

Maihi Karauna Refresh Guidance Document

July 2026



Te Puni Kōkiri
MINISTRY OF MĀORI DEVELOPMENT



**TE TAURA WHIRI
I TE REO MĀORI**
MĀORI LANGUAGE COMMISSION



Cover image: Te Wiki o te Reo Māori Parade, Wellington, September 2025.

Contents

2	Te Whare o te Reo Mauriora – A partnership for the revitalisation of te reo Māori
3	Refresh of the Maihi Karauna
4	Rationale for changes
6	The refreshed Maihi Karauna within Te Whare o te Reo Mauriora
7	Kia Māhorahora Te Reo
7	Maihi Karauna Strategy 2026–2028
8	Strategy outcomes now reflect language planning and policy elements
9	Next steps
9	Further reading

Te Whare o te Reo Mauriora – A partnership for the revitalisation of te reo Māori

Te Ture mō Te Reo Māori 2016 created a partnership for the revitalisation of te reo Māori between the Crown and Iwi and Māori.¹

The legislation acknowledges that Iwi and Māori are the kaitiaki of te reo Māori, while recognising that the Crown is able to advance the revitalisation of the Māori language by promoting strategic objectives in wider New Zealand society. The two parties are therefore required to work in active partnership to promote the knowledge and use of te reo Māori.²

The partnership is expressed through the metaphor of Te Whare o te Reo Mauriora. The two sides of the partnership are represented by the maihi (bargeboards) on each side of the whare. The kōruru, or carved figure at the apex of the house, is the shared vision, kia mauriora te reo Māori. The partnership is governed by Te Rūnanga Reo, a joint partnership group between Ministers and board members of Te Mātāwai. Te Rūnanga Reo must meet at least annually to:

- › identify issues with the Maihi Karauna Strategy and prioritise outcomes within the Strategy; and
- › identify issues of shared importance, opportunities and risks related to both Māori Language Strategies.³

Te Ture mō Te Reo Māori 2016 established Te Mātāwai to represent iwi, hapū, whānau, Māori and communities in this relationship, on one side of the whare. The other side of the whare represents the Crown.⁴

The legislation requires that the Minister for Māori Development issue, on behalf of the Crown, a Maihi Karauna Strategy that sets out:

- › the Government's objectives and policies, and related matters, relevant to the revitalisation of the Māori language; and
- › the Government's long-term strategic direction, and the current and medium-term priorities, to support that revitalisation.⁵

The Maihi Karauna strategy takes a 'macro' perspective, by focusing on creating the societal conditions for te reo Māori to thrive and ensuring that government systems support that.

The Maihi Māori, issued by Te Mātāwai, takes a complementary 'micro' role that focuses on revitalisation within communities and whānau. It envisages the restoration of te reo Māori as a nurturing first language – kia ūkaipō anō te reo Māori.

We use the term Maihi Karauna to describe the framework for the Crown's contribution to language revitalisation. Key elements include the strategy, an implementation/action plan and a monitoring and evaluation framework.

1. Te Ture mō Te Reo Māori 2016.

2. Ibid.

3. CAB-15-MIN-0168.

4. Te Ture mō Te Reo Māori 2016.

5. Ibid.

Refresh of the Maihi Karauna

Te Puni Kōkiri and Te Taura Whiri i te Reo Māori (Te Taura Whiri) jointly led the refresh of the strategy between Tihema 2025 and Hune 2026. The overall objective of the refresh was to reflect the progress made on its vision, outcomes and goals while maintaining consistency on key elements. The refresh aimed to simplify the strategy, provide clear guidance to agencies and give it renewed energy for 2026–2028.

A Review of Evidence to identify and establish the evidence base for the refresh was completed in Pēpuere 2026 and a Recommendations Report was finalised in Āperira 2026 based on the review of evidence, identifying aspects of the Maihi Karauna that could be changed in the short term and issues for longer-term consideration.

In Mei 2026, Te Puni Kōkiri and Te Taura Whiri held workshops with Maihi Karauna agencies (Ministry for Culture and Heritage, Whakaata Māori, Department of Internal Affairs, Statistics NZ, Ministry of Education, Te Kawa Mataaho) and a rangatahi public servant focus group from Te Puni Kōkiri and

Te Taura Whiri to seek feedback on proposed changes to key elements of the strategy. At the workshops, officials expressed their support for the refreshed strategy and shared their views on proposed changes.

The proposed changes to key elements of the strategy received overall support and were endorsed by senior officials and Chief Executives forums established by Cabinet decisions to support Te Whare o te Reo Mauriora. The Toihau of Te Taura Whiri expressed her strong support for the strategy and Te Minita Whanaketanga Māori approved it in Hune 2026.



Rationale for changes

The following table provides the rationale for the changes made to the refreshed Maihi Karauna strategy.

ORIGINAL MAIHI KARAUNA STRATEGY	REFRESHED MAIHI KARAUNA STRATEGY	RATIONALE FOR CHANGES
Vision in English		
Everywhere, Every Way, Everyone, Every Day	Te reo Māori is visible, valued and voiced	We have changed the English text of the vision to ensure it is understood, shared and inspires action. The words were chosen to align with the updated outcomes (see below) and the alliteration makes it easier to remember. We sought advice from translators who confirmed that the vision in English still aligns with kia māhorahora te reo (the vision in te reo).
Vision in te reo Māori		
Kia Māhorahora Te Reo	Kia Māhorahora Te Reo	We have retained the vision as it continues to be relevant and maintains a consistent message.
Role		
Create the conditions for te reo Māori to thrive as a living language	The public sector advances the conditions for te reo Māori to thrive as a living language across Aotearoa New Zealand and beyond	We have included 'the public sector' to indicate clear accountability for the strategy and replaced 'create' with 'advance' to reflect the progress made since 2019. We have also added 'across Aotearoa New Zealand and beyond', because the role of the strategy is to advance te reo Māori outcomes at a national level while maximising international opportunities.
Outcomes		
Aotearoatanga – Nationhood Mātauranga – Knowledge and Skills Hononga – Engagement	Mārama Pū – Critical Awareness Mana – Status Ako – Acquisition Puna – Corpus Whakamahi – Use	We have replaced the previous outcomes to reflect the language planning elements derived from international evidence and adapted for the Aotearoa New Zealand context. ⁶ They provide clear guidance for the strategy and the action plan.

6. The language planning elements underpin both the 2019–2023 strategy (Appendix A) and the refreshed strategy.

ORIGINAL MAIHI KARAUNA STRATEGY	REFRESHED MAIHI KARAUNA STRATEGY	RATIONALE FOR CHANGES
Approach		
Whakanui – valuing te reo Whakaako – learning te reo Whakaatu – seeing, reading, hearing and using te reo	We have removed this element of the strategy which was considered repetitive.	
Audacious goals		
Audacious Goal 1: By 2040, 85 per cent (or more) of New Zealanders (or more) will value te reo Māori as a key part of national identity Audacious Goal 2: By 2040, 1,000,000 (or more) New Zealanders (or more) will have the ability and confidence to talk about at least basic things in te reo Māori Audacious Goal 3: By 2040, 150,000 Māori aged 15 and over will use te reo Māori at least as much as English	› 1 million (or more) New Zealanders will have the ability and confidence to talk about at least basic things in te reo Māori › 85% (or more) of New Zealanders will value te reo Māori as a key part of national identity › 150,000 Māori will use te reo Māori at least as much as English	We have removed the age limit of ‘aged 15 and over’ which was based on the data available at the time the original strategy was developed. People aged under 15 are key contributors to this goal.
Priorities and priority groups		
Priorities Eleven different priorities aligned with the approach Priority groups Young people; proficient speakers; public sector	We have reframed the priorities and priority groups to be reflected in the action plan.	This will provide agencies more flexibility to shape actions targeting groups over which they have the most impact, and more ownership of the actions.
Other changes		
	We have added text and a diagram to the left of the strategy logic model.	This information contextualises the strategy within Te Whare o te Reo Mauriora and alongside the Maihi Māori

The refreshed Maihi Karauna within Te Whare o te Reo Mauriora

Shared Responsibility

Te Ture mō Te Reo Māori 2016 recognises Iwi and Māori as kaitiaki of te reo Māori, focusing on revitalisation through intergenerational transmission in communities. The Crown supports this by advancing strategic objectives across wider New Zealand society – referred to here as Aotearoa whānui.

Together, Iwi, Māori and the Crown are required to work in active partnership to promote the value, use and knowledge acquisition of te reo Māori.

Working in Partnership

This partnership is expressed through Te Whare o te Reo Mauriora. The maihi (bargeboards) of the whare represent each partner's strategy, while the kōruru at the apex symbolises the shared vision:

kia mauriora te reo Māori. Governance of this partnership sits with Te Rūnanga Reo, a joint body of Ministers and Te Mātāwai board members. The Maihi Karauna focuses on creating system level conditions that enables te reo Māori to be visible, valued and voiced. The Maihi Māori, led by Te Mātāwai, focuses on revitalisation at Iwi, hapū, whānau Māori and community levels.

Two Maihi, One Whare

The two maihi are distinct but complementary and require close partnership between Ministers of the Crown and Te Mātāwai to ensure strategies are joined up, work in concert, and are mutually effective in enabling all New Zealanders to contribute to the normalisation and revitalisation of te reo Māori – kia kitea, kia kaingākauatia, kia kōrerotia hoki te reo Māori.



Maihi Karauna Strategy 2026–2028

VISION

Kia Māhorahora Te Reo

Te reo Māori is visible, valued and voiced

AUDACIOUS GOALS

BY 2040:

85% (or more) of New Zealanders will value te reo Māori as a key part of national identity

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

150,000 Māori will use te reo Māori at least as much as English

OUTCOMES

AOTEAROA WHĀNUI
(ALL NEW ZEALANDERS)

MĀRAMA PŪ CRITICAL AWARENESS

Understand that te reo Māori is a threatened language, and how they can support its revitalisation

MANA STATUS
Understand the value of te reo Māori and its part in our national identity

AKO ACQUISITION
Have opportunities to acquire te reo Māori at levels that support their use

PUNA CORPUS
Have access to new words, terms and standards that are developed to support the use (and evolution) of te reo Māori

WHAKAMAHI USE
Speak, listen to, read, write and comprehend te reo Māori at levels that support their use, and have access to reo-rich environments and domains

ACTIONS

The activities / actions that public sector agencies will deliver, including target group(s) and contribution(s) to outcomes

Individual agencies and/or collective actions

ROLE

The public sector advances the conditions for te reo Māori to thrive as a living language across Aotearoa New Zealand and beyond

Strategy outcomes now reflect language planning and policy elements

The previous outcomes were too broad and had no specific indicators for progress/contribution measurement and reporting.

Clear and measurable outcomes are essential to understanding what progress is being made, what is working well, and where adjustments may be needed. There is an opportunity to more explicitly articulate how activities are informed by, and contribute to, the language planning and policy elements. Doing so will strengthen the coherence of the strategy, recognising that these elements are well established enablers of language revitalisation that provide a clearer line of sight between effort, contribution, and impact.

Outcomes that relate directly to the language planning and policy elements (Critical Awareness, Status, Acquisition, Corpus and Use) will provide clearer pathways for contributions, as well as enabling the determination of combined and cumulative relativities (e.g. under-supply or over-supply) – and where a re-balancing of contributions may be needed.

The language planning and policy elements are:

- › **Critical Awareness (Mārama Pū):** Aotearoa whānui (all New Zealanders) know that te reo is a threatened language, accept the need for language revitalisation, and understand the roles of the Government, organisations and individuals to support revitalisation.
- › **Status (Mana):** Aotearoa whānui understand the value of te reo Māori and recognise that it is part of our national identity.
- › **Acquisition (Ako):** Aotearoa whānui have increased opportunities to acquire te reo Māori at a level that supports their use.
- › **Corpus (Puna):** Quality new words, terms and standards are developed and are available to support the use of te reo Māori.
- › **Use (Whakamahi):** Aotearoa whānui can speak, listen to, read, write and comprehend te reo Māori at a level that supports their use and have access to reo-rich environments and domains.

Public sector have direct or greater influence on *Critical Awareness*, *Status*, *Acquisition* (to a degree) and *Corpus*, but have lesser influence on *Use*. While they can support the creation of domains (e.g. through emerging opportunities in the media and digital space), partnering with Te Mātāwai will be required in the *Use* space to learn from their work with whānau and communities and how the public sector can support this.

Next steps

The strategy will be supported by an action plan that contains:

- › individual, collective (multi-agency) and complementary (in partnership with Te Mātāwai) agency activities and actions, including where appropriate any responses to WAI 3327 recommendations, and which outcomes these contribute to;
- › basic intervention logic detail (where appropriate) including activities/actions, target groups (and numbers/reach), short-term outcomes (increased knowledge/understanding), medium-term outcomes (improved actions/ behaviours), and associated performance indicators (to report against); and
- › how progress and contributions/impacts will be reported.

A proposed action plan is being developed, to be completed by the end of 2026.

Further reading

- › Maihi Karauna Strategy Refresh Recommendations Report; and
- › Review of Evidence Report.



