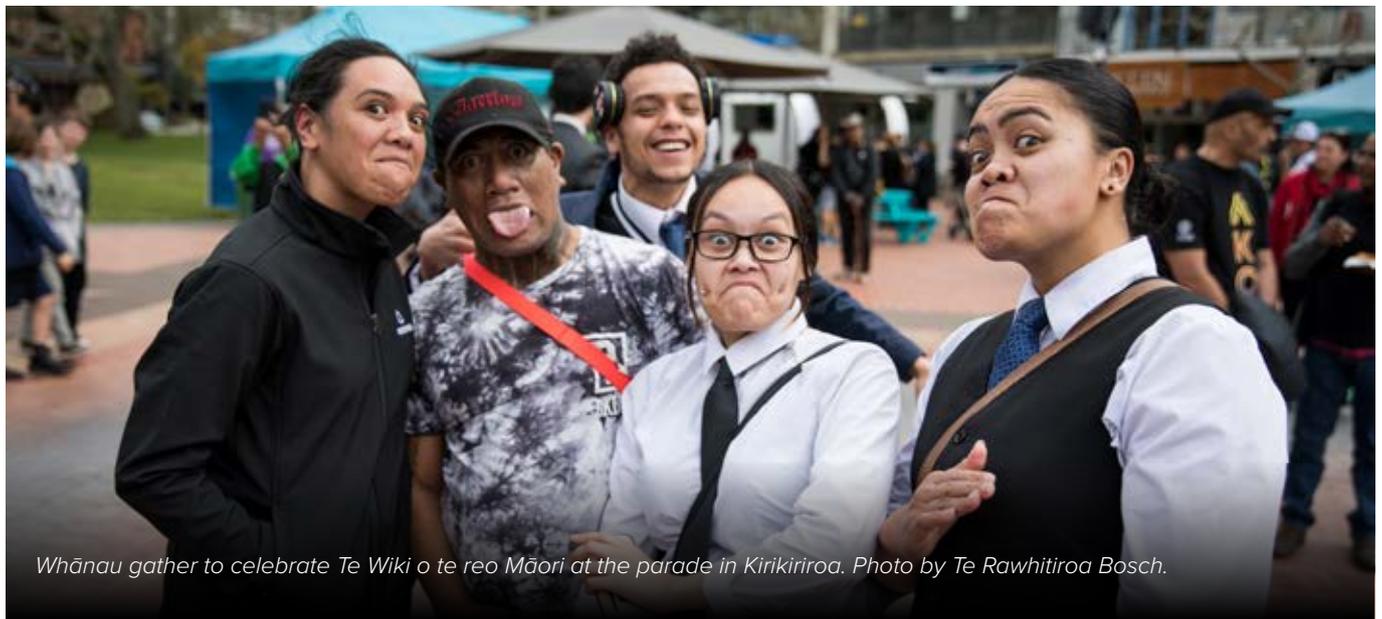
No change from baseline

General population

Total youth or Māori youth (15-24)

Māori population

No comparison
baseline available

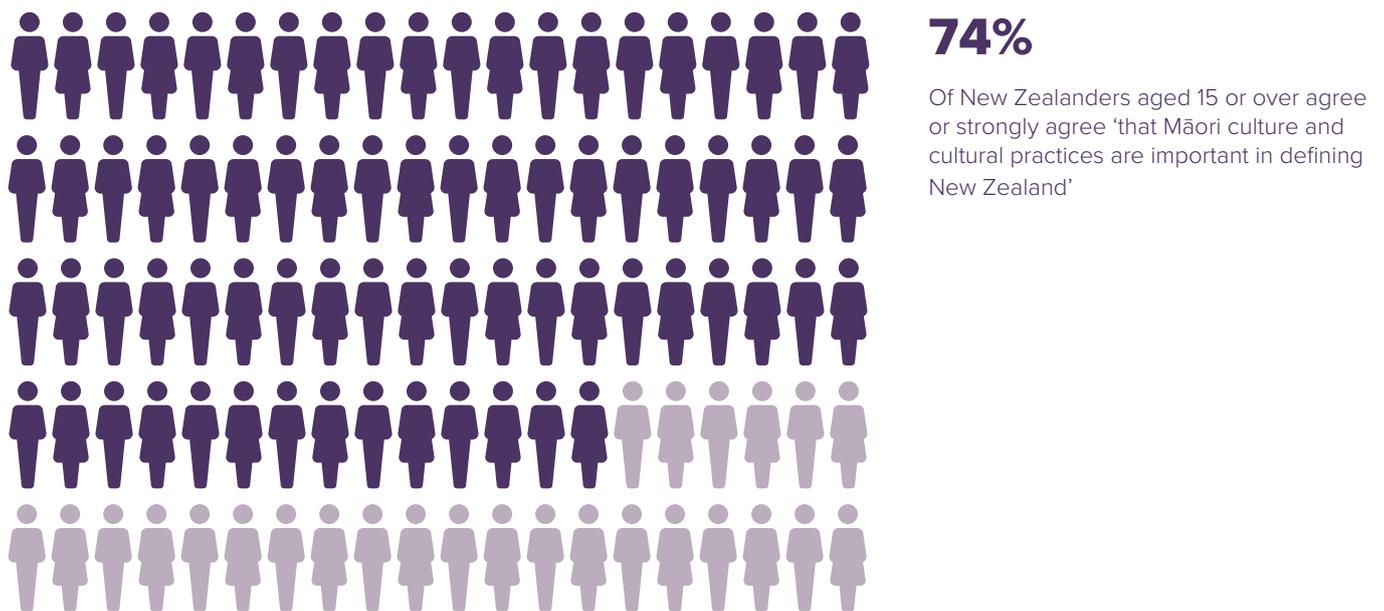


Whānau gather to celebrate Te Wiki o te reo Māori at the parade in Kirikiriroa. Photo by Te Rawhitiroa Bosch.

Progress towards the Aotearoa (nationhood) outcome measure

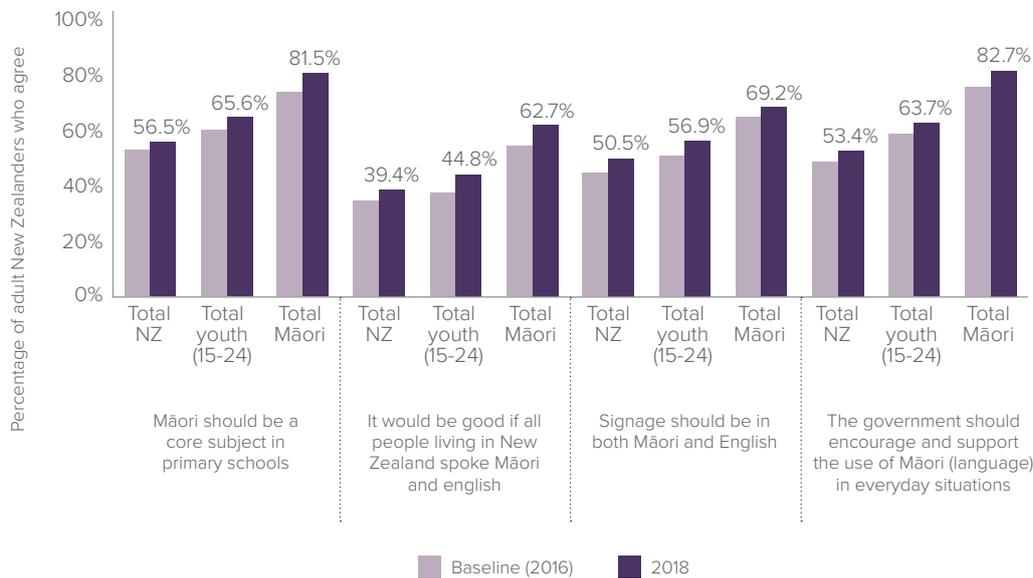
- 20. It is important that New Zealanders value te reo Māori as part of their national identity. The baseline report noted that in 2016, 74% of New Zealanders (15 years and over) agree or strongly agree ‘that Māori culture and cultural practices are important in defining New Zealand’. Agreement to this statement is higher among the younger age groups. It is assumed that Māori culture and cultural practices covers a broad range of areas (for example, haka, waiata, and karakia) including te reo Māori.
- 21. Data for this indicator was not available in GSS 2018, so there is no update available from the baseline. Due to COVID-19 disrupting the 2020 GSS survey, new data to inform on this outcome will be released in mid-2022.

Figure 2: Aotearoa (nationhood)



Stats NZ, General Social Survey, 2016.

Figure 3: More New Zealanders valuing te reo Māori me ōna tikanga as a part of our national identity



Stats NZ, General Social Survey, 2016, and 2018

Whakanui — create the conditions for te reo Māori to be valued by Aotearoa whānui as a central part of national identity

More New Zealanders valuing te reo Māori me ngā tikanga as part of our national identity

22. According to the 2018 GSS, 53.4% of New Zealanders think ‘the government should be encouraging the use of te reo Māori in everyday situations.’ Over half (56.5%) of people agree or strongly agree that ‘te reo Māori should be a core subject in primary schools.’ Also, 50.5% of New Zealanders agree that ‘Signage should be in both Māori and English’. In contrast, only 39.4% of people ‘think it would be good if all New Zealanders spoke te reo Māori.’
23. Younger age groups (15-24 years) and the Māori population show stronger support towards these statements. All these indicators have increased since the 2016 baseline.

24. Due to COVID-19 disrupting the 2020 GSS survey, more recent data are not available for these indicators.

More value gained from te reo Māori me ngā tikanga for economic and social development.

25. There are currently no indicators or measures to infer progress against this priority from the monitoring and evaluation framework. Te Puni Kōkiri is currently working on developing a measure for this indicator.

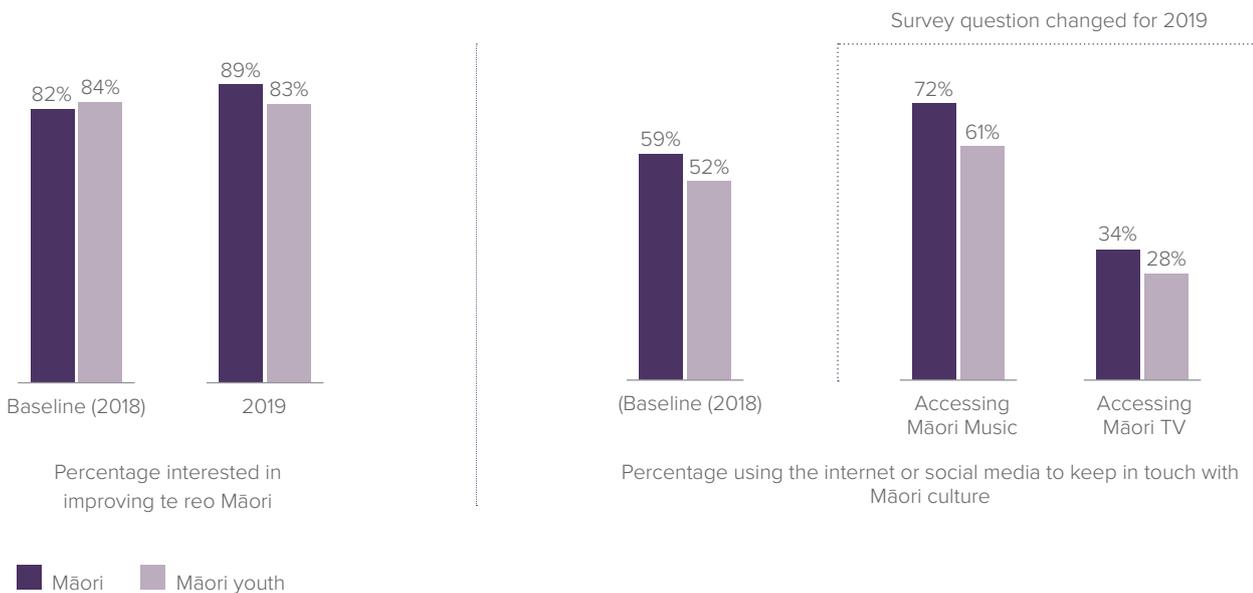


More young people excited about te reo Māori

- 26. Māori broadcasting is an important avenue to support increasing the value of te reo Māori. Both in the frequency of viewing te reo Māori content and the quality of te reo Māori content. It can help build people’s comfort and confidence in te reo Māori.
- 27. According to the 2019 Te Māngai Pāho audience survey, 89% of Māori and 83% of Māori youth have an interest in improving and understanding te reo Māori. This is an increase from the previous year for Māori generally (82% in 2018), whereas the percentage of Māori youth interested in improving and understanding te reo Māori was stable from the baseline (84% in 2018).

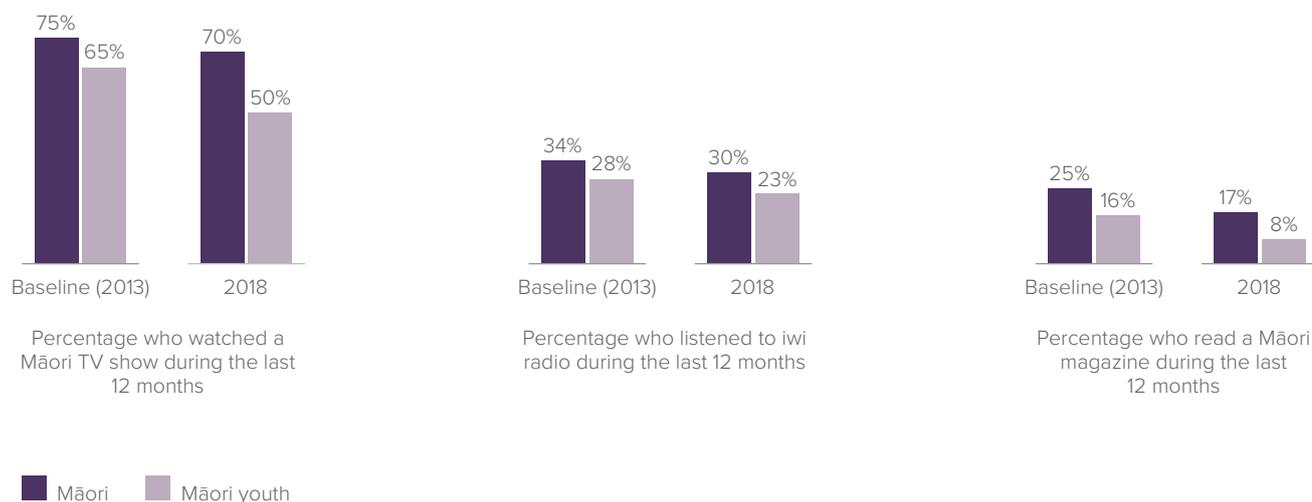
- 28. The survey also asked about using the internet or social media to access Māori content. In the baseline report, 59% of Māori and 52% of Māori youth used the internet to keep in touch with Māori culture. We could not find the same data in the 2019 survey, but it did ask about accessing Māori music and Māori television. In 2019, 72% of Māori accessed music with te reo Māori content or by Māori artists and 34% accessed Māori television using the internet. For Māori youth, these percentages were 61% and 28% respectively.

Figure 4: More young people excited about te reo Māori



Te Māngai Pāho Audience Survey, 2018 and 2019.

Figure 5: More people engaging with quality content in te reo Māori



Statistics NZ, Te Kupenga, 2013 and 2018.

More people engaging with quality content in te reo Māori

29. In the baseline report, Te Kupenga 2013 asked Māori about watching Māori television, listening to iwi radio, and reading Māori magazines. The most recent data from Te Kupenga 2018 showed that for Māori (aged 15 and over):
- 70% had watched a Māori television programme during the last 12 months (down from 75% in 2013)
 - 30% had listened to iwi radio during the last 12 months (down from 34% in 2013)
 - 17% had read a Māori magazine during the last 12 months (down from 25% in 2013).
30. For Māori youth (aged 15-24):
- 50% had watched a Māori television programme during the last 12 months (down from 65% in 2013)
 - 23% had listened to iwi radio during the last 12 months (down from 28% in 2013)
 - 8% had read a Māori magazine during the last 12 months (down from 16% in 2013).

31. These decreasing trends are supported by the 2019 Te Māngai Pāho audience survey. This research shows that watching Māori television and listening to iwi radio are decreasing.
- 88% of Māori, 66% of Māori youth, and 43% of the rest of New Zealand watched a Māori television programme in 2019
 - 37% of Māori, 23% of Māori youth, and 8% of the rest of New Zealand listened to a Māori radio station in 2019 (compared with 35% Māori and 29% of Māori youth in 2018).
32. While these data show decreasing trends of consumption for Māori television, radio, and magazines, this could reflect changing consumption patterns for these types of media more generally, not just for Māori content.

Mātauranga (knowledge and skills)

Audacious goal 2: By 2040, 1 million New Zealanders (or more) will have the ability and confidence to talk about at least basic things in te reo Māori

Ability to speak te reo Māori in day to day conversations (total 'not very well' to 'very well')

Baseline data (General Survey, 2016)

Total NZ: **20.3%**

Total youth (15-24): **27.4%**

Total Māori: **56.7%**

Change from baseline (General Social Survey, 2018)

Total NZ: **23.6%**

Total youth (15-24): **33.8%**

Total Māori: **66.1%**



More children learning te reo Māori

Children living with you enrolled in kōhanga reo, kura kaupapa etc

Baseline (Te Kupenga, 2013)

Total Māori parents: **26.4%**

Change in baseline (Te Kupenga, 2018)

Kōhanga reo: **42.5%**

Kura kaupapa: **57.4%**

Wānanga: **1.7%**



Students in Māori medium education (immersion levels 1-2)

Education counts (2018)

Total (all levels): **20,511**

Total non-Māori: **588**

Total Māori: **19,923**

Education counts (2020)

Total (all levels): **22,391**

Total non-Māori: **653**

Total Māori: **21,738**



Students in Māori language in English medium (levels 3-4)

Education counts (2018)

Total (all levels): **39,878**

Total non-Māori: **14,168**

Total Māori: **25,710**

Education counts (2020)

Total (all levels): **55,711**

Total non-Māori: **24,287**

Total Māori: **31,424**



Students in tertiary Māori language courses

TEC and education counts (2018)

Certificates (L1-3): **18,610**

Certificates (L4): **5,855**

Diplomas (L5-7): **2,990**

Degree or higher: **4,035**

Total (all levels): **28,695**

TEC and education counts (2020)

Certificates (L1-3): **17,070**

Certificates (L4): **6,460**

Diplomas (L5-7): **2,690**

Degree or higher: **3,915**

Total (all levels): **27,695**



Legend:

- Decrease from baseline
- Increase from baseline
- No change from baseline

General population

Total youth or Māori youth (15-24)

Māori population

No comparison
baseline available

More people progressing beyond basic knowledge of te reo Māori

Students completing tertiary Māori language courses

TEC and education counts (2018)

Certificates (L1-3): 9,670
Certificates (L4): 2,835
Diplomas (L5-7): 1,385
Degree or higher: 115
Total (all levels): 9,550

TEC and education counts (2020)

Certificates (L1-3): 9,510 ↓
Certificates (L4): 3,220 ↑
Diplomas (L5-7): 1,480 ↑
Degree or higher: 100 ↔
Total (all levels): 10,020 ↑

Have used Māori phrases in the past year

Baseline (GSS, 2016)

Total NZ: 53%
Total youth: 59%
Total Māori: 90%

Interim update (Te Kupenga, 2018)

GSS 2021 due in mid-2022

Total Māori: 90.9% ↔

Number of usually resident population who can have an everyday conversation in te reo Māori

Baseline (Census, 2013)

Total NZ: 148,395
Total children (0-14): 36,510
Total youth (15-24): 24,705
Total Māori: 125,352

Change from baseline (Census, 2018)

Total NZ: 185,955 ↑
Total children (0-14): 44,433 ↑
Total youth (15-24): 29,568 ↑
Total Māori: 159,645 ↑

More people highly proficient in te reo Māori

Adult New Zealanders able to speak te reo Māori well/very well

Baseline (GSS, 2016)

Total NZ: 2.0%
Total youth: 2.1%
Total Māori: 13.5%

Change from baseline (GSS, 2018)

Total NZ: 2.3% ↑
Total youth: 2.9% ↑
Total Māori: 13.8% ↔

New Zealanders able to speak te reo Māori in day to day conversations well/very well

Baseline (Te Kupenga, 2013)

Māori youth: 8.2%
Total Māori: 10.6%

Change from baseline (Te Kupenga, 2018)

Māori youth: 8.1% ↔
Total Māori: 7.5% ↓

New Zealanders able to understand spoken te reo Māori well/very well

Baseline (Te Kupenga, 2013)

Māori youth: 11.9%
Total Māori: 16.1%

Change from baseline (Te Kupenga, 2018)

Māori youth: 12.8% ↑
Total Māori: 12.6% ↓

New Zealanders able to read te reo Māori well/very well

Baseline (Te Kupenga, 2013)

Māori youth: 12.8%
Total Māori: 15.0%

Change from baseline (Te Kupenga, 2018)

Māori youth: 12.8% ↔
Total Māori: 12.1% ↓



Jesse Armstrong (left), CE of Wellington-based tech company VAKA is mentoring Callum Mudgway. Photo by Adrian Heke.

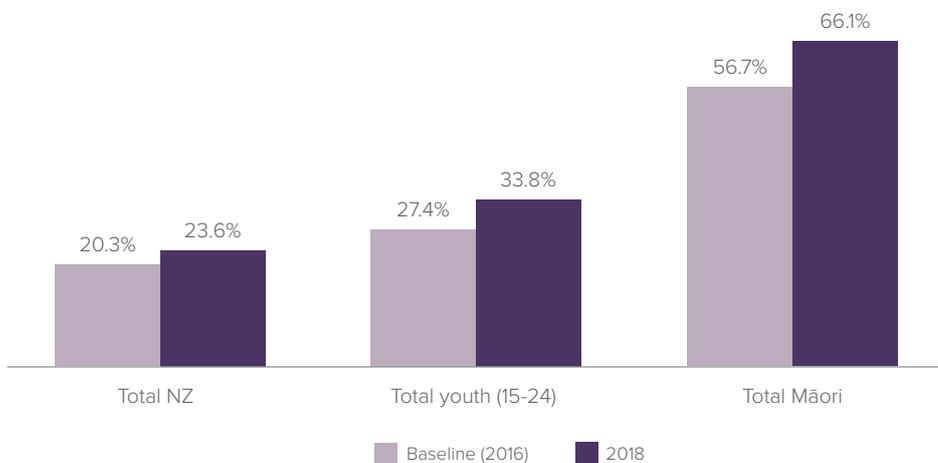
Progress towards the Mātauranga (knowledge and skills) outcome measure

By 2040, 1,000,000 New Zealanders (or more) will have the ability and confidence to talk about at least basic things in te reo Māori

33. In the baseline report, data from the 2016 GSS was used to estimate the number of people in New Zealand who can speak about simple/basic things in te reo Māori. These data showed that 20.3% of New Zealanders aged 15 and over could speak about simple/basic things in te reo Māori, or roughly 770,000 people. The percentage of basic te reo speakers was higher for youth (aged 15-24) at 27.4%, and for Māori (aged 15 and over) at 56.7%.

34. New data from GSS 2018 shows that 23.6% of New Zealanders (15 and over) can speak about at least basic things in te reo Māori, this equates to about 907,000 people, an increase of 137,000 to the 2016 baseline. These data also show that 33.8% of the youth population (15-24) and 66.1% of the Māori population can speak about basic things in te reo Māori. The trend for these indicators is increasing (for the Total NZ population, and Total Māori population). However, the increase in this indicator for the youth population (15-24), while substantial (6.4%), is not a significant change (due to fewer samples in this group and higher uncertainty).

Figure 6: Percentage of people who can at least speak about basic things in te reo Māori

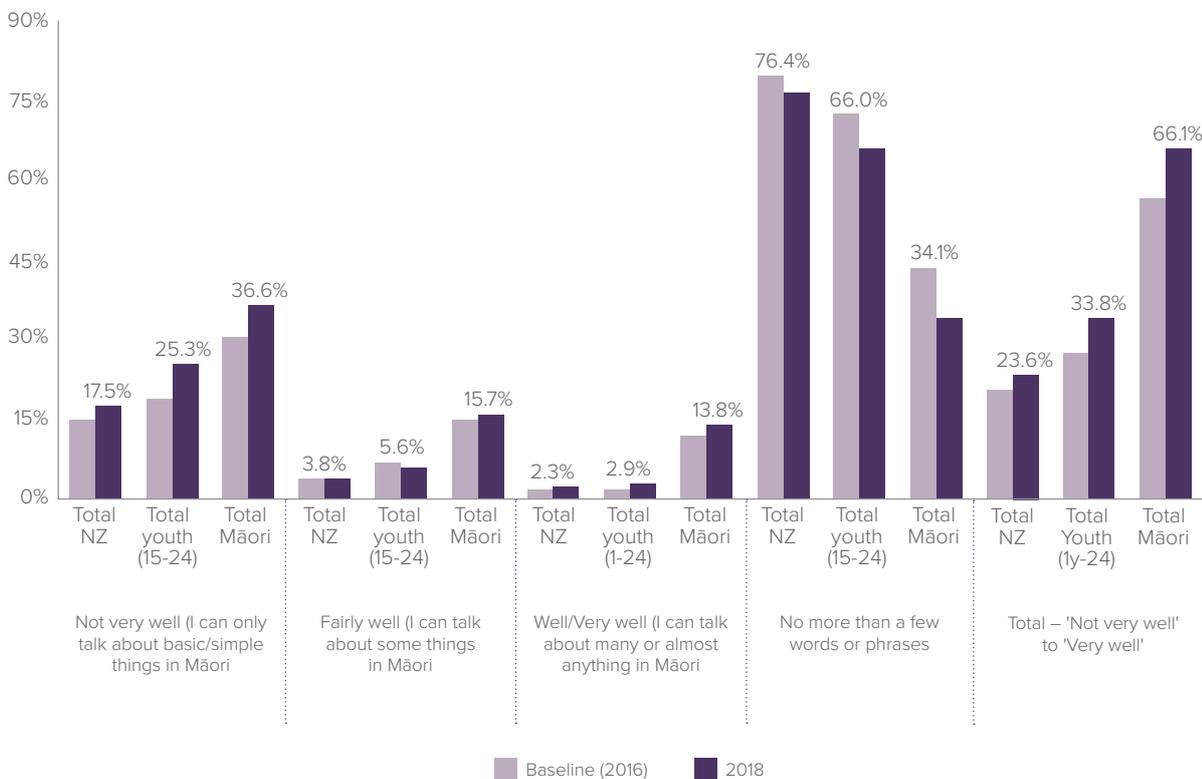


Statistics New Zealand., General Social Survey, 2016.

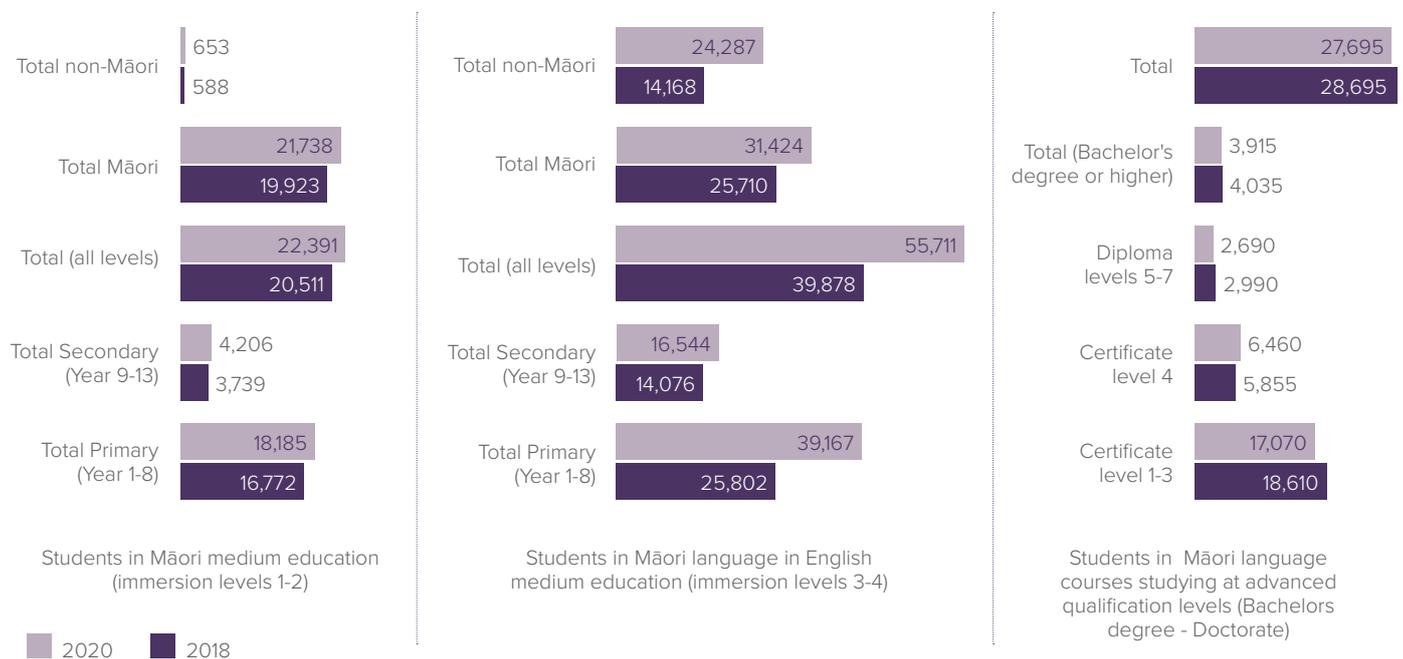
- 35. As mentioned earlier, the 2020 GSS was disrupted due to COVID 19, so more recent data for this indicator are not available.
- 36. Figure 7 below shows a more detailed comparison of the update data (GSS 2018) with the baseline data (from the 2016 GSS) by te reo Māori speaking level. This chart shows that in 2018 the Total NZ, Total youth, and Total Māori populations all had

lower percentages of people who could speak 'no more than a few words and phrases' and higher percentages of people who 'could speak about simple/basic things' in te reo Māori. At the higher speaking levels (fairly well to very well), the percentages of people in 2018 were similar to the baseline. This suggests that the overall te reo Māori competence of the population is increasing.

Figure 7: Ability to speak Māori in day-to-day conversations



Source: Statistics New Zealand, General Social Survey (2016) and Te Kupenga (2018).

Figure 8: More children learning te reo Māori

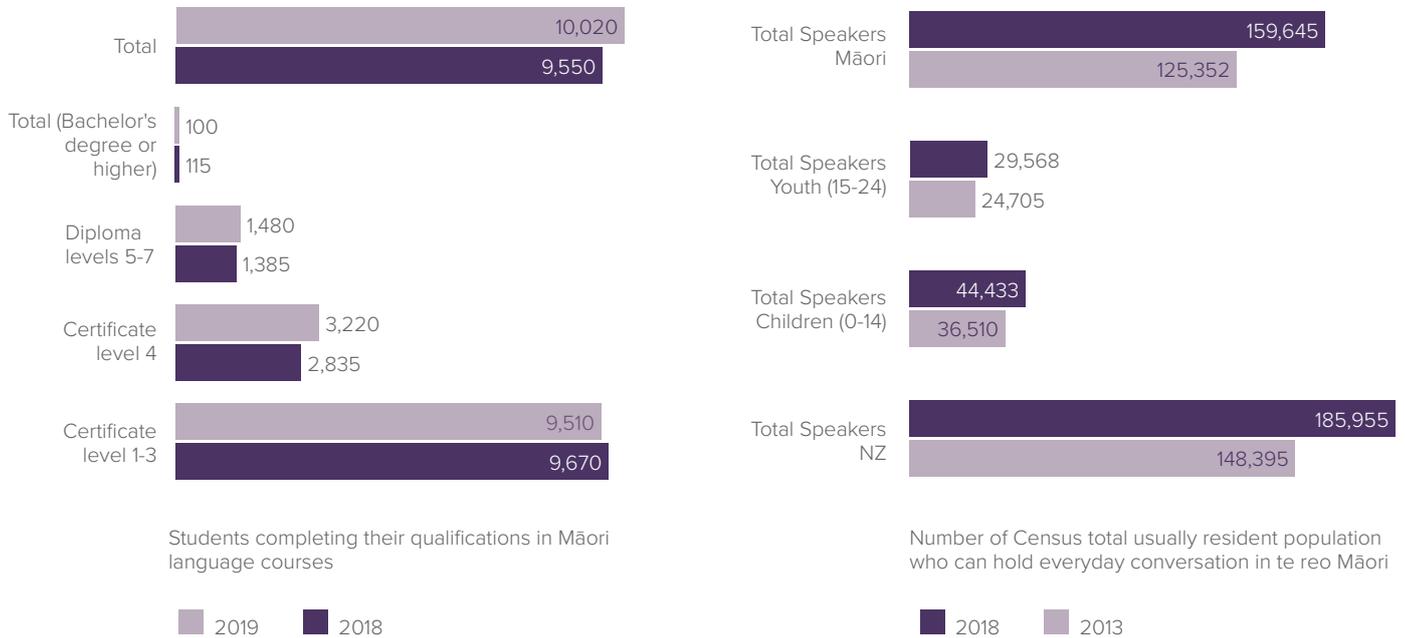
Ministry of Education, 2018 (baseline) and 2020.

Whakaako — create the conditions for te reo Māori to be learned by the Aotearoa whānui

More children are learning te reo Māori

37. Formal education is an important mechanism to improve the te reo Māori acquisition of New Zealanders. The above graphic shows that the numbers of students in Māori medium education primary and secondary schools grew from the baseline (at all levels, and for Māori and non-Māori students). In 2020, the Ministry of Education's data showed that 22,391 students were enrolled in Māori medium education (immersion levels 1 and 2) compared with 20,511 in 2018. Māori students comprise the majority of those in Māori medium education.
38. An additional 55,711 students were enrolled in Māori language in English medium schools in 2020 (immersion levels 3 and 4) compared with 39,878 in 2018. While Māori students comprise the majority of the number of students in immersion levels 3 and 4, the proportions of Māori and non-Māori students are more even compared with their proportions in Māori medium schools (immersion levels 1 and 2).
39. Furthermore, a total of 27,695 students were enrolled in tertiary-level Māori language courses, compared with 28,695 in 2018.
40. The baseline report also noted that in 2013 (Te Kupenga), 26.4% of Māori parents had children living with them who were enrolled in kōhanga reo, kura kaupapa/wharekura, or wānanga. Te Kupenga 2018 reported that 42.5% of Māori parents had children enrolled in kōhanga reo, 57.4% had children enrolled at kura kaupapa/whare kura, and 1.7% had children enrolled at wānanga. While not directly comparable to the baseline, these data show that many whānau are embracing learning te reo Māori through the Māori medium education system.

Figure 9: More people progressing beyond basic knowledge of te reo Māori



Tertiary Education Commission, 2018 (baseline) and 2019.

Statistics NZ, Census 2013 (baseline) and 2018.

More people progressing beyond basic knowledge of te reo Māori

41. There is an increasing trend of people who have more than a basic understanding of te reo Māori. The number of people completing tertiary qualifications in te reo Māori has grown from the baseline with 10,020 students completing their qualifications in 2019, compared with 9,550 in 2018. Most of this growth was concentrated at Certificate level 4 and Diploma levels 5-7, with about the same numbers completing Certificates at levels 1-3 and Bachelors degrees (or higher degrees – for example, PhDs).
42. Data from the 2018 Census shows that more people can have everyday conversations in te reo Māori compared with the 2013 baseline. The 2018 Census showed that a total of 185,955 people could hold an everyday conversation in te reo Māori compared with 148,395 in 2013 – a 25% increase over the five year period, or 4.62% per annum. The number of people able to hold an everyday conversation in te reo Māori grew at more than double the rate of population growth between 2013 and 2018 (2.07% per annum over the five year period).³ This implies that interventions aligned with the Maihi Karauna (particularly Māori language in education) are having an impact on lifting the number of te reo Māori speakers progressing beyond basic knowledge.
43. The baseline report also reported data from the General Social Survey in 2016 on the percentage of people using Māori words or phrases over the last year. In 2016:
- 53% of New Zealanders (aged 15 or over) used Māori words or phrases over the last year
 - 59% of youth (aged 15-24) used Māori words or phrases over the last year
 - 90% of Māori (aged 15 or over) used Māori words or phrases over the last year.
44. Updates to these indicators are due in mid-2022 (the GSS was due in 2020 but was disrupted due to COVID-19). However, data on the percentage of Māori using te reo Māori words and phrases over the past year are available from the 2018 Te Kupenga survey. This shows that 90.9% of Māori (aged 15 and over) used Māori words or phrases over the past year. This result is similar to the baseline figure in 2016 of 90%.

3 Statistics NZ, 2018 and 2013. NZ Census of Population and Dwellings 2018 and 2013. Retrieved from <http://nzdotstat.stats.govt.nz/wbos/Index.aspx?DataSetCode=TABLECODE8318>.



Pirimia Burger attends a te reo Māori lesson at Te Puni Kōkiri. Photo by Adrian Heke.

More people highly proficient in te reo Māori

45. Figure 10 shows that, in 2018:

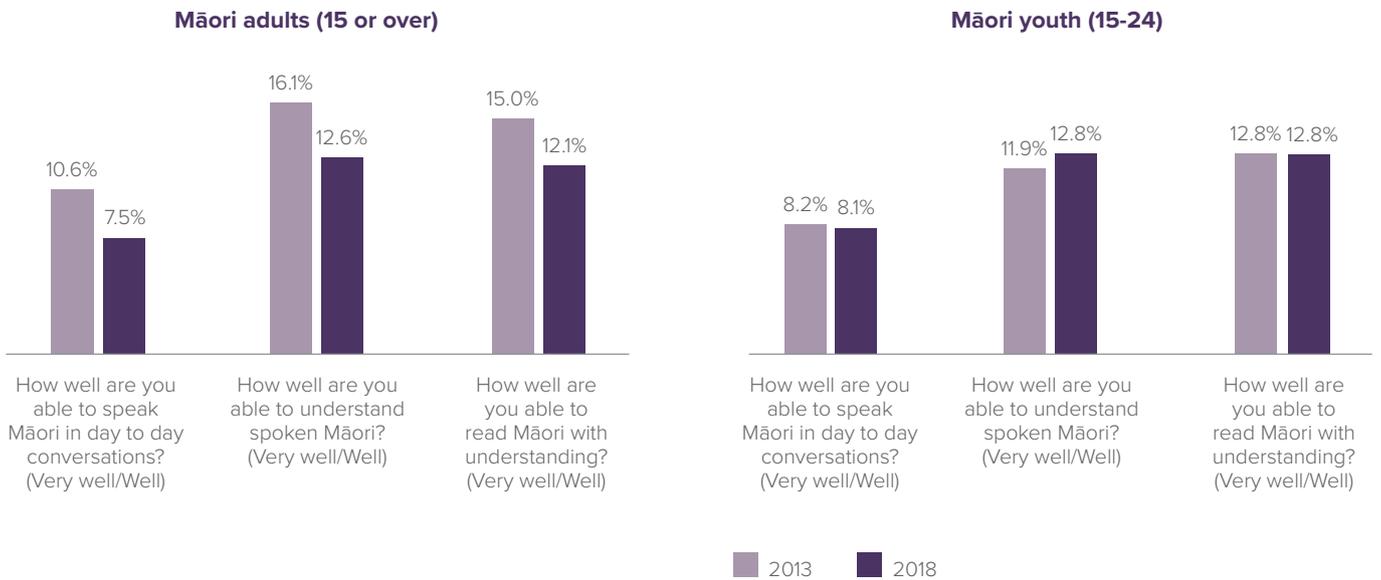
- a. 2.3% of New Zealanders (aged 15 or over) could speak te reo Māori well or very well (an increase from the 2016 baseline)
- b. 2.9% of New Zealand youth (aged 15-24) could speak te reo Māori well or very well (stable from the 2016 baseline)
- c. 13.8% of Māori (aged 15 or over) could speak te reo Māori well or very well (stable from the 2016 baseline).

46. The next GSS is due for release in mid-2022 and updates to these results will be available then.

47. Figure 10 shows data on the percentage of Māori who are highly proficient at speaking, understanding, and reading te reo Māori from Te Kupenga 2013 (baseline) and 2018. These data show that the percentages of Māori adults (aged 15 or over) in 2018 who were highly proficient at speaking, understanding, and reading te reo Māori decreased from the 2013 baseline. For Māori youth (aged 15-24) in 2018 these percentages are similar to the levels measured in the 2013 baseline. These data may reflect changing demographics of the Māori population since a high proportion of the highly proficient speakers, listeners, and readers are concentrated in the older age groups.

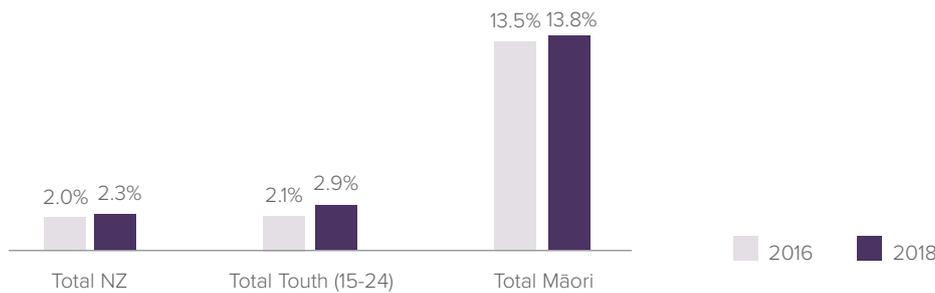


Figure 10: More people highly proficient in te reo Māori



Statistics NZ, Te Kupenga 2013 (baseline) and 2018.

Adult New Zealand able to speak te reo Māori in day to-day conversation (Very well/well)



Statistics NZ, GSS 2016 (baseline) and 2018.

Hononga (engagement)

Audacious goal 3: By 2040, 150,000 Māori aged 15 and over will use te reo Māori at least as much as English

Create the conditions for te reo Māori to be seen, read, heard and spoken by Aotearoa whānui

Baseline (Te Kupenga, 2013)

At home:

Māori youth: **5,638**

Total Māori: **37,022**

Outside home:

Māori youth: **7,936**

Total Māori: **59,289**

At home or outside home:

Māori youth: **10,224**

Total Māori: **69,970**

Change in baseline (Te Kupenga, 2018)

At home:

Māori youth: **10,003** ↑

Total Māori: **35,912** ↔

Outside home:

Māori youth: **16,560** ↑

Total Māori: **61,413** ↔

At home or outside home:

Māori youth: **19,589** ↑

Total Māori: **71,849** ↔

More use of te reo Māori in the home, on the marae, and in communities

Māori adults who say te reo Māori is used regularly at home

Baseline (Te Kupenga, 2013)

Māori youth: **18.8%**

Total Māori: **20.5%**

Change in baseline (Te Kupenga, 2018)

Māori youth: **14.4%** ↓

Total Māori: **18.4%** ↓

Māori adults who speak at least some te reo Māori outside the home

Baseline (Te Kupenga, 2013)

Māori youth: **27.5%**

Total Māori: **33.1%**

Change in baseline (Te Kupenga, 2018)

Māori youth: **23.2%** ↓

Total Māori: **33.2%** ↔

Te reo Māori resources held by the Crown made more readily available

A new measure for this outcome is to be developed.

- Legend:**
- ↓ Decrease from baseline
 - ↑ Increase from baseline
 - ↔ No change from baseline

General population	No comparison baseline available
Youth or Māori youth (15-24)	
Māori population	

More accessible public services in te reo Māori

Baseline (PSA, 2016) Superseded Indicator

Percentage of PSA members who can speak te reo Māori



Percentage of PSA members who feel supported to learn te reo Māori in the workplace



Percentage of PSA members who feel supported to use te reo Māori in the workplace



New Indicator (Te Taunaki, Public Service Census 2021)

Percentage who use at least some te reo Māori in the Workplace



Percentage who agree that "staff are supported to improve their te reo Māori"



Percentage who agree that "staff are encouraged to use te reo Māori"



Number of licenced te reo Māori translators and interpreters

Baseline (Te Taura Whiri, 2019)



Change in baseline (Te Taura Whiri, 2021)



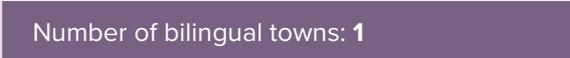
More towns and cities embracing bilingualism

Number of local/regional councils that have formally announced the town/city as bilingual

Baseline (DIA, 2018)



Change from baseline (DIA, 2021)



Progress on the Reorua (bilingual) towns and cities programme

The bilingual towns and cities programme is working with local councils and mana whenua to establish bilingual towns and cities across Aotearoa New Zealand. Currently, Rotorua is the only announced bilingual town. However, other towns around the country have made steps on this path (including Ōtaki, Wairoa, and Wellington).

Work to increase the numbers of bilingual towns since the Maihi Karauna baseline indicators report was published in 2019 has centred around creating tools and resources for councils and mana whenua, as well as building partnerships.

A new innovation in this space is the adoption of a 'tuakana-teina' model (tuakana is an older sibling, and a teina is a younger sibling). The tuakana town mentors the teina town – for example, Wairoa (tuakana) and Napier (teina) are working together in this way – both towns have strong ties through whakapapa.



Progress towards the Hononga (engagement) outcome measure

By 2040, 150,000 Māori aged 15 and over will use te reo Māori at least as much as English

48. Te Kupenga asked Māori adults about how frequently (relative to other languages) they spoke in te reo Māori to people at home (for example, partners, parents, children etc) and how frequently (relative to English) they spoke te reo Māori outside the home in various contexts (for example, at hui, visiting friends, at school/pre-school). The 2013 baseline showed that:

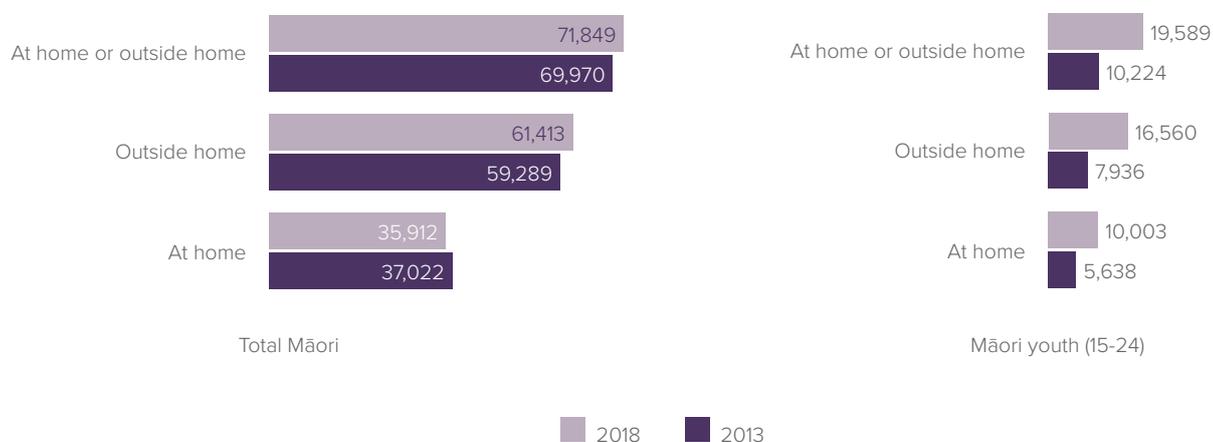
a. 37,022 Māori (aged 15 or over) used te reo Māori as much as (or more than) English at home (including 5,638 Māori youth)

b. 59,289 Māori (aged 15 or over) used te reo Māori as much as (or more than) English outside the home (including 7,936 Māori youth)

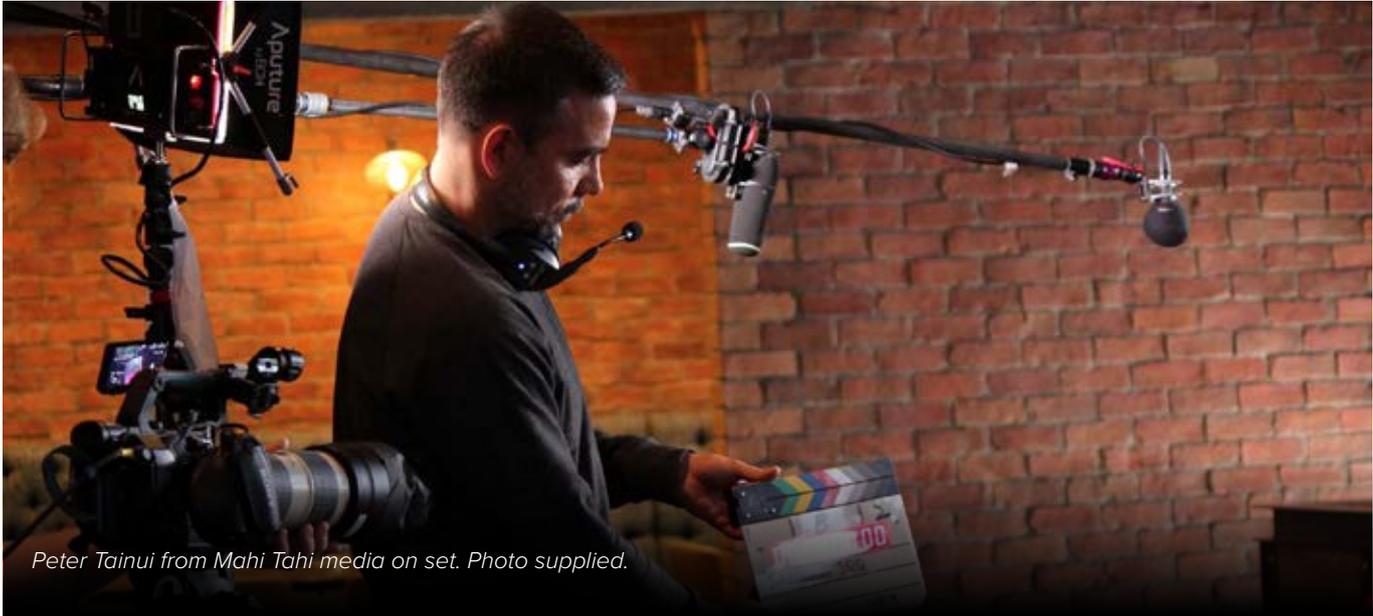
c. 69,970 Māori (aged 15 or over) used te reo Māori as much as (or more than) English at home or outside the home (including 10,224 Māori youth).

49. New data from Te Kupenga 2018 shows that for Māori adults (aged 15 or over) the numbers using te reo Māori as much as (or more than) English were stable. However, these data show an increasing trend for Māori youth (15-24) for te reo Māori use at home or outside the home.

Figure 11: Number of Māori who use te reo Māori as much as (or more than) they use English



Statistics NZ, Te Kupenga 2013 (baseline) and 2018.



Peter Tainui from Mahi Tahi media on set. Photo supplied.

Whakaatu — create the conditions for te reo Māori to be seen, read, heard, and spoken by Aotearoa whānui

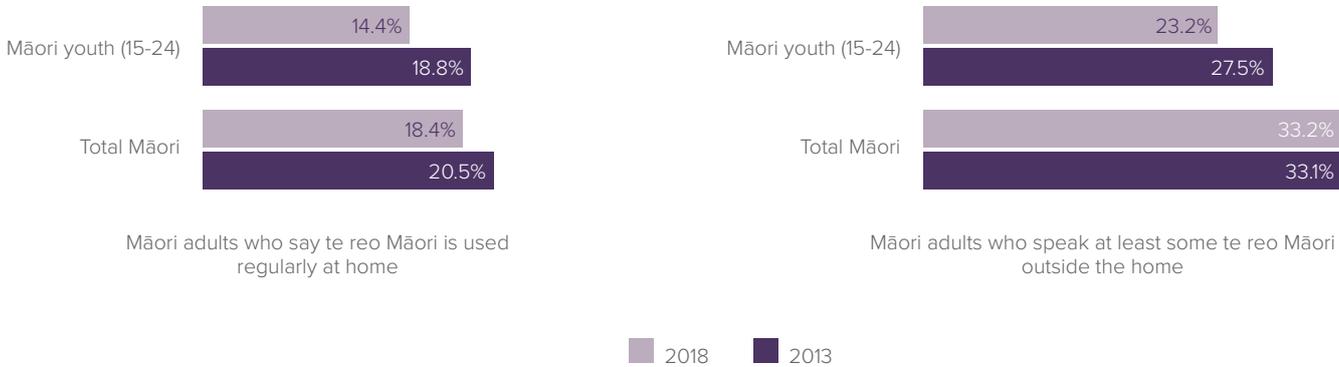
More use of te reo Māori in the home, on the marae, and in communities

- 50. Use of te reo Māori is a vital part of the revitalisation effort. Home and community settings create opportunities for everyday use. The above graphic shows data from Te Kupenga (2013 baseline and 2018) on the percentage of Māori adults and Māori youth who regularly use te reo Māori at home, and who use at least some te reo Māori outside the home.
- 51. In 2018, about 18.4% of Māori adults (aged 15 or over) regularly used te reo Māori at home – this was a decrease from the 2013 baseline. The percentage

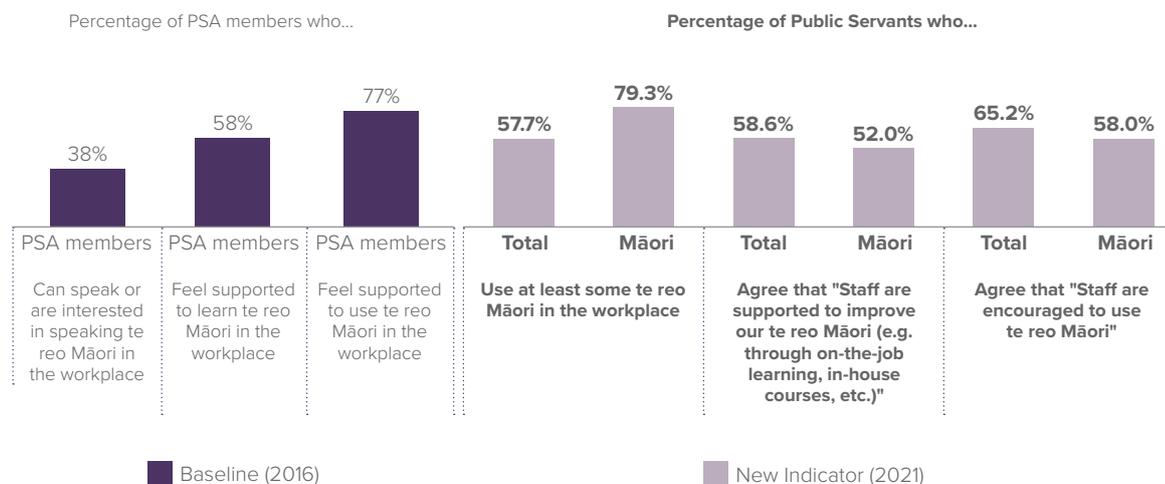
of Māori youth (15-24) who regularly used te reo Māori in 2018 also decreased from the 2013 baseline to 14.4%.

- 52. In 2018, the percentage of Māori adults (aged 15 or over) who use at least some te reo Māori outside the home was the same as in the 2013 baseline at 33.2%. However, the percentage of Māori youth using some te reo Māori outside the home was 23.2% in 2018 – down from 27.5% in the 2013 baseline.
- 53. These data show that there are decreasing trends of te reo Māori use at home and in the community.

Figure 12: More use of te reo Māori in the home, on the marae, and in communities



Statistics NZ, Te Kupenga, 2013 (baseline) and 2018.

Figure 13: More public services available in te reo Māori

Source: PSA, Workplace dynamics survey 2013 (superseded) Public Service Commission, Te Taunaki 2021.

Te reo Māori resources held by the Crown made more readily available

54. Work is underway to identify indicators or measures to track progress against this priority from the monitoring and evaluation framework.

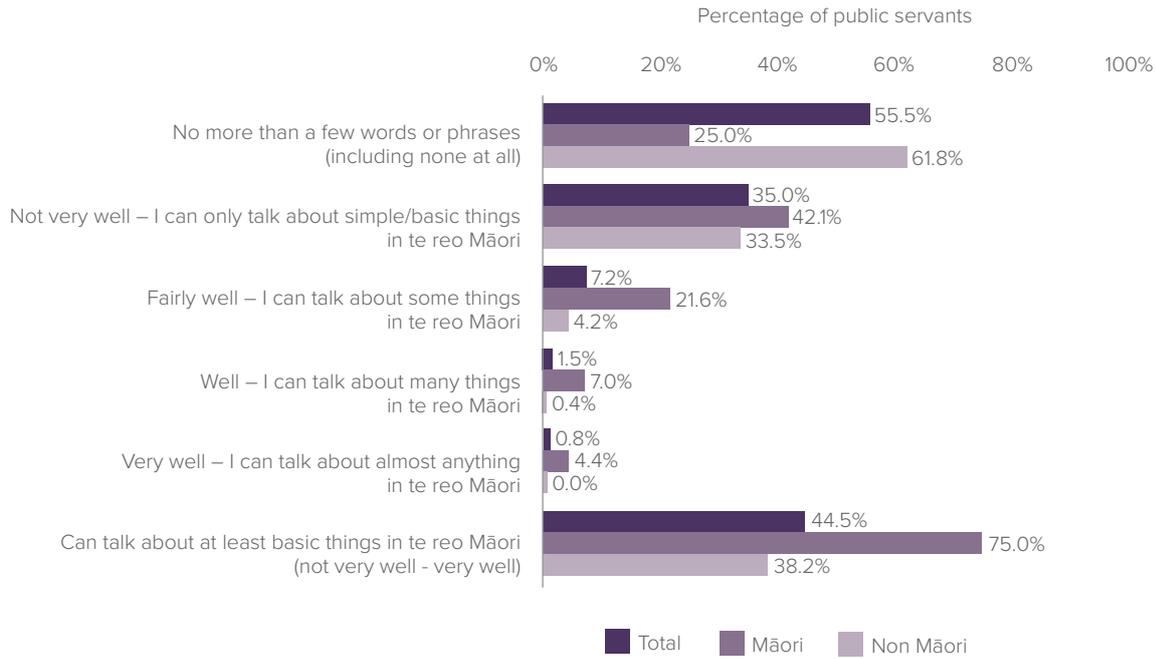
More accessible public services in te reo Māori

55. The te reo Māori capability of the public service is an important enabler of the public services provided to New Zealanders. In the baseline report, data from The Public Service Association Te Pūkenga Here Tikanga Mahi (PSA) from 2016 was used to inform on the percentages of PSA members who can speak (or are interested in speaking) te reo Māori, the percentage of PSA members who feel supported to learn te reo Māori, and the percentage of PSA members who feel supported to use te reo Māori in the workplace. We are unable to update this indicator as the PSA has not updated its data. However, new data on the te reo Māori capability of the Public Service is available from an initiative run by Te Kawa Mataaho (the Public Service Commission). A recently completed census of public servants included questions on te reo Māori outcomes, including use of te reo Māori in the workplace, support to improve te reo Māori skills, and encouraging the use of te reo Māori. Given the more complete coverage of the Te Taunaki, compared with the PSA survey, Te Taunaki will be used for future monitoring of this outcome.

56. In 2021, 57.7% of public servants reported using at least some te reo Māori in the workplace, for Māori public servants, this percentage was 79.3%. Also, 58.6% of public servants agreed that "staff are supported to improve their te reo Māori" (52% for Māori public servants) and 65.2% of public servants agree that that "staff are encouraged to use te reo Māori."

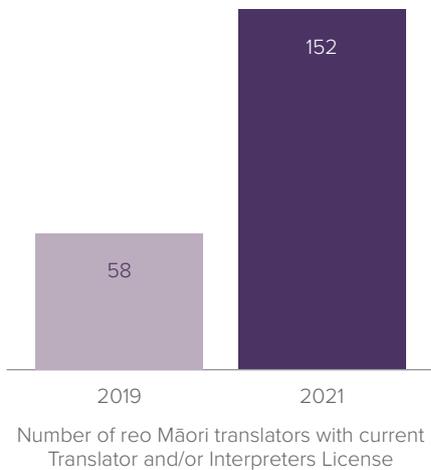
57. Te Taunaki, the Public Service Census, also asked about te reo Māori speaking level. These data are summarised in Figure 14, which shows that in 2021, 44.5% of public servants could talk about at least basic things in te reo Māori. Three quarters (75%) of Māori public servants could speak about basic things in te reo Māori, compared with 38.2% of non-Māori public servants. The percentage of public servants who can speak about at least basic things in te reo Māori was higher than the general population in 2018 (from GSS 2018: 23.6% for the Total NZ and 66.1% for Māori). However, the percentage of public servants who are highly proficient speakers (those who speak te reo Māori well and very well) are similar to the general population – in 2021, 2.3% of public servants were highly proficient te reo Māori speakers (the same percentage as in GSS 2018), and for Māori public servants this percentage was 11.4% (compared with 13.8% for the Māori population from GSS 2018).

Figure 14: Te reo Māori speaking level of public servants by ethnicity



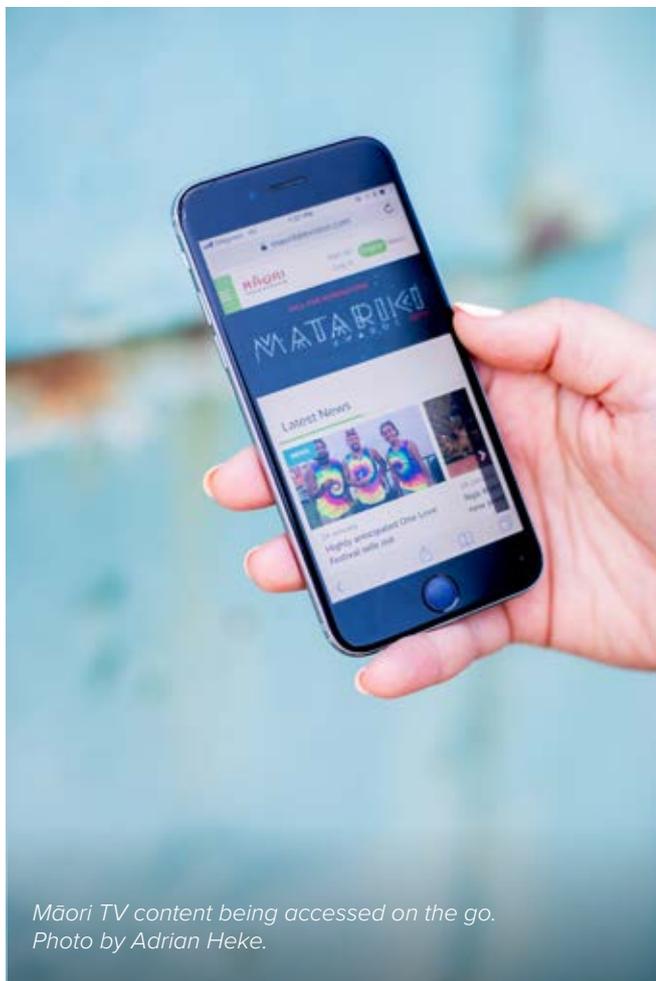
Source: Public Service Commission, Te Taunaki (Public Service Census) 2021.

Figure 13: More public services available in te reo Māori



Te Taura Whiri i te reo Māori, 2019 (baseline) and 2021.

58. Licensed translators play a vital role in enabling the public service to conduct more of its business in te reo Māori. The number of te reo Māori translators with current Translator and/or Interpreters License has almost tripled from 58 people in 2019 to 152 people in 2021. This increase in capacity will enable many more government resources and services to be made available in te reo Māori.



*Māori TV content being accessed on the go.
Photo by Adrian Heke.*

Number of local/regional councils that have formally acknowledged the town/city as bilingual

59. The bilingual towns and cities programme (Reorua) is working with local councils and mana whenua to establish bilingual towns and cities across Aotearoa New Zealand. Currently, Rotorua is the only officially announced bilingual town. However, other towns around the country have made steps on this path (including Ōtaki, Wairoa, and Wellington).
60. Work to increase the number of bilingual towns since the baseline indicators report was published in 2019 has centred around creating tools and resources for councils and mana whenua, as well as building partnerships.
61. A new innovation in this space is the adoption of a 'tuakana-teina' model (tuakana is an older sibling, and a teina is a younger sibling). The tuakana town mentors the teina town – for example, Wairoa (tuakana) and Napier (teina) are working together in this way – both towns have strong ties through whakapapa. The idea of the model is that the teina learns from the tuakana until they can become a tuakana for other towns.



Jesse Armstrong (left), CE of Wellington-based tech company VAKA is mentoring Callum Mudgway. Photo by Adrian Heke.

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