

The refreshed Maihi Karauna within Te Whare o te Reo Mauriora

Shared Responsibility

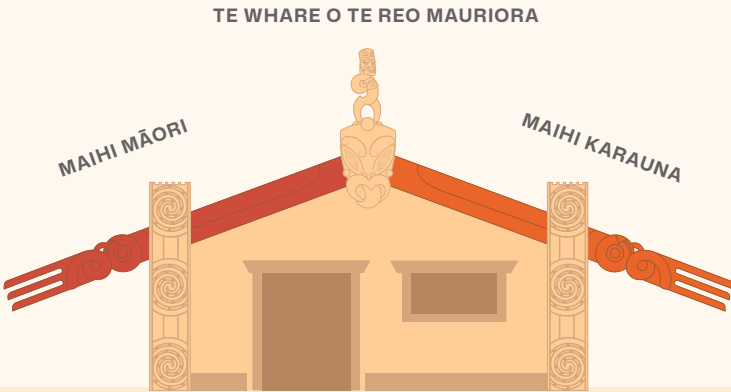
Te Ture mō Te Reo Māori 2016 recognises Iwi and Māori as kaitiaki of te reo Māori, focusing on revitalisation through intergenerational transmission in communities. The Crown supports this by advancing strategic objectives across wider New Zealand society – referred to here as Aotearoa whānui. Together,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

MANA STATUS

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

MĀRAMA PŪ CRITICAL AWARENESS

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

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