



Te Puni Kōkiri  
REALISING MĀORI POTENTIAL

# Te Rautaki Reo Māori Māori Language Strategy 2014

## Health of the Māori language

The health of the Māori language declined over the last century. From the 1970s, Māori groups and communities have developed initiatives in an effort to revitalise the Māori language. The Government in turn created policies and programmes, and made funding available to support aspirations for the Māori language. In 2003, a revised Government Māori Language Strategy was released. The Strategy described the respective roles of Government and Māori in revitalising the Māori language, focussing particularly on re-establishing intergenerational language transmission.

## Recent Reviews

In recent years, there have been two reviews of the Māori language sector: *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 2003 Māori Language Strategy.

These reviews identified some common themes, including: the ongoing fragile state of the Māori language; the need to support iwi and Māori leadership of Māori language revitalisation; the need to strengthen Crown-iwi and Māori relationships in this sector; and the importance of support for whānau Māori, hapū and iwi language development.

## New Proposals

In December 2013, a suite of proposals for a new Māori Language Strategy was prepared for consultation with iwi and other Māori stakeholder groups. Consultation on the proposals was undertaken during February 2014. Feedback was received during seven regional consultation hui and from written submissions. In May 2014, Cabinet approved the Government's new Māori Language Strategy.

## Māori Language Strategy 2014

The Strategy outlines the Crown's approach to supporting the revitalisation of the Māori language. It includes new result areas, indicators and targets, principles, confirms the roles of government, and proposes legislation for improving the status of the Māori language and revised arrangements for Māori language entities.

## Te Ora o te Reo Māori

I kaha heke te ora o te reo Māori i te rau tau kua hori. Nō ngā tau 1970–1980 i tīmata a Ngāi Māori ki te whakarite kaupapa e whakaoratia ai te reo Māori. Nō muri mai, ka tauri te Kāwanatanga ki te whakarite kaupapa, kaupapahere hoki, ā, ki te tuku pūtea hei tautoko i ngā whāinga a te iwi mō te reo. Nō te tau 2003, i whakaputahia tētahi Rautaki Reo Māori hou. Ko tā te Rautaki nei, he whakamārama i te wāhi ki a Ngāi Māori, ki te Kāwanatanga anō hoki e whakaoratia ai te reo Māori, me tana aro nui ki te whakahoki i te reo ki waenga i ngā whānau.

## Ngā Arotake

I ngā tau o nā tata nei, e rua ngā arotake o te rāngai reo Māori: ko *Te Reo Mauriora* (2011) tērā i whakaputahia e Te Paepae Motuhake a te Minita Māori, me tētahi wāhanga o te pūrongo a Te Rōpū Whakamana i te Tiriti o Waitangi mō WAI 262, *Ko Aotearoa Tēnei* (2011). I tirohia te Rautaki Reo Māori 2003 e te Mana Arotake i te tau 2007.

Hei tā ngā arotake nei, tērā ētahi kaupapa matua me aro, arā: ko te āhua taimaha tonu o te ora o te reo Māori; ko te tautoko i te rangatiratanga o ngā iwi me Ngāi Māori ki tō rātau reo; ko te whakapakari i te mahi ngātahitanga a te Karauna me ngā iwi me Ngāi Māori mō te reo te take; ā, ko te wāhi nui ki ngā mahi hei whakahoki i te reo ki waenga i ngā whānau, ngā hapū me ngā iwi.

## He Kaupapa Hou

Nō te Hakihea 2013, ka whakaritea mai e te Minita Māori he kaupapa hou mō te Rautaki Reo Māori hei matapaki mā ngā iwi me ngā rōpū reo Māori. I rangona, i kapohia hoki ngā whakaaro a ngā iwi me Ngāi Māori i ētahi hui e whitu i te Hui-tanguru o 2014, ā, i taki tukuna mai ētahi tapaetanga ā-tuhituhi hoki. Nō te Haratua 2014, ka whakaaetia te Rautaki Reo Māori hou e te Uepū Minita o te Kāwanatanga.

## Te Rautaki Reo Māori 2014

Ka whakamāramahia i te Rautaki ko ngā mahi a te Karauna hei tautoko i te whakaoranga o te reo. Ko ngā wāhanga o te Rautaki, koia ēnei: ko ngā whāinga; ko ngā tohu eke taumata; ko ngā mātāpono; ko ngā mahi mā te Kāwanatanga; ko ngā āhuatanga o te Pire mō te Reo Māori me ngā tikanga hou mō ngā hinonga reo Māori.

## Result Areas

The new Māori Language Strategy consists of five new results areas:

- i. *Te Mana o te Reo*: increasing the status of the Māori language in New Zealand society;
- ii. *Te Ako o te Reo*: increasing the number of whānau Māori and other New Zealanders who can speak Māori;
- iii. *Te Mārama Pū ki te Whakaora Reo*: increasing critical awareness about Māori language revitalisation;
- iv. *Te Kounga o te Reo*: supporting the quality and appropriate use of the Maori language and iwi dialect maintenance;
- v. *Te Kōrerotanga o te Reo*: increasing the use of the Māori language among whānau Māori and other New Zealanders, especially in the home.

## Indicators and Targets

Two headline indicators will be monitored by Te Taura Whiri i te Reo Māori and Te Puni Kōkiri:

- i. The number of whānau Māori and other New Zealanders who can speak the Māori language; and
- ii. The attitudes of all New Zealanders towards the Māori language.

Other quantitative and qualitative Māori language research findings will supplement the data from the two headline indicators.

## Principles

Flowing through each of the results' areas are three principles to guide the implementation of the Strategy:

- i. *Whakamana whānau, whakapiki hapū, iwi*: strengthening the focus on whānau Māori hapū and iwi;
- ii. *Kia tū rangatira ai te ao Māori*: strengthening iwi and Māori leadership;
- iii. *Mahi tōtika*: supporting effective, efficient and co-ordinated government.

## Ko Ngā Whāinga

E rima ngā whāinga o te Rautaki Reo Māori hou:

- i. *Te Mana o te Reo*: he whakapiki i te mana o te reo i Aotearoa nei;
- ii. *Te Ako i te Reo*: he whakapiki i te kaute o ngā whānau Māori, me te iwi whānui o Aotearoa, e mōhio ana ki te kōrero Māori;
- iii. *Te Mārama Pū ki te Whakaora Reo*: ko te whakapiki i te mārama pū ki ngā āhuatanga o te whakaora reo;
- iv. *Te Kounga o te Reo*: kia Māori tonu te reo Māori, ā, kia tautokona hoki ngā reo motuhake o ngā iwi;
- v. *Te Kōrerotanga o te Reo*: ko te whakapiki i te kōrerotanga o te reo ki waenga i ngā whānau Māori, me te iwi whānui o Aotearoa (me te aro nui ki te kōrerotanga o te reo ki te kāinga).

## Ko Ngā Tohu Eke Taumata

E rua ngā tino tohu mō te ekenga o te reo Māori ki te ora, āra:

- i. Ko te tokomaha o ngā whānau Māori, me te iwi whānui o Aotearoa, e āhei ana ki te kōrero Māori; ā
- ii. Ko ngā waiaro o ngā tāngata katoa o Aotearoa ki te reo Māori.

Ka noho a Te Taura Whiri me Te Puni Kōkiri ki te arotake i ngā tauranga mō ēnei āhuatanga, me ētahi atu rangahau, tauranga hoki mō ngā whāinga e rārangi ake nei.

## Ko Ngā Mātāpono

E toru ngā tino mātāpono ka noho hei kaupapa mō ngā wāhanga katoa o te Rautaki Reo Māori nei, arā:

- i. *Whakamana whānau, whakapiki hapū, iwi*: me kaha te aro ki ēnei pou o te ao Māori;
- ii. *Kia tū rangatira ai te ao Māori*: me kaha te aro ki te rangatiratanga o ngā iwi me Ngāi Māori ki te reo Māori;
- iii. *Mahi Tōtika*: kia tōtika ngā mahi a te Kāwanatanga hei tautoko i te reo Māori.

## The Roles of Government

The Māori Language Strategy confirms eleven roles for Government in supporting the revitalisation of the Māori language. It also identifies "lead agencies" for these roles, who will be responsible for planning, implementation and reporting.

In particular, the lead agencies will be responsible for: (a) incorporating planning and reporting for Māori language programmes and services at the appropriate level in their accountability documents and (b) working with other agencies within their portfolios and sectors with a view to undertaking similar planning and reporting.

Te Puni Kōkiri and Te Taura Whiri i te Reo Māori will monitor and evaluate these programmes and services, and produce an annual report about the implementation of the Māori Language Strategy.

Role	Lead Agency
Whānau Language Development	Te Taura Whiri i te Reo Māori
Hapū and Iwi Language Development	Te Taura Whiri i te Reo Māori
Māori Language Information Programme	Te Taura Whiri i te Reo Māori
Developing the Māori Language	Te Taura Whiri i te Reo Māori
Māori Language Broadcasting	Te Māngai Pāho and The Māori Television Service
Māori Language in Education	Ministry of Education
Māori Language in Arts	Ministry for Culture and Heritage
Māori Language Archives	Department of Internal Affairs and Ministry for Culture and Heritage
Māori Language Public Services	Te Puni Kōkiri
Monitoring the Māori Language	Te Taura Whiri i te Reo Māori (in consultation with Te Puni Kōkiri)
Policy Advice and Evaluation	Te Taura Whiri i te Reo Māori and Te Puni Kōkiri

## Te Wāhi ki te Kāwanatanga

Ka tohua i te Rautaki Reo Māori, tekau mā tahi ngā momo mahi a te Kāwanatanga hei tautoko i te whakaoranga o te reo Māori. Ka tohua hoki ko ētahi tari matua, ka riro mā rātau e ārahi ngā momo mahi nei (arā, ko te whakamāherehere, ko te whakatinana, ko te tuku whakamārama anō hoki).

Ka riro mā ngā tari matua nei e (a) whakatakoto mai ki roto i ā rātau pukapuka whaimana ko ngā whakamāherehere me ngā pānui whakamārama mō ā rātau kaupapa reo Māori; ā (e) mahi tahi ki ngā whakahaere ki raro i ā rātau kia pēnei anō te whakamāherehere me te tuku whakamārama mō ngā kaupapa reo Māori. Ka arotake a Te Puni Kōkiri me Te Taura Whiri i ngā kaupapa reo Māori a ngā tari nei, ā, ka whakaputa hoki he pūrongo ā-tau mō te whakatinanatanga o te Rautaki Reo Māori.

Te Momo Mahi	Te Tari Matua
He Tautoko i te Reo i te Whānau	Te Taura Whiri i te Reo Maori
He Tautoko i te Reo i te Hapū me te Iwi	Te Taura Whiri i te Reo Māori
He Whakapiki i te Mana o te reo Māori	Te Taura Whiri i te Reo Maori
He Whakatipu i te Reo Māori	Te Taura Whiri i te Reo Māori
Te Pāho ki te Reo Māori	Te Māngai Pāho me Whakaata Māori
Te Tuku Mātauranga ki te Reo Māori	Te Tāhuhu o te Mātauranga
Ngā Toi Reo Māori	Te Manatu Taonga
Ngā Pūranga Reo Māori	Te Tari Taiwhenua me Te Manatu Taonga
Te Reo i ngā Ratonga Kāwanatanga	Te Puni Kōkiri
Te Arotake i te Reo Māori	Te Taura Whiri i te Reo Māori me Te Puni Kōkiri
Te Tuku Kaupapahere mō te Reo	Te Taura Whiri i te Reo Māori me Te Puni Kōkiri

## Māori Language (Te Reo Māori) Bill

The Māori Language (Te Reo Māori) Bill seeks legislative changes to update and strengthen the Māori Language Act 1987 in relation to:

- recognition of the Māori language;
- the establishment, roles, functions, powers and membership of a new independent statutory entity, Te Mātāwai;
- the roles, functions, powers and membership of Te Taura Whiri i te Reo Māori, Te Māngai Pāho and the board of the Māori Television Service;
- the transferral of the roles, functions and powers of Te Pūtahi Paoho to Te Mātāwai; and
- the disestablishment of Te Pūtahi Paoho.

Te Mātāwai will be an agent for iwi and Māori. It will provide leadership for the kaitiakitanga of iwi and Māori with regard to the health and wellbeing of the Māori language. It will give practical effect to this leadership through its direction and oversight of Te Taura Whiri i te Reo Māori and Te Māngai Pāho, as well as for the Māori Television Service in conjunction with the Minister of Māori Affairs and the Minister of Finance. Te Mātāwai will work closely with the Minister of Māori Affairs to give effect to the Crown-iwi and Māori relationship envisaged within the Treaty of Waitangi.

The Māori Language (Te Reo Māori) Bill affirms the status of Māori as an official language of New Zealand. It introduced a set of principles to guide government agencies in the provision of information and services to Māori and other New Zealanders through the median of the Māori language.

The Māori Language (Te Reo Māori) Bill was introduced in the House of Representatives on 3 July 2014. For more information on this Bill and its progress through the legislation programme please refer to the Te Puni Kōkiri website.

## Te Pire mō te Reo Māori

Ko te whāinga a te Pire mō te Reo Māori, he whakahou i te Ture mō te Reo Māori 1987 kia:

- whakapikitia te mana o te reo Māori;
- whakatūria mai ko Te Mātāwai, kia whakatakotoria anō hoki ko āna kawenga, āna mahi me āna tikanga whakahaere;
- whakamāramahia ko ngā kawenga, ngā mahi me ngā tikanga whakahaere a Te Taura Whiri i te Reo Māori, a Te Māngai Pāho, a Whakaata Māori hoki e noho here nei ki a Te Mātāwai;
- tuku i ngā kawenga me ngā mana a Te Pūtahi Paoho ki Te Mātāwai; ā
- whakakore i a Te Pūtahi Paoho.

Ka noho a Te Mātāwai hei māngai mō ngā iwi me Ngāi Māori. Ka riro māna e ārahi te kaitiakitanga o ngā iwi me Ngāi Māori mō te oranga o te reo Māori. Ka whakatinana a Te Mātāwai i tēnei mana ōna mā tōna ārahi, mā tōna tohutohu, mā tōna tiaki anō hoki i a Te Taura Whiri, i a Te Māngai Pāho, i a Whakaata Māori (me te mahi tahi ki te Minita Māori me te Minita Pūtea mō runga i ngā kaupapa a Whakaata Māori). Ka kaha te mahi tahi a Te Mātāwai me te Minita Māori, ā, mā kōnei e whai tinana ai te wairua o Te Tiriti o Waitangi.

Ka whakaū te Pire mō te Reo Māori i te mana o te reo Māori hei reo whaimana ki Aotearoa nei. Ka whakatakotoria mai ko ētahi mātāpono hei ārahi i ngā tari kāwanatanga inā ka tahuri rātau ki te tuku pārongo, ki te whakarato ratonga ki roto i te reo Māori.

I tukuna te Pire mō te Reo Māori ki te Whare Pāremata i te 3 o Hūrae 2014. Mō te roanga atu o ngā pārongo mō te Pire, me whakapā atu ki te pae tukutuku a Te Puni Kōkiri.





Te Puni Kōkiri, Te Puni Kōkiri House  
143 Lambton Quay, Wellington 6011, New Zealand  
PO Box 3943, Wellington 6140, New Zealand  
PHN *Waea* 04 819 6000 FAX *Waea Whakaahua* 04 819 6299

[www.tpk.govt.nz](http://www.tpk.govt.nz)