

24 July 2025

File Ref: OIA 50470

[REDACTED]

Tēnā koe [REDACTED]

Official Information Act request

Thank you for your information request dated 27 June 2025. You asked for the following information:

- “a) Any written advice from Te Puni Kookiri to the Minister of Maaori Development in the last year about plans to produce a new Maihi Karauna.*
- b) Any written advice from Te Puni Kookiri to the Minister of Maaori Development in the last year about plans to produce a new Maihi Karauna Indicators Report.*
- c) Any key internal planning documents held by Te Puni Kookiri about plans to produce a new Maihi Karauna. A draft document is fine since that is not grounds for withholding a document under the Official Information Act.*
- d) Any key internal planning documents held by Te Puni Kookiri about plans to produce a new Maihi Karauna Indicators Report. A draft document is fine since that is not grounds for withholding a document under the Official Information Act”.*

You sent this request to the Minister for Māori Development and Te Puni Kokiri. The Ministers Office has transferred this request to Te Puni Kōkiri for response.

Your request has been considered in accordance with the Official Information Act 1982 (**Act**).

Firstly, I want to acknowledge that your initial query on these matters was not responded to in a timely manner. We will work to ensure that our Te Puni Kōkiri mailbox is managed more efficiently moving forward to mitigate against this happening again. Please accept my apologies for this on behalf of Te Puni Kōkiri.

Indicators report

Work on an updated indicators report has been underway since the end of 2024. Progress has been made on the report, however, its completion has been contingent on when the necessary data became available. As such we have had to factor in the timing of the release of data to ensure there is sufficient new information to warrant providing an update. This includes the General Social Survey (**GSS**), and the Public Service Census – released in March and July this year. We are currently considering how to incorporate the

GSS, and the Public Service Census data into the draft indicators report – which we are aiming to have completed in the next few months.

The timing of the release of data is also why the reports were not produced annually as first envisioned by the Maihi Karauna. Future reporting on the indicators will be provided when sufficient and comparable data has been made available to update the baseline data.

Please note that the project plan for the indicators report provided with this letter remains active, however, changes in timeframes are yet to be reflected in the plan.

Maihi Karauna

Background

Over the past nearly 50 years successive governments have recognised that te reo Māori is a taonga, guaranteed by the Treaty of Waitangi, and an essential component of Māori identity and culture. Māori and the Government have a shared responsibility to support the revitalisation of the Māori language.

Te Ture mō Te Reo Māori 2016 (the Act) established the legal framework for the current partnership approach to the revitalisation of te reo Māori between the Crown, iwi and Māori. The purpose of the Act is to reaffirm the status of te reo Māori as (i) the indigenous language of New Zealand; and (ii) a taonga of iwi and Māori; and (iii) a language valued by the nation; and (iv) an official language of New Zealand.

The Act requires that the Government issue a Māori language strategy, the Maihi Karauna, along with the strategy issued by Te Mātāwai, the Maihi Māori. The Maihi Karauna sets out the Government's objectives and policies relevant to the revitalisation of the Māori language, as well as the long-term strategic direction. The two maihi strategies represent each side of the conceptual partnership framework *Te Whare o Te Reo Mauriora* for the revitalisation of te reo Māori. The Maihi Karauna focuses on a macro-level approach with the aim to create the societal conditions for te reo Māori to thrive in Aotearoa New Zealand. The Maihi Māori is developed by and for iwi, Māori and Māori language communities and focuses on whānau, homes and communities.

In February 2019, the Maihi Karauna was launched after extensive collaboration between key government agencies, Māori language entities and Te Mātāwai. The first implementation plan was endorsed by Cabinet in September 2019. The COVID-19 pandemic posed challenges at the outset of the Maihi Karauna and delayed the implementation of the strategy. However, significant progress has been made since 2019, and this Government is committed to advancing the audacious goals of the Maihi Karauna and supporting the goals of the Maihi Māori with our partners, Te Mātāwai.

Operational matters including the election cycle at the end of 2023 mean there have been delays to the refresh of the Maihi Karauna. However, work is underway, and the refresh of the Maihi Karauna is being jointly led by Te Puni Kōkiri and Te Taura Whiri i te Reo Māori and is in the early stages of development. I note that the current Maihi Karauna strategy remains active and in place until a refreshed strategy replaces it.

Refresh of the Maihi Karauna and wider te reo Māori work programme

The refresh of the Maihi Karauna is being progressed as part of a wider programme of work that is seeking to achieve the best outcomes for te reo Māori revitalisation across Te Whare o te reo Mauriora (i.e. both the Maihi Karauna and Maihi Māori). This work is being led by Te Puni Kōkiri, in partnership with Te Mātāwai.

A number of reviews, evaluations, and research about te reo Māori in Aotearoa New Zealand are publicly available¹ and are feeding into this mahi. It is important that the refresh of the Maihi Karauna is progressed under the umbrella of this wider te reo Māori work programme, as it is complex and far reaching. Any changes to the Maihi Karauna strategy need to be considered within the wider framework of *Te Whare o Te Reo Mauriora*, which underpins the Maihi Karauna and the Maihi Māori.

My response

Two documents have been identified in scope of your request. The documents and my decisions with regard to the release of the information are set out in the table attached as Appendix A.

Some information has been withheld in accordance with the Act on the following grounds:

- Section 9(2)(f)(iv) - to maintain the current constitutional conventions protecting the confidentiality of advice tendered by ministers and officials.

In making the decision to withhold information, I have considered the public interest considerations in section 9(1) of the Act.

Decisions around the early stage development of a refreshed Maihi Karauna are still being actively considered by the Minister for Māori Development. I trust, however, that the above information provides you with useful context to the mahi currently underway.

Te Puni Kōkiri has not provided any “*written advice..... to the Minister of Māori Development in the last year*” in relation to, “*plans to produce a new Mahi Karauna*” or “*plans to produce a new Maihi Karauna Indicators Report*”. Therefore this part of your request is refused in full under section 18(e) of the Act as the information requested does not exist.

I trust my response satisfies your request under the OIA as well as your initial query in May this year.

You have the right to seek an investigation and review by the Ombudsman of this response. Information about how to make a complaint is available at www.ombudsman.parliament.nz or freephone 0800 802 602.

¹ <https://www.tpk.govt.nz/en/o-matou-mohiotanga/te-reo-maori/te-ture-mo-te-reo-maori-2016-review>, [He Ara Poutama mō te reo Māori. Maihi Karauna: Monitoring Report. - Te Taura Whiri i te Reo Māori](#), <https://www.tematawai.maori.nz/assets/Research-Reports/He-Rau-Ora-Literature-Review.pdf>, <https://www.tematawai.maori.nz/mi/research-and-evaluation/our-research/he-pa-tuwatawata-language-vitality-model/>, [Maihi Karauna Summative Evaluation - Te Taura Whiri i te Reo Māori](#).*

*please note this is not an exhaustive list.

Please note that Te Puni Kōkiri publishes some of its OIA responses on its website, after the response is sent to the requester. The responses published are those that are considered to have a high level of public interest. We will not publish your name, address or contact details.

If you wish to discuss any aspect of your request with us, including this decision, please feel free to contact us at oiia@tpk.govt.nz.

Ngā mihi

A handwritten signature in blue ink, appearing to read 'Paula Rawiri'.

Paula Rawiri
Hautū, Te Puni Kaupapa | Deputy Secretary Policy

Appendix A – documents OIA request from [REDACTED] dated 27 June 2025

| Item | Date | Document description | Decision |
|------|---|--|--|
| 1. | Living planning document – last revised 15 May 2025 | Indicators report plan (revised 15 May 2025) | Released in full |
| 2. | Living DRAFT project planning document – last updated 28 May 2025 | Draft project plan for the refresh of the Maihi Karauna strategy | Refused in full under section 9(2)(f)(iv) of the Act |

Project Plan

Maihi Karauna Indicators report

Author: Crete Haami

Work Owner: Crete Haami/Senior Policy Analyst

THE CONTEXT – the reason for the work

Background

The Te Reo Māori team within Te Puni Kōkiri has a policy leadership role in relation to the government's commitment to revitalise te reo Māori including:

- Administering (and periodically reviewing) Te Ture mō Te Reo Māori 2016 on behalf of the Minister for Māori Development and contributing to the Maihi Karauna (issued by the Minister for Māori Development under Te Ture).
- Working in partnership with Te Mātāwai and alongside other Maihi Karauna agencies to support the implementation, priorities and goals of both maihi and vision of Te Whare o Te Reo Mauri Ora
- Developing new iterations of the Maihi Karauna based on relevant reviews and evaluations (policy lead)
- Providing Secretariat services in relation to Te Rūnanga Reo
- Supporting monitoring and evaluation activities (indicators report and M&E Framework).

Context for this work: Te Puni Kōkiri are required by the Maihi Karauna to produce an updated indicators report annually (if practicable) to support the monitoring and evaluation activities of the strategy and provide reports on high level outcomes (how the strategy is tracking towards its goals) for decision makers. The last report was produced and published in March 2022. That report noted that data was unavailable to update several indicators, including audacious goal 1 (Aotearotanga/nationhood), due to disruption to the 2020 General Social Survey (GSS) by the COVID-19 pandemic. Data from the GSS 2021 and 2023 and Census 2023 will be included in the next update to the baseline indicators report for the Maihi Karauna.

No update report was produced in 2023 and 2024 due to various factors including available data and resources being limited and competing priorities and the absence of a refreshed strategy and updated monitoring and evaluation framework. The frequency that the different measures and indicators are collected and made available guide the regularity of their reporting – Te Puni Kōkiri originally proposed that it be done annually.

Contribution of this work to the team's purpose: This work is directly related to the te reo Māori team's function and purpose – to lead policy development and advice in relation to Te Ture mō Te Reo Māori 2016 and the Maihi Karauna – in order to support the Crown's efforts to revitalise te reo Māori.

Contribution to the purpose and role of Te Puni Kōkiri: This work contributes directly to the Te Puni Kōkiri strategic priority *Te Ao Māori* – through the focus area *Te Whare o Te Reo Mauri Ora and Broadcasting* – by supporting the growth of a healthy and vibrant Te Reo Māori me ōna tikanga. This work will enable us to continue to use an evidence (quantitative) based approach to track and report to decision makers on the progress being made towards achieving the goals, outcomes and priorities of the strategy.

It will also enable Te Puni Kōkiri to report against its outcome measures for annual reporting purposes.

This work will feed into the development of an updated Maihi Karauna monitoring and evaluation framework alongside the refresh of the strategy in 2025.

OBJECTIVES – what success looks like



Outline what the work aims to achieve, in measurable terms

- Success looks like: The Maihi Karauna Indicators report is updated with data that has been released since the previous report was released in 2022 (key data is GSS 2021 and 2023 and Census 2023). The report will then be translated into te reo māori and published to the Te Puni Kōkiri website.

Reasons to undertake this work:

- It is currently our role under the Maihi Karauna
- It will provide and update on how the MK is tracking towards the goals and high-level outcomes and the revitalisation of te reo in general.
- Will enable officials to provide advice to decision makers on the progress of the MK (evidence to drive policy and investment decisions).
- It will be a valuable resource for the Māori language sector (understanding the current state of the language) and iwi, hapū and whānau to help assist their Māori language aspirations
- It will also help inform the refresh of the Maihi Karauna including **updating the Monitoring and Evaluation framework** for the strategy. The refresh of the Maihi Karauna intersects with but is not reliant on the indicators report (monitoring) – it is the evaluations and review of Te Ture that will provide the key information to inform the refresh (what stays in, what gets left out, what's modified and what's new).
- Provide information to media and the public
- TPK reporting purposes (annual reporting)

Scoping steps: What data is required/available?

- GSS 2021 and 2023
- Census 2023
- Student enrolment and course completion data from the Ministry of Education and the Tertiary Education Commission (last one was in 2020) = education counts

- Te Māngai Pāho Audience Survey
- Te Taura Whiri i te Reo Māori National Translators' and Interpreters' Register (last one was in 2021).
- TPK survey based on Te Kupenga. Note: We can potentially use this but will have to be qualified (sample size/direct comparisons against 2018 Te Kupenga should be qualified).
- **NOTE:** Te Taunaki will not be available (last one was in 2021 and the next one will be scheduled for March 2025)

Work out options for how the report gets developed

The current approach is that our team completes the report with support from the **Research & Evaluation team**, the Māori Capability team and Comms team. Consultation with MLEs will be undertaken before publishing. Will be setting up a hui with the **Research & Evaluation team** to determine who does what and appropriate timeframe. I propose the below:

- Gather info. This may be as mixture of sourcing from the IDI, informetric data base and going to agencies directly (Complete)
- Identify any challenges with the data – for example comparability/gaps (our team and **Research & Evaluation team**). Policy to check relevant questionnaires/surveys to see if there have been any changes that will impact data.
- Other teams (Māori Capability, Comms) across the enterprise are given a heads-up Māori Capability, Comms about this work and likely timeframe and scope of the work. (Our team)
- The measures table is updated (the Research & Evaluation team – we can provide support)
- The report (narrative) is drafted on the basis of the updated information in the measures table. (Our team)
- Approval for the report is acquired (our team) Manager or GM sign off?
- The report is translated into te reo Māori and approved (Māori Capability team)
- The report is designed (our team and Comms team)
- The report is published to our website (with blurb) and relevant agencies informed (our team and Comms team).

STAKEHOLDERS – their interest and expectations





| Stakeholder Group (outline the individual/s and groups that have an interest in the work) | Interest & Influence (describe the interest and influence the stakeholder/s have in the work) | Engagement Approach (describe how impacted stakeholders will be engaged, and the frequency) |
|---|--|--|
| The Ministry of Education and the Tertiary Education Commission | Provide the most recent student enrolment and course completion data | Low impact (no hui required, source information and inform when update report is released) |
| Te Māngai Pāho | Provide the most recent Audience Survey | Low impact (no hui required, source information and inform when update report is released) |
| Te Taura Whiri i te Reo Māori | Provide the latest National Translators' and Interpreters' Register numbers | Medium impact as this work relates to the M&E framework and the refresh (Hui may be required, possibly inform them at one of the Maihi Karauna fora, source information and inform when they will be consulted on the update report and when it will be released/published to the TPK website) |
| Research and Evaluation team | Liaise with StatsNZ (if required), gather and store data, update the MK measures table and undertake statistical analysis. | Medium impact, will require resources, gather data, undertake statistical analysis of data against the priorities and goals of the Maihi Karauna |
| Comms team | | Low impact, prepare report for publication (design and comms). |
| Māori Capability team | | Medium – high impact subject to their resourcing and capacity to translate something of this nature. May have to outsource to DIA translator. |
| Te Mātāwai | | Low impact, keep them in the loop, low level consultation. |
| Te Rangakura | | Low to medium impact (consultation and opportunity to contribute to the report where gaps exist). |
| The Minister | | Low impact, this is an operational matter. Suggest using the weekly report to keep the Minister updated on this work as appropriate. |

KEY RISKS – what might impact the success of the work




| Risk | Mitigation actions |
|------|--------------------|
|------|--------------------|

| | |
|---|---|
| [describe the most likely and impactful scenarios that would limit your ability to achieve your objectives. Describe the risk itself and the impact it would have on the work if it occurred] | [describe the steps that will be taken to reduce the likelihood of the risk occurring or the impact it will have if it does occur] |
| If there are yet to be identified costs associated with this work – for example, custom requests for data may have a cost and also outsourcing for translation. | Use relationship with StatsNZ and other relevant agencies (TTwh, MoE) through Te Rangakura (provide updates and signal consultation). Opportunity for agencies to contribute data to fill gaps. |
| Limited understanding of statistical analysis and interpretation of data. | Use support from Roger Macky and the R&E team |
| Potential impacts from the Maihi Karauna refresh | Progress the indicators report promptly |
| | |

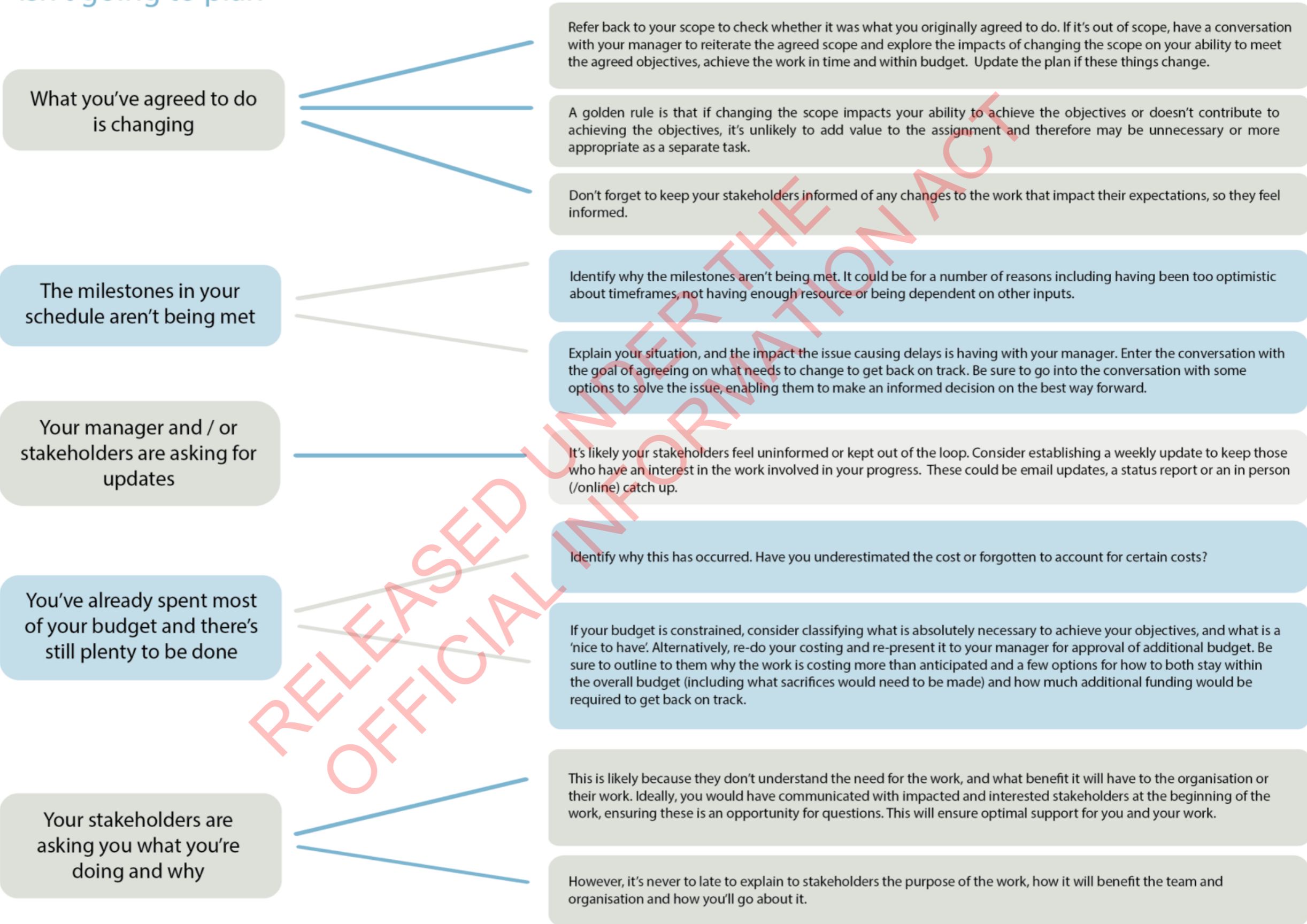
| SCOPE – what the work will and won't include  | |
|---|--|
| In scope (what will be done) | Out of scope (what won't be done) |
| <p>[list the range of tasks the work will do]</p> <ul style="list-style-type: none"> • Transactional/relationship management • Gather information • Analysis of data • Policy work (drafting narrative of report) • Consultation on report • Approval of report • Translation (tbc) • Design of report • Publication of report. | <p>[list the range of tasks the work will not do]</p> <ul style="list-style-type: none"> • Imputation¹ of other data (admin data) to fill gaps in data |
| KEY RESOURCES – what's needed to complete the work  | |
| People – their roles and responsibilities | Other |
| <p>[list the people (and the proportion of their time) required to complete, explaining the role they'll have in the work]</p> <ul style="list-style-type: none"> • Crete (Project manager, coordinate and draft report) • Eve (support project manager/policy advice) • Manager (provide oversight of project) • Roger Macky (Support project, assist Crete in considering new report format) • Aaron Munro (translation of the update report into te reo Māori) • Comms team member tbc (design report and publish to TPK website). | <p>[list the tools required to complete the work]</p> <ul style="list-style-type: none"> • Statistical analysis tools • MK measures table (revised) • Viseo for design of infographics • Design tools for cover and overall look of report |

¹ Imputation is the process of replacing missing data with 1 or more specific values, to allow statistical analysis that includes all participants and not just those who do not have any missing data. Missing data are common in research.

| What will be done and when  | | |
|--|--|-------------|
| Milestone | Date to be complete | Status |
| Hold initial hui with Research and Evaluation team to discuss project | Early November 2024 | COMPLETE |
| Identify and gather applicable data. | Early December 2024 | COMPLETE |
| Consideration of new format for report (rethinking the nature of the report given the limited data available and future of GSS and census) | Mid-February 2025 | UNDERWAY |
| Re-establish working group and set up regular hui (every 2 weeks). Check that the list of data is complete. Confirm roles and responsibilities and timeframes. | Early February 2025 | COMPLETE |
| Give heads up email notification to MLEs | Mid-February 2025 | COMPLETE |
| Report drafted using the previous report (cookie cutter) and on the basis of the updated measures table and other sources – footnote the sources in the report (noting gaps and other barriers). Consider custom request. Consider how the TPK survey is presented and qualified in the report. Also potential to use data from the public service census if released in time. | End of May 2025 | UNDERWAY |
| Draft report finalised (fill gaps where possible or note them if unable to remedy with current available data) | Mid-June 2025 | NOT STARTED |
| MLEs consultation on draft report (Te Rangakura) 1 week turnaround | Mid-June 2025 | NOT STARTED |
| Approval of draft report (Memo to GM) | End of June 2025 | NOT STARTED |
| Report translated (TBC) | End of June 2025 | NOT STARTED |
| Design of report (Policy and/or Comms) | End of June 2025 (concurrent with translation) | NOT STARTED |
| Report published to TPK website (note in weekly report to the minister) | Early July 2025 | NOT STARTED |

Signs that the work isn't going to plan

What to do



RELEASED UNDER THE OFFICIAL INFORMATION ACT