

'Kia ita!'

Te Taura Whiri i te Reo Māori

MĀORI LANGUAGE COMMISSION



STATEMENT OF INTENT

1 JULY 2014 TO 30 JUNE 2018

TE TAUAKI WHAKAMAUNGA ATU

1 HŌNGONGOI 2014 KI TE 30 PIPIRI 2018

TE TAURA WHIRI I TE REO MĀORI

MĀORI LANGUAGE COMMISSION

Te Taura Whiri i te Reo Māori – our vision and mission

Our vision statement

*The landscape of Aotearoa will resonate with
our indigenous language*

Our mission statement

*To support people so that the Māori
language is a living and developing language*

Te Taura Whiri i te Reo Māori – te wawata mātāmua, te kaupapa mātāmua

Tō mātou wawata mātāmua

Kia haruru a Aotearoa whānui i tō tātou reo
taketake

Tā mātou kaupapa mātāmua

Ki te tautoko i te iwi nui tonu kia ora ai te reo
Māori, hei reo kōrero, hei reo tipu

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Statement from the Commissioners

E te iwi Māori, te iwi whānui, te Minita mō ngā Take Māori – tēnā koutou katoa.

On behalf of the board of Te Taura Whiri i te Reo Māori – the Māori Language Commission – it is our pleasure to present the Statement of Intent for the period 1 July 2014 – 30 June 2018. The SOI sets the direction that we will take over the next four years.

The past year has seen an increased focus on supporting the development of a new Māori Language Strategy. We were happy to provide advice regarding the application of good socio-linguistic theory in service of the revitalisation of te reo Māori. As many will be aware, there is a known science and method to this work that can greatly enhance our collective efforts across the board. Unfortunately, the development of Māori theories of language revitalisation remains a work in progress as the Māori language movement has been almost exclusively focussed on action for the past forty years. Given this period of action, and all the good kaupapa that have emerged as a result, it seems apt now that the Commission turns its attention to strengthening our focus on critical reflection and research.

Late last year the Board announced our commitment to the development of research projects and activities in partnership with Māori language stakeholders and the research community. This approach creates an opportunity for *praxis*, a concept discussed by Plato and later developed by a range of theorists including Paulo Freire, Dr Graham Smith and others. *Praxis* is what happens when theory and action inform each other and creates an ongoing opportunity for the Commission to work more closely with passionate language revitalisation experts in the field.

In order to deliver on our research goals in a way that supports the interests and priorities of all Māori language stakeholders, we have started working towards establishing He Puna Whakarauora, a Centre for Research and Development. The new centre will be

He Kupu nā ngā Kaiwhiri

E te iwi Māori, te iwi whānui, te Minita mō ngā Take Māori – tēnā koutou katoa.

He rekanga ngākau nōku, otirā nō ngā kaiwhiri katoa o Te Taura Whiri i te Reo Māori, e tāpaea atu nei te Tauaki Whakamaunga Atu (SOI) mō te takiwā mai i te 1 Hōngongoi 2014 ahu atu ki te 30 Pipiri 2018. Ko te SOI nei e tohu ana ka ahu pēhea tō mātou waka ā ngā tau e whā e takoto ake nei.

I te tau ka taha, kua kaha ake tā mātou hāpai i te whakatinana haeretanga o tētahi Rautaki Reo Māori hou. I pai tā mātou whakatakoto whakaaro mō te āta kōkahu atu i ngā ariā wetereo-pāpori pai ki ngā mahi whakaora ake i te reo Māori. Kei te mōhio tonu pea koutou, he mātauranga kē anō, he tukanga kē anō e rite ana mō ngā mahi whakaora reo, e whaihua noa ake ai tā tātou mahi tahi i runga i tēnei kaupapa. Heoi anō, kāore anō i oti rawa mai he ariā Māori taketake ake mō te whakaora i tō tātou nei reo; mō te whā tekau tau kua mahue ake, kua pau kē ngā whakaaro, ngā kaha ki ngā mahi whakaora, paku noa te titiro ki ngā ariā. Nā tēnei āhua, otirā me ngā tino kaupapa kua hua ake, e tika ana kia anga kē Te Taura Whiri i te Reo Māori iāianā ki te āta huritao i ngā whakanekeneke taka mai ki tēnei wā, ā, me te arotahi ki tēnei mea te rangahau.

I te wāhanga whakahemonga o tērā tau, ka pānuitia e tō mātou tumu whakarae tōna hiahia ki te whakapau kaha ki ngā kaupapa rangahau me ētahi atu mahi, i runga anō i te mahi tahi ki ngā rangapū reo Māori me ngā rōpū rangahau. Ina pēnei te whai, ko te *praxis* pea te hua, he huatau tēnei i poua e Plato, ka kawea ake i muri i a ia e ōna anō tohunga ariā pērā i a Paulo Freire, tae atu ki a Tākuta Graham Smith o konei, ki a wai atu. Ko te *praxis* te mea ka puta ake ina haere kōtui te ariā rāua ko te mahi. He huarahi hoki tēnei e tata ake ai te mahi tahi a Te Taura Whiri i te Reo Māori ki ngā tautōhito, ki ngā toa whakaora reo.

E tutuki ai ā mātou whāinga rangahau me te whai anō kia ea ngā hiahia o ngā rangapū reo Māori katoa, kua tīmata te waihanga i tētahi pūtahi rangahau reo Māori hou, ko He Puna Whakarauora te ingoa. Ko te kawenga matua a te pūtahi nei, ko te tautohu, te whakaputa, me

primarily focused on identifying, generating and facilitating access to research concerned with Māori language revitalisation and regeneration. The work of the Centre will also support Te Taura Whiri i te Reo Māori and others with an interest in Māori language policy to properly focus our priorities and resources in support of the language.

We are heartened by the increasing number of iwi becoming more responsive to the role they have in the revitalisation of te reo and the Māori Language Strategy will provide for this. It is incumbent on all of us as a nation that this revitalisation of te reo is maintained – together we can do this. Te Taura Whiri i te Reo Māori Board Chair and Commissioners are pleased to present our Statement of Intent for 2014-2018.

Clearly, much is yet to be done if we are to give credence to our Vision – *Kia haruru a Aotearoa whānui i tō tātou reo taketake* [The landscape of Aotearoa will resonate with our indigenous language].



Erima Henare
Chairman/Toihau
Board of Te Taura Whiri i te Reo Māori
24 October 2014

te tuku i ngā rangahautanga e hauora ake ai, e torokiki ake ai te reo Māori. Ka tautoko anō ngā mahi a te Puna Whakarauora nei i Te Taura Whiri i te Reo Māori me ērā atu e hanga kaupapa-here ana mō te reo Māori, e aro pū ai ngā whāinga matua me ngā rawa ki ngā mahi whakapūioio i te reo Māori.

He hikinga ngākau te kite i ngā iwi maha e tahuri mai ana ki te hāpai i te wāhi ki a rātou i roto i ngā mahi whakapakari i te reo. Ka mutu, mā te Rautaki Reo Māori ēnei mahi a rātou e tautoko, e manaaki. Kei runga i ngā tāngata katoa o te motu nei te kawenga ki te whakaora ake i tō tātou reo Māori – ā, mā te mahi tahi rawa a te katoa e tutuki ai. Tēnei rā tō mātou manawareka, mātou ngā Kaiwhiri o Te Taura Whiri i te Reo Māori, ki te tāpae atu i tā mātou Tauaki Whakamaunga Atu mō te takiwā 2014-2018 ki mua i tō koutou aroaro.

Heoi anō, inā kē te nui o ngā mahi hei kawea ake e eke ai tō mātou Wawata *kia haruru a Aotearoa whānui i tō tātou reo taketake*.



Te Awanuiārangi Black
Kaiwhiri/Commissioner
Te Poari o Te Taura Whiri i te Reo Māori
24 Whiringa-ā-nuku 2014

PART ONE - OUR STRATEGIC INTENTIONS 2014–18

Nature and scope of our functions

Te Taura Whiri i te Reo Māori was established by section 6 of the Māori Language Act 1987 (“1987 Act”) to give effect to te reo Māori as an official language of Aotearoa New Zealand. We have broad functions to promote the Māori language as a living language and an ordinary means of communication.

We provide independent advice to the Minister for Māori Development about issues affecting the Māori language. Our independence enables us to work comfortably between language stakeholders and the government to ensure government priorities and resources are aligned with stakeholder aspirations.

We undertake the following specific duties:

- administering several funds which provide a financial contribution to community-led Māori language revitalisation initiatives¹
- establishing a research centre to support the development of a national Māori Language research agenda
- training and certifying Māori language translators and interpreters
- testing the proficiency level of Māori language speakers through level finding examinations
- ensuring that the linguistic and cultural integrity of the Māori language is preserved by maintaining robust quality standards and technical language support provided to stakeholders

WĀHANGA TUATAHI – Ō MĀTOU KORONGA RAUTAKI 2014–18

Te āhua me te whānui o ā mātou kawenga

He mea whakatū Te Taura Whiri i te Reo Māori i raro i te wāhanga 6 o te Ture Reo Māori 1987 hei whakatūturu i te tū o te reo Māori hei reo whaimana nō Aotearoa. He kawenga raharaha ā mātou ki te whakatairanga i te reo Māori hei reo e mataora ana, e māori noa ana te rere i ngā ngutu o te mātinitini.

He whakatakoto whakamāherehere anō tā mātou ki te Minita o ngā Take Māori mō ngā take e pā mai nei ki te reo Māori. I tā mātou tū motuhake, ngāwari ana tērā tā mātou taka i waenga i ngā rangapū reo Māori me te kawanatanga ki te āta tuitui i ngā whāinga tōmua me ngā rawa a te kawanatanga ki ngā tūmanako o aua rangapū.

Anei e whai ake nei ngā mahi ka kawea ake e mātou:

- te whakahaere i ētahi tahua e tautoko ā-pūtea ana i ōna anō kaupapa whakapakari reo Māori e whakahaeretia ana e te hāpori²
- te whakatū pūtahi rangahau hei tautoko i te horanga o tētahi tūtohunga mahi rangahau reo Māori mā te motu
- te whakangungu me te whakamana i ngā kaiwhakamāori ā-tuhi, ā-waha
- te whakamātautau i te matatau reo Māori o te hunga kōrero Māori, mā roto i ngā whakamātautau tohu taumata
- te whakapau kaha ki te whakapūmau i te tino o te reo Māori – taha wetereo, taha tikanga Māori, mā te whakatū paerewa ruarangi mō te tuawhiti o te reo, me te tuku āwhina taha reo ki ngā rangapū reo Māori

¹ Mā te Reo, He Kāinga Kōrerorero, He Kura Whānau Reo and Community Based Language Initiatives (CBLI). In 2014/15, these budgets total \$6.3 million out of our total operating budget of \$11.5 million.

² Mā te Reo, He Kāinga Kōrerorero, He Kura Whānau Reo me ngā Community Based Language Initiatives (CBLI). I te 2014/15, hui katoa, he \$6.3 miriona tēnei, o roto i tā mātou pūtea whakahaere \$11.5 miriona nei.

- supporting key national events – Te Wiki i te Reo Māori and Ngā Tohu Reo Māori – and promoting the use and acquisition of te reo Māori and issues associated with the language.

Te Taura Whiri i te Reo Māori works to support the development of a high-quality Māori language workforce that is valued by employers in both the public and private sectors. We also have a significant role to play in ensuring localised iwi, hapū and whānau language priorities are fully promoted and supported.

We are unique in our national role and singular focus and, as such, we provide a critical point of reference and support for Māori language revitalisation and regeneration efforts in New Zealand.

Our operating environment

Māori Language Strategy 2014

In May 2014, Cabinet approved a new Māori Language Strategy (MLS), replacing the former strategy from 2003.

The MLS 2014 asserts that the Māori language is a taonga of iwi and Māori people, guaranteed by the Treaty of Waitangi, and that iwi and Māori are kaitiaki of the language. The new strategy seeks to strengthen the leadership roles of iwi and Māori in the revitalisation of te reo and build stronger Crown-iwi relationships in the Māori language sector, as well as enabling the Crown to meet ongoing obligations to support the language and manage enduring public accountability.

Principles

The strategy is underpinned by three principles:

- Whakamana whānau, whakapiki hapū, iwi – strengthening our focus on

- te tautoko i ētahi hui nui ā-motu – arā, ko Te Wiki i te Reo Māori me Ngā Tohu Reo Māori – me te whakatairanga i te rere o te reo Māori i te takiwā, i te mau o te reo i te tini tāngata, tae atu ki ngā take e pā ana ki te reo Māori.

E āta mahi ana Te Taura Whiri i te Reo Māori kia matatau tonu te puna kaimahi o Aotearoa ki te reo Māori, ā, kia uaratia tēnei hunga i te rāngai tūmatanui, i te rāngai tūmataiti anō. He kawenga nui anō tā mātou ki te manaaki, ki te poipoi i ngā whāinga tōmua a ngā iwi, a ngā hapū me ngā whānau mō te wāhi ki te reo.

He ahurei tonu tā mātou tū – kotahi te tari hei tāwharau mō te motu whānui, kotahi anō te kaupapa. He tumu herenga whakaaro, herenga tautoko mō ngā mahi whakamatomato, whakangaruru i te reo Māori i Aotearoa.

Tō mātou taiao whakahaere

Te Rautaki Reo Māori 2014

Nō te Haratua o te 2014 ka whakamanaia e Te Ratonga Tumu Whakarae tētahi Rautaki Reo Māori (MLS) hou. Ko te rautaki hou nei hei whakakapi mō te rautaki o te tau 2003.

E whakataukī ana te MLS 2014 he taonga te reo Māori nā ngā iwi Māori, otirā, nā te iwi Māori nui tonu, i whakatūtuturia rā hoki tana noho taonga e Te Tiriti o Waitangi. E kī ana anō hoki ko ngā iwi Māori me ngā tāngata Māori ngā kaitiaki. E aru ana te rautaki hou kia kaha ake te tū mai a ngā iwi me ērā atu huihuinga Māori ki te arataki i ngā kaupapa whakaora reo. Kei te whai anō hoki kia torokaha ake ngā hono o te Karauna ki ngā iwi i roto i ngā mahi a te rāngai reo Māori. Ka mutu, e mea ana ki te āwhina i te Karauna ki te whakatutuki i ngā kawenga kei runga i a ia ki te tauwhiro i te reo, me te tiaki anō i ngā āhuatanga o te noho haepapa ki te motu whānui.

Ngā Mātāpono

E toru ngā mātāpono koia ngā poutoko o te rautaki:

- Te whakamana whānau, whakapiki hapū, iwi – kia kaha ake te arotahi ki ēnei

whānau Māori, hapū and iwi

- Kia tū rangatira ai te ao Māori – strengthening iwi and Māori leadership
- Mahi tōtika – supporting effective, efficient and coordinated government that increases access to Māori language programmes and services for whānau Māori and other New Zealanders.

Key result areas

The strategy's five key result areas replace the previous five goals of strengthening language skills, language use, education opportunities in the Māori language, community leadership and recognition of te reo. The new key result areas are:

- Te mana o te reo – increasing the status of the Māori language in New Zealand society
- Te ako i te reo – increasing the number of whānau Māori and other New Zealanders who can speak Māori
- Te mārama pū ki te whakaora reo – increasing critical awareness about Māori language revitalisation
- Te kounga o te reo – supporting the quality and appropriate use of the Māori language, and iwi dialect maintenance
- Te kōrerotanga o te reo – increasing the use of the Māori language among whānau Māori and other New Zealanders, especially in the home.

Our specific lead roles

Under the MLS 2014, Te Taura Whiri i te Reo Māori has a number of specified lead roles:

- Māori language whānau development – information, mentoring, funding and other support for whānau Māori to increase intergenerational Māori language transmission

wehewehenga o te ao Māori

- Kia tū rangatira te ao Māori – te whakapakari i te tū a ngā iwi me ērā atu rōpū Māori hei kaiarataki
- Te mahi tōtika – te tautoko i ngā mahi kāwanatanga kia whaihua tonu, kia kōtuitui tonu, e wātea ake ai ngā kaupapa me ngā ratonga reo Māori ki ngā whānau Māori me ērā atu tāngata o Aotearoa.

Ngā rohenga hua mātāmua

Kua ara ake i te rautaki hou nei ētahi rohenga hua mātāmua e rima, ā, kua mate atu ngā whāinga mātāmua e rima o te rautaki tawhito. Anei aua mea tawhito: te whakapakari ake i ngā pūkenga reo, te whakamahia o te reo, ngā ara kimi mātauranga ki te reo Māori, te tū mai a ngā hāpori hei kaihautū, me te whakanui i te mana o te reo. Ā, anei ngā rohenga hua mātāmua hou:

- Te mana o te reo – kia nui ake te mana o te reo Māori i te porihanga whānui o Aotearoa
- Te ako i te reo – kia maha ake ngā whānau Māori me ētahi atu tāngata o Aotearoa e mōhio ana ki te kōrero Māori
- Te mārama pū ki te whakaora reo – kia mārama ake te iwi nui tonu ki ngā āhuatanga e pāpā mai ana ki tēnei mea te whakaora i te reo Māori
- Te kounga o te reo – Kia tautokona te kounga me te whakamahinga tika o te reo Māori, tae atu ki te pupuritanga tonutanga o ngā reo ā-iwi
- Te kōrerotanga o te reo – kia kaha ake te kōrero Māori a ngā whānau Māori me ērā atu tāngata o Aotearoa, ā, kia tino pēnei te mahi i te kāinga.

Ā mātou kawenga arataki, he mea āta tohu mai hei kawē ake mā mātou

I runga i te MLS 2014, kua tohua ētahi kawenga hei hautū mā Te Taura Whiri i te Reo Māori:

- te whakapakari ake i te reo Māori i roto i ngā whānau – te tuku pārongo, te tū hei taituarā, te tuku pūtea, me ētahi atu momo tautoko i ngā whānau Māori e kaha ake ai te heke iho o te reo i tētahi whakatupuranga ki tētahi

- Māori language hapū and iwi development – information, mentoring, funding and other support for hapū, iwi and other Māori communities to develop and implement their own Māori language plans
- Māori language information programme – social marketing to promote the status of the Māori language in New Zealand society
- developing the Māori language – support for the development and implementation of orthographic standards, lexical development, attestation of interpreters and translators, standards setting and quality assurance
- monitoring the health of the Māori Language – monitoring and analysis of the Māori Language Strategy results (in consultation with Te Puni Kōkiri)
- policy advice to Te Mātāwai, the new statutory entity to be established by the Māori Language (Te Reo Māori) Bill (the Bill).
- te whakapakari ake i te reo Māori i roto i ngā hapū me ngā iwi – te tuku pārongo, te tū hei taituarā, te tuku pūtea, me ētahi atu momo tautoko i ngā hapū, i ngā iwi me ērā atu hapori Māori, e pai ai tā rātou whakatakoto me tā rātou whakatutuki i ā rātou ake mahere reo Māori
- te hōtaka tuku pārongo reo Māori – te whakamahi i ngā whātuinga pāpori hei whakatāiri i te mana o te reo Māori i te porihanga whānui o Aotearoa
- te whakapūioio i te reo Māori – he tautoko i te whakairo tonutanga me te whāinga o ngā tikanga tuhi, he whakawhanake i te puna kupu, he whakaū i te pai o ngā kaiwhakamāori ā-waha, ā-tuhi, he whakanoi paerewa, he whakaū anō i te kounga, i te tuawhiti o te reo
- te aroturuki i te hauora o te reo Māori – te aroturuki me te tātari i ngā hua o te Rautaki Reo Māori (i runga i te mahi tahi ki Te Puni Kōkiri)
- te tāpae whakaaro kaupapa-here ki Te Mātāwai, te whakahaere hou i whakatūria i raro i te Pire Reo Māori (te Pire).

Summary

The MLS 2014 is the result of a programme of reviews and consultation beginning in 2010. One of the outcomes of the strategy includes proposed changes to the status and governance arrangements for Te Taura Whiri i te Reo Māori, Te Māngai Pāho and the Māori Television Service. These are to be given effect through the Bill, which received its first reading in July 2014.

MLS 2014 ensures Te Taura Whiri i te Reo Māori will continue to:

- lead the provision of advice, and oversee the regulatory framework for the promotion and protection of te reo Māori, to ensure it remains relevant and fit for purpose
- ensure the delivery of effective programmes and services that promote te reo Māori amongst whānau, hapū

Hei whakarāpopoto

I puta ake te MLS 2014 i ētahi arotakenga me ētahi hui whiriwhiri i tīmata i te tau 2010. Ko tētahi o ngā kōrero o te rautaki, kia rerekē te tūranga me ngā whakaritenga mana arataki o Te Taura Whiri i te Reo Māori, Te Māngai Pāho me Te Ratonga Whakaata Māori. Ka whakatinanatia ēnei āhuatanga hou mā roto i te Pire, i tū rā tōna pānuitia tuatahitanga i te Hōngongoi 2014.

I raro i te MLS 2014, ka mahi tonu Te Taura Whiri i te Reo Māori ki:

- te ārahi i te tāpaenga o ngā whakaaro mō te reo, me te matatū tonu ki te anga ture, waeture i tāraia mō ngā mahi whakatairanga, ngā mahi maimoa i te reo Māori, kia hāngai tonu ai, kia whaitake tonu ai
- te tuku i ngā kaupapa me ngā ratonga whaihua e whakarewa ana i te reo Māori i waenga i ngā whānau, i ngā hapū, i ngā

and iwi

- work across the state sector to ensure that agencies are providing appropriate support for Māori cultural development priorities
- gather evidence and intelligence on the effective delivery of Māori programmes and services that promote te reo Māori.

Māori language sector

The regeneration of a Māori language that is living and an ordinary means of communication is an aspiration that cannot be achieved by Te Taura Whiri i te Reo Māori in isolation. There are many stakeholders involved, who all have a critical role to play, including:

- iwi organisations, individual iwi, hāpu and whānau
- ministries (for example, Te Puni Kōkiri, Ministry of Education)
- Crown and statutory entities (such as Te Māngai Pāho, Māori Television Service)
- community and charitable organisations (for example Kōhanga Reo)
- Māori language education service providers.

Together we are known as the Māori language sector.

Our role and relationships within government

Te Taura Whiri i te Reo Māori is an autonomous Crown entity. As such, we are bound by the provisions of legislation such as the Crown Entities Act, Public Finance Act and State Sector Act, and are required to report to Parliament through our Annual Report. We receive funding through Vote: Māori Affairs and our monitoring agency is Te Puni Kōkiri.

We are responsible to the Minister for Māori

iwi

- te mahi tahi ki ērā atu o te rāngai kāwanatanga nui tonu kia tika ai tā rātou tautoko i ngā whāinga tōmua mō te hāpainga o ngā tikanga Māori.
- te whakaemi taunakitanga me ētahi atu kōrero e hāngai ana e mōhiotia ai he aha ngā tūmomo kaupapa me ngā ratonga Māori e kaha whakatairanga ana i te reo Māori.

Te rāngai reo Māori

Ko te awhero kia wana ake anō te reo Māori, kia tupu whakaritorito, kia noho anō hei reo kōrerorero noa, e kore e tutuki i Te Taura Whiri i te Reo Māori, i tōna kotahi. He maha noa atu ngā rangapū whai wāhi mai, ā, he kawenga nui tonu kei tēnā, kei tēnā. Koia nei ētahi:

- ngā rōpū ā-iwi, ngā iwi tonu, tae atu ki ngā hāpu, ki ngā whānau
- ngā manatū (hei tauira, ko Te Puni Kōkiri, ko Te Tāhuhu o te Mātauranga)
- te Karauna me ngā hinonga ā-ture (pērā i Te Māngai Pāho, i Te Ratonga Whakaata Māori)
- ngā rōpū i te hāpori me ngā rōpū tautāwhi (pērā i te Kōhanga Reo)
- ngā whare hora i te mātauranga ki te reo Māori.

Koia ēnei, ko te whakatōpūtanga o te rāngai reo Māori.

Tō mātou tūrangā me ō mātou hononga i roto i te kāwanatanga

He hinonga Karauna tū motuhake Te Taura Whiri i te Reo Māori. Me ū rawa mātou ki ngā whakaritenga a ngā ture pērā i te Ture Hinonga Karauna, i te Ture Pūtea Tūmatanui, me te Ture Rāngai Kāwanatanga Nui Tonu. Me mātua tāpae pūrongo ki te Whare Pāremata, ko tā mātou pūrongo ā-tau tērā. E takea mai ana tā mātou pūtea i te Pūtea: Ngā Take Māori, ā, ko te karu aroturuki i a mātou, ko Te Puni Kōkiri.

Kei te noho haepapa mātou ki te Minita o ngā

Development for the expenditure of public funds to support our mission statement and outcomes. Each year, the Minister issues a Letter of Expectations outlining the specific objectives for us to focus on during the following financial year.

Government goals for the state sector

The government has the following four priorities:

1. responsibly managing the government's finances
2. building a more competitive and productive economy
3. developing better public services within tight financial constraints
4. rebuilding Christchurch.

Te Taura Whiri i te Reo Māori will support priorities 1 and 3 by ensuring that we are prudent stewards of public money and continue to improve the services we offer.

Measuring the health of te reo Māori in NZ today

The new MLS tasks Te Taura Whiri i te Reo Māori, in consultation with Te Puni Kōkiri, with developing a matrix of detailed indicators for each of the key result areas to provide detailed data about key components of the health of the Māori language.³ Our policy and research team has already commenced scoping an approach to this work.

Currently, there are two main international models which attempt to provide a standardised way of measuring language vitality and language endangerment throughout the world.⁴ Both describe a

Take Māori mō te wāhi ki tā mātou whakapau pūtea tūmatanui hei kawe i tā mātou kaupapa mātamua me ōna anō putanga. I ia tau tukuna ai e te Minita he Reta Whakatakoto Koronga, e tohu ana i ngā whāinga hei hāpai mā mātou mō te tau pūtea kei mua tonu i te aroaro.

Ngā whāinga a te kāwanatanga mō te rāngai kāwanatanga

E whā ngā whāinga tōmua a te kāwanatanga, koia ēnei:

1. te whakahaere tōtika i ngā moni a te kāwanatanga
2. te mahi kia kaha ake te whakataetae me te whakaputa hua a te ōhanga
3. te mahi kia pai ake ngā ratonga tūmatanui, ahakoa anō te kiki o te whītiki mō te wāhi ki te whakapau moni
4. te whakatūtū anō i te tāone o Ōtautahi.

Ka āta hāpaitia e Te Taura Whiri i te Reo Māori ngā whāinga 1 ki te 3, mā te tuari tika i ngā moni tūmatanui, me te whai tonu kia tuawhiti ake ā mātou ratonga.

Te ine i te hauora o te reo Māori i Aotearoa i ēnei rā

He mea tohutohu Te Taura Whiri i te Reo Māori e te MLS hou kia mahi tahi ki Te Puni Kōkiri ki te whakatakoto tātaitanga me ōna anō waitohu whāiti mō tēnā, mō tēnā o ngā rohenga hua mātamua. Ko te tikanga, mā konei e hora ake ai ētahi raraunga matariki mō ngā āhuatanga matua e mōhiotia ai e pēhea rawa ana te ora o te reo.⁶ Kua tīmata kē tō mātou kāhui kaupapa-here, rangahau ki te whakariterite i te pēheatanga o tēnei kaupapa.

I tēnei wā, e rua ngā tauira matua o te ao e mahi ana ki te whakatakoto tikanga nahanaha hei ine i te tūhauora, i te tūhaumate rānei o ngā reo, puta noa i te ao.⁷ E rua, e rua, e whakaahua ana i

³ Cabinet Minute (14) 17/12

⁴ UNESCO (<http://www.unesco.org/new/en/culture/themes/endangered-languages/language-vitality/>) and Ethnologue (<http://www.ethnologue.com/endangered-languages>). See Appendix 1 for further information on both.

⁶ He kupu tohutohu nā te Ratonga Tumu Whakarae (14) 17/12

range of interconnected factors that may contribute to how language endangerment can be assessed.

Typically, in many language vitality models, much stress is placed on intergenerational language transmission and speaker numbers; however, in some language situations and contexts, neither of these is the better or more immediately important measure of vitality.

The international models for language vitality are still developing, as is the understanding of the reasons language communities may shift to a more dominant language. More recent proposals for measuring language vitality indicators,⁵ stress the need to gain accurate information from the language communities themselves and to support language communities to lead and be involved in activities revitalising their languages.

Further assessment of other models for measuring language vitality reveals that an examination of the target language's prevalence and presence in the lives of its speakers and the country or region in which they reside is necessary. The extent to which speakers can and do choose to use their language is also measured.

To date, no one language vitality model appears to entirely encompass the situation for the Māori language. For this reason, Te Taura Whiri i te Reo Māori will be developing a matrix of language vitality indicators as

ētahi āhuatanga kōtuitui e whakatauria ai te kaha o te noho mōrearea o tētahi reo.

I te nuinga atu o ngā tauira tohu i te hauora o te reo, ka arohia nuitia te whāngaitanga atu o te reo e tētahi whakatupuranga ki tētahi, me te tokopae o te hunga kōrero i te reo. Engari arā ētahi reo ehara kau ana tētahi o ēnei i te tino mea hei tohu i te noho ora o te reo.

Kei te whakapakari haere tonu ngā tauira o tāwāhi hei tohu i te hauora o te reo. Kei te tipu tonu anō hoki te mārama ki ngā take e neke ai tētahi hapori kōrero ki tētahi reo kaha ake hei reo kōrero mō rātou. Ko tā ētahi o nā tāta nei e marohi ana hei waitohu mō te hauora o te reo,⁸ me kimi rawa ngā pārongo tōtika mai i ngā hapori tonu e kōrero ana i te reo. Ka tahi tēnā. Ka rua, me akiaki aua hapori kia ārahi, kia uru anō hoki ki ngā mahi whakaora ake i ō rātou reo.

Ina kaikanohi atu ki ētahi atu tauira ine i te hauora o te reo, kitea ai he mea nui kē te āta tiro tiro i te tūkaha, i te horahora o te reo i ngā tini kawenga a te hapori kōrero, tae atu ki te whenua, te takiwā rānei kei reira taua hapori e noho ana. Ka inea anō te kaha o te āhei me te kaha hoki o te hiahia o ngā kaikōrero ki te kōrero i tō rātou reo.

Taka mai ki tēnei wā, kāore anō i kitea he tauira kotahi ka ea katoa i a ia ngā āhuatanga katoa e ngau ana ki te reo Māori. Nā konā ka puta te whakaaro me tārai e Te Taura Whiri i te Reo Māori tētahi tātaitanga waitohu e hāngai pū ana ki tō tātou nei reo. Heoi anō, kei te kawea ake tēnei me te nanao atu ki ngā otinga rangahau ka puta ake i tētahi kaupapa a te Puna

⁷ UNESCO (<http://www.unesco.org/new/en/culture/themes/endangered-languages/language-vitality/>) and Ethnologue (<http://www.ethnologue.com/endangered-languages>). Kei te Āpitianga 1 te roanga atu o ngā kōrero mō ēnei.

⁵ For example, the Endangered Languages Project and the Sustainable Use Model – M Paul Lewis and Gary F Simons, *Ecological Perspectives on Language Endangerment: Applying the sustainable use model for language development*, paper presented at the American Association of Applied Linguistics, Chicago, Illinois, 26-29 March 2011 and R Higgins, P Rewi and V Olsen-Reeder, *The Value of the Māori Language: Te Hua o Te Reo Māori*. Wellington, Huia, 2014.

⁸ Hei tauira, te Endangered Languages Project me te Sustainable Use Model – nā M Paul Lewis and Gary F Simons, *Ecological Perspectives on Language Endangerment: Applying the sustainable use model for language development*, he tuhinga i tāpaea ki te American Association of Applied Linguistics, Chicago, Illinois, 26-29 Poutūterangi 2011, tae atu ki a R Higgins, ki a P Rewi me V Olsen-Reeder, *The Value of the Māori Language: Te Hua o Te Reo Māori*. Pōneke, Huia, 2014.

they relate to the Māori language context, in conjunction with research emerging through a He Puna Whakarauora initiative engaging Māori language stakeholders, and through collaboration with other government agencies.

Our strategic intentions

During the four years covered by this SOI, Te Taura Whiri i te Reo Māori will focus on the following streams of work:

- aligning our strategic direction and operations to the MLS 2014
- establishing a national Māori language research agenda, including developing language vitality indicators
- building and maintaining collaborative relationships with other key stakeholders in the Māori language sector
- implementing an evaluation framework to measure the impact of our services on the growth and health of te reo Māori
- improving the delivery of our services to customers using modern technology
- improving our ability to tell our performance stories

continuing to deliver our key services in community funding, language development, policy and research, and stakeholder engagement (business as usual).

Aligning our strategic direction to the MLS 2014

This SOI is the first step in aligning our strategic direction to the MLS 2014. We have revised our vision and mission statements and introduced a new outcomes framework (see Figure 1, page 15). The new framework brings the five MLS 2014 key result areas into our structure, and includes three new outcomes. We have also rationalised our outputs or services into four areas.

We anticipate that further developments will be required over the next couple of years as the impact of the MLS becomes clearer.

Whakarauora e toro ana ki ngā rangapū reo Māori, ā, me te mahi tahi anō ki ērā atu tari kāwanatanga.

Ō mātou koronga rautaki

I te whā tau o tēnei SOI, ka arotahi Te Taura Whiri i te Reo Māori ki ēnei pekanga mahi e whai ake nei:

- te mahi kia waihoe tō mātou ahunga rautaki, ā mātou mahi, me te MLS 2014
- te waihanga tūtohunga rangahau reo Māori, tae atu ki ngā waitohu mō te hauora o te reo
- te whiri me te poipoi taura ki ērā atu rangapū o te rāngai reo Māori, e pai ai te mahi ngātahi
- te whakatakoto anga arotake hei ine i te pānga o ā mātou mahi ki te tupu me te ora o te reo Māori
- te whakapai ake i te horahanga o ā mātou ratonga ki te kiritaki, mā te nanao atu ki ngā hangarau hou
- te whakapai ake i tā mātou taki i ngā kōrero mō ngā mahi kua tutuki

te kawē tonu i ā mātou ratonga matua, arā, te tuku pūtea ki te hāpori, te whakawhanake reo, ngā mahi kaupapa-here, mahi rangahau, me te mahi tahi tonu, te kōrerorero tahi tonu ki ngā rangapū reo Māori.

Te mahi kia pouna waihoe tō mātou ahunga rautaki me te MLS 2014

Ko tēnei SOI nei te pouna tuatahi o te hoe e waihoe ai tō mātou ahunga rautaki me te MLS 2014. Kua whakahoutia ngā kupu o tō mātou wawata mātāmua, o tā mātou kaupapa mātāmua, ā, kua whakaarahia he tīrewa putanga hou (tirohia te Hoahoa 1, whārangi 15). Kua uru mai ki te tīrewa hou ngā rohenga hua mātāmua o te MLS 2014, tae atu ki ētahi putanga hou e toru. Kua nekenekēhia anō ngā tutukinga me ngā ratonga kia noho mai ki ētahi karangatanga e whā.

Kāore e kore he whakahoutanga anō, he nekenekēhanga anō hei ngā tau e rua, e toru kei

In the event that the Māori Language Bill is enacted, other changes may need to be made. The Bill proposes that, together with Te Māngai Pāho and the Māori Television Service, we will move outside the Crown entity framework and report to a new statutory entity, Te Mātāwai, which will provide leadership on the health and the wellbeing of the language and oversight of the three agencies.

We will likely need to adapt our operations, especially our planning and reporting processes, to the new environment once the details have been finalised and we have a clearer idea of the impact of the changes.

Māori language research agenda

Te Taura Whiri i te Reo Māori has a budget of \$2 million per annum for four financial years (2013/14 to 2016/17) for research and development projects that support the revitalisation of the Māori language. We are establishing a research and development centre – He Puna Whakarauora – that will consult with iwi and hapū, and with the wider sector, to:

- identify priority research needs
- establish a national research agenda
- initiate research to meet priorities
- raise interest and engagement with the research programme.

The initial steps to establishing He Puna Whakarauora have been taken. With the initial focus on establishing robust research procurement processes now completed, research contracts will start being tendered from 2014/15.

In association with the research and our internal policy work, we will prepare and make available a series of occasional briefing papers on issues of interest to the Minister, our Māori language stakeholders and others in the Māori language sector.

mua i te aroaro – kia mārama ake ngā pānga o te MLS hou ki a mātou me ā mātou mahi.

Ki te mea ka ture te Pire Reo Māori, he whakarerekētanga anō pea ka whai ake. E mea ana te Pire ki te turaki i te tū a Te Taura Whiri i te Reo Māori, a Te Māngai Pāho, me Whakaata Māori hei hinonga Karauna, ka noho kē ai ki raro i te maru o tētahi rōpū hou, ko Te Mātāwai te ingoa. Mā Te Mātāwai e ārahi ngā mahi whāomoomo i te reo Māori, māna anō e āta tiro tiro ngā mahi a aua whakahaere e toru.

Kia kitea rawatia te āhua me te pānga o ēnei whakahoutanga, ka mōhio ake mātou me aha mātou, me pēhea anō ngā tukanga whakamahere, pūrongo rongo e tika ai tā mātou noho ki tō mātou taiao mahi hou.

Te tūtohunga rangahau reo Māori

E \$2 miriona ka tae mai ki Te Taura Whiri i te Reo Māori i ia tau mō te whā tau (2013/14 ki te 2016/17) hei whakahaere kaupapa rangahau e tautoko ana i ngā mahi haumanu i te reo Māori. E whakatūria ana he pūtahi rangahau, whakawhanake – ko He Puna Whakarauora te ingoa – māna e whakawhiti kōrero tahi ki ngā iwi, ki ngā hapū, me te rāngai reo Māori whānui tonu, ki:

- te tautohu i ngā momo rangahau e mātua hiahia ana
- te whakarite tūtohunga rangahau ā-motu
- te huataki i ngā rangahautanga, e eke ai ngā whāinga tōmua
- te whakaara i te iwi nui tonu kia ngākau pai mai, kia uru mai ki ngā mahi rangahau ka kawea ake.

Kua takahia ngā takahanga tuatahi e tū mai ai te Puna Whakarauora. Ko te aronga tuatahi, kia poua he tikanga ruarangi tonu mō te whakarite rangahautanga. Kua tatū tērā, ā, hei te 2014/15 tīmata ai te tuku kirimana mō ngā mahi rangahau.

I te taha o ngā rangahau me te tārainga o ngā kaupapa-here tara ā-whare, hei ōna wā anō takoto ai he tuhinga whakamahuki mō ngā kaupapa whai take o te wā, hei tāpae ki te Minita, ki ngā rangapū reo Māori me ētahi atu o te rāngai reo Māori.

Building collaborative relationships

Strong collaborative relationships in the Māori language sector are critical to the future health and vitality of the language. We intend to continue our work in a way that strengthens and builds a range of relationships to create a vibrant network of organisations large and small who are committed to the growth and normalisation of te reo Māori

Implementing an evaluation framework

Over 2013/14, Dr Richard Benton has been helping us to develop a new evaluation framework that captures the impact of our community funding programmes on the health and vitality of te reo Māori in communities.

The report examines the situation of the Māori language in relation to our programmes and the distribution of our support to the revitalisation of the language. It examines evaluation policy and practice, both here and overseas, and recommends further research be undertaken to develop an outcomes and impact-based approach that builds an evidence base against which projects and programmes can be monitored.

His final report will be considered by the Commissioners during 2014/15 and, once finalised, will inform the way in which our evaluation and monitoring is undertaken.

Continuously improving our services

Over the next four years, we intend to improve the range and efficiency of the services that we offer to our customers and the wider Māori language sector.

We will utilise modern technology to:

- improve our processes around community funding, including sourcing and implementing a new grants management/customer management database to streamline applications and decision-making and support substantially improved reporting

Te whiri taura mahi tahi

E tūhauora ai te reo Māori i ngā rā kei te heke iho, me torokaha tonu ngā taura tangata o waenganui i te rāngai reo Māori. Nō reira ka kawea ake ā mātou mahi i runga i te whai kia whiria, kia miria anō hoki ngā hono huhua ki ētahi atu, e oti mai ai he whatunga kaitā, ko te rahi me te iti e tū tahi ana, e tū kaha ana ki te whakatupu i te reo Māori, mai kore e hanga māori anō tēnei mea te kōrero Māori.

Te whakatinana i tētahi anga arotake

I te tau 2013/14, i āwhina mai a Tākuta Richard Benton i a mātou ki te tārai i tētahi anga arotake hou, māna e whakaatu mārire ngā pānga o ā mātou tohanga pūtea ki te hāpori ki te tū hauora o te reo i roto i aua hāpori.

E wherawhera ana tāna pūrongo i te āhua o te reo Māori o nāianei me ngā hononga o tērā ki ā mātou hōtaka, tae atu ki te āhua o te tītaringa o ngā moni tautoko ki te oranga ake o te reo. I āta tirohia anō hoki ngā kaupapa-here arotake me ngā mahi arotake, i konei, i tāwāhi anō, ā, ko tētahi o ngā taunakitanga, kia haere tonu he rangahautanga e whakaritea ai he ahunga ko ngā putanga me ngā pānga tōna tūāpapa, ko tāna tino kaupapa, he whakatakoto putunga taunakitanga hei ine, hei aroturuki i ngā pūtere me ngā hōtaka reo.

Ka takoto tāna pūrongo whakamutunga ki te aroaro o ngā Kaiwhiri ā te tau 2014/15. Mā tēnā tuhinga e taki, e whakamārama te ara e takahia hei kawē i ā mātou mahi arotake, mahi aroturuki ā muri ake nei.

Kia tūmau te whakapai ake i ā mātou ratonga

Hei ngā tau e whā e takoto ake nei, e mahi ana mātou kia huhua ake, kia whaihua ake ngā ratonga e horahia ana ki tā mātou kiritaki me te whānuitanga atu o te rāngai reo Māori.

Ka āta kapohia atu ngā hangarau o te wā:

- hei whakapai ake i ngā tukanga tuku pūtea ki te hāpori, tae atu ki te kimi me te whakahaere pātengi raraunga hou hei tiaki i ngā kōrero mō ngā tohanga pūtea me ngā kiritaki ka whiwhi pūtea. Mā konei e māmā ake ai te wāhi ki ngā tono, ki ngā

- help us engage more closely with Māori language stakeholders, through online systems and social media, to receive and respond to requests for information and analyse feedback on the value of the support that we provide
- become more efficient at distributing resources by using digital methods wherever appropriate, including investigating ways of making available some of our technical resources
- make our research and policy work publicly available through an online portal
- improve the performance of and integration between the websites that we manage⁹ and our operational processes.

Telling our performance story

We know that, to be effective in what we do, we not only have to perform well, but also be able to tell, clearly and simply, the story of our performance, so that our stakeholders and customers can see the extent of the value we deliver.

In association with developing this new SOI, with its focus on aligning our strategy and operations with the MLS 2014, we have also redeveloped our performance measures in the Statement of Performance Expectations (SPE) 2014/15 to focus on developing high-quality measures from which our overall performance can be extrapolated.

The new SPE measures for 2014/15 are interim, using readily available data to provide improved performance reporting, while we consider what other measures are

whakataua, ā, ka tuawhiti noa ake ngā mahi pūrongorongo

- hei āwhina i a mātou ki te āta kōrero tahi ki ngā rangapū reo Māori, mā te ipurangi, mā ngā pae kōrerorero o te marea, e tae mai ai, e whakautua ai hoki ngā tono pārongo. Mā konei anō e taea ai te tātari ngā whakahokinga kōrero mai, e mōhio ai mātou ki te pai o ā mātou ratonga, ki tā te kiritaki titiro
- kia whaihua ake ai te tuku rauemi, mā te whai i ngā ara whitihiko ina taea, tae atu pea ki te whāwhā i ētahi huarahi hei whakaputa i ētahi o ā mātou rauemi aronga whāiti
- hei pānui i ā mātou mahi rangahau, mahi kaupapa-here ki te hunga tūmatanui, mā tētahi tāwaha i te ipurangi
- kia tuawhiti ake ngā pae tukutuku e tiakina ana e mātou¹⁰, me te haere pātui o aua pae tukutuku, tae atu anō hoki ki ā mātou tukanga whakahaere.

Te taki i ngā kōrero mō ngā mahi e tutuki ana i a mātou

- E mōhio ana mātou, e tino whai tikanga ai ā mātou mahi, me tutuki pai ngā mahi, engari me mōhio anō mātou ki te taki i ngā kōrero mō aua mahi, ki tētahi momo reo e mārāma ana ki te katoa, e kite ai ngā rangapū reo Māori me tā mātou kiritaki he aha koia ā mātou mahi, he aha anō ngā painga o aua mahi.

Āpiti atu ki ngā whakahoutanga i tēnei SOI e mahi nei kia rere ngātahi tā mātou rautaki, ā mātou mahi me te MLS 2014, kua whakahoutia anō ngā tohu ine o te Tauaki Koronga mō ngā Mahi kia Tutuki (te SPE) 2014/15. Ko te arotahinga iāianā, kia takoto he tohu ine kairangi tonu e āta kitea ai te kaha tutuki o ngā mahi katoa.

He rangitahi ngā tohu ine hou o te SPE mō te tau 2014/15, e aro ana ki ngā raraunga he

⁹ Te Taura Whiri i te Reo Māori corporate website www.tetaurawhiri.govt.nz, the Kōrero Māori site www.koreroMāori.co.nz, the Mā te Reo site supporting our funding applications www.ma-tereo.co.nz and the new website for He Puna Whakarauora <http://whakarauora.org.nz/en>.

¹⁰ Te pae tukutuku matua a Te Taura Whiri i te Reo Māori www.tetaurawhiri.govt.nz, te pae tukutuku Kōrero Māori www.koreroMāori.co.nz, te pae tukutuku o Mā te Reo ngā tono pūtea www.ma-tereo.co.nz me te pae tukutuku hou mō He Puna Whakarauora <http://whakarauora.org.nz/en>.

needed to tell the full story. We anticipate that this major improvement process, including designing new data capture and analysis systems and processes, will take the next 12 to 24 months.

We will publish our SPE in association with our Annual Report, so that stakeholders can see the full range of our performance, including past trends, the most recent year's performance against forecasts and the forecast performance for the upcoming year.

Business as usual

In addition to the specific improvements and initiatives described above, over the lifespan of this SOI, we will continue to deliver our core services.

Community funding

We fund and monitor home and community-based Māori language initiatives, including the Mā te Reo fund, He Kāinga Kōrerorero programme and Community Based Language Initiatives.

A total of \$6.3 million is budgeted for the three programmes in 2014/15.

A core principle of home and community development is that initiatives designed, controlled and run by communities tend to be more successful than those developed independently of communities and later imposed on them. The role of Te Taura Whiri i te Reo Māori is to support, but not lead, community initiatives.

Research and policy

In addition to developing a national Māori Language research agenda and a new unit, He Puna Whakarauora, to support our research and development functions (see above for further information), we also provide policy advice and briefings to the Minister and other Māori language

māmā te kapo atu e pai ake ai te pūrongorongo i ngā tutukinga. Heoi anō, e āta whakaarohia ana he aha atu anō ngā tohu ine e tika ana e whakapuakina ai ngā kōrero katoa. E whakapae ana mātou ka 12 ki te 24 marama e poua ana ngā tukanga hou me ōna whakatikatika katoa, tae atu ki te hoahoatanga o ngā pūnaha me ngā tukanga hou hei kapo, hei tātari raraunga.

Ka takoto kē te SPE i te taha o te Pūrongo ā-Tau, e kite ai ngā rangapū i te whānui o ngā mea e tutuki ana i a mātou, tae atu ki ngā ia o mua, ngā tutukinga o te tau tata ka taha ina whakaritea ki ngā matapae mō taua tau, me ngā matapae mō te tau tata e heke mai ana.

Te kawē tonu i ngā mahi kua roa e kawea ana

Hāunga anō ngā whakapaitanga me ngā mea hou kua huaina i runga ake nei, mō te wā e tū ana tēnei SOI, ka kawea tonutia anō hoki ā mātou mahi taketake.

Te tuku pūtea ki ngā hapori

He tohatoha pūtea tā mātou ki ngā kaupapa whakapakari reo i te kāinga me te hapori. Ko ngā ingoa o ngā kaupapa matua, ko Mā te Reo, ko He Kāinga Kōrerorero, me te Community Based Language Initiatives.

Hui katoa, e \$6.3 te moni kua tāpuia ki ēnei kaupapa ā te tau 2014/15.

Ko tētahi mātāpono o te whakapakari i te kāinga me te hapori, ko te whakaae he whaihua ake ngā kaupapa ka whakaarahia ake, ka whakahaerehia anō hoki e te hapori, tēnā i ngā kaupapa ka hoahoaina e tētahi ropū o waho, mō muri torohakina ai ki waenganui i a rātou. Nō reira, ko tā Te Taura Whiri i te Reo Māori, he tautāwhi, engari mā ngā hapori tonu ā rātou kaupapa e ārahi.

Te rangahau me te tātari kaupapa-here

I tua atu i te waihanga tūtohunga rangahau reo Māori ā-motu, me tōna anō tari whakahaere, a He Puna Whakarauora, hei whakatutuki i ngā kawenga rangahau e tika ana (kei runga ake nei ngā kōrero mō tēnei), kei te tāpae whakaaro kaupapa-here me ētahi atu tūmomo kōrero ki te Minita, ā, ki ētahi atu rangapū reo Māori mō

stakeholders covering issues associated with the revitalisation of te reo.

Language development

To be a normal means of everyday communication, a language must continue to develop and keep pace with people's everyday language needs lest it become obsolete. Equally, the cultural and linguistic integrity of language needs to be maintained to ensure its quality and authenticity.

Te Taura Whiri i te Reo Māori has considerable expertise and provides linguistic and culturally appropriate advice about the Māori language – particularly in terms of use (proficiency testing, translations, quality assurance) and the development of new words/terms.

In addition, we have a statutory responsibility to provide high quality training for translators and interpreters, and for testing and certifying the skills acquired. In 2013/14, we decided to refocus our licensing system to reflect more accurately the areas of speciality of those seeking licences. The first education sector-focused translator exam was run in 2013/14 and future years will also focus on other identified areas such as legal, public service and broadcasting, as demand arises.

The aim of the new licensing format is to both improve the quality and standard of Māori language translation and increase the annual number of specialised certified translators. We expect to improve monitoring of the Māori language translating and interpreting sector and this will, by extension, lead to a raised quality of Māori language use and development.

Stakeholder engagement

Part of our role is to raise awareness of the issues pertinent to Māori language revitalisation and regeneration, and promote appropriate messages that will encourage and support the use of the Māori language as an ordinary means of communication.

ētahi take e pā ana ki nga mahi haumanu i te reo Māori.

Te whakawhanake i te reo

E tū pai ai tētahi reo hei reo kōrerorero noa o ia rā, me kori tonu, me tupu tonu, me ea tonu i a ia ngā hiahia reo o te tangata, e kore ai taua reo e mahue noa ki muri. He oti anō, he mea nui anō te pupuri mārie ki ngā āhuatanga ake o te reo me ngā tikanga Māori e mau mai ana ki roto, e mau tonu ai te kairangi, te uho o te reo.

He tohungatanga, he pūkenga kei Te Taura Whiri i te Reo Māori e tukua ai he whakaaro mō te reo me te hāpainga tonutia o tōna hā tūturu. E tino hāngai ana tēnei tohungatanga ki te whakamahia o te reo (ngā whakamātautau i te matatau ki te reo, ngā whakamāoritanga, te whakaū i te kōunga o te reo) me te tārainga o ngā kupu hou.

Waihoki, he kawenga tā mātou i raro i te ture ki te āta whakangungu, ki te whakamātautau, ki te whakamana anō hoki i ngā kaiwhakamāori ā-tuhi, ā-waha. I te tau 2013/14, i paku hurihia te arotahinga o te pūnaha tuku raihana kia hāngai ake ai ki ngā momo kōrero ka whakamāoritia nuitia e te hunga tonu raihana. Ko te whakamātautau kaiwhakamāori ā-tuhi tuatahi mō te 'ao mātauranga' i tū i te tau 2013/14. Hei ngā tau e heke mai nei ka arotahia anō hoki ētahi atu momo kōrero kua tautohua, pērā i te reo o te ture, o ngā tari kāwanatanga, me te ao pāpāho – kei te āhua tonu o te hiahia o te kiritaki.

Ko te whāinga o te ara tuku raihana hou, kia tuawhiti ake ngā mahi whakamāori ā-waha, ā, kia tokomaha ake te hunga ka whiwhi tiwhikete mō te whakamāori ā-waha i ngā kōrero o ētahi ao whāiti. Ko te takune, kia pai ake te aroturuki i te rāngai whakamāori, ā, mā konei e tuawhiti ake ai te rere me te whanake o te reo Māori.

Te hono tahi ki ngā rangapū reo Māori

Ko tētahi o ā mātou mahi, he whakaoho i te iwi ki ngā take e pāpā mai ana ki te whakaoranga ake o te reo Māori, me te whakatāiri kōrero hei whakatītina, hei tautoko i te rere anō o te reo Māori hei reo kōrerorero noa.

We run two major promotional events each year:

- Te Wiki o te Reo Māori (Māori Language Week)
- Ngā Tohu Reo Māori (the Māori Language Awards)

We also support a number of community and iwi initiated events across the country that normalise the use of and engagement in te reo Māori.

As part of our support for those events, we produce and distribute a variety of resources specifically designed to support learning and promote the use of the Māori language in homes and the wider community, recognise and reward excellence in Māori language use and engagement, provide advice about our community funding programmes and support the articulation of communities' language aspirations.

Measuring performance

Figure 1 (page 15) shows how the services delivered by Te Taura Whiri i te Reo Māori are organised and aligned to our three outcomes and the key result areas of the MLS 2014.

The outcomes describe the desired state of the Māori language in the future.

The key result areas of the MLS 2014 are based on the framework for reversing the decline of a language developed by international sociolinguist, Joshua Fishman.¹¹

Each aspect of Fishman's model is interrelated. For example:

- as more people become critically aware of the revitalisation of the Māori language, this may lead to its increased status or use
- as the status of the language rises, more people may take steps to acquire

E rua ā mātou kaupapa whakatairanga nui whakahaerehia ai i ia tau, koia ēnei:

- Te Wiki o te Reo Māori
- Ngā Tohu Reo Māori

Me tā mātou tautoko anō i ētahi hui ā-hapori, ā-iwi puta noa i te motu e whakatauirā ana i te whakaaro he hanga māori noa te kōrero i te reo.

I roto i tā mātou tautoko i aua tū kaupapa, ka whakaputaina, ka tohaina hoki e mātou he rauemi: e tautoko ana i te ako, e whakanui ana i te rere o te reo Māori i ngā kāinga, i te hapori; e whakanui ana i te ekenga o ōna anō kaupapa whakamahi i te reo, whakatairanga i te reo Māori ki ngā tino taumata; e whakamōhio ana i te iwi ki ngā kaupapa tuku pūtea ki te hapori; e akiaki ana kia whakapuaki ngā hapori i ō rātou tūmanako mō te reo.

Te ine i te tutuki o ngā mahi

E whakaatu ana te Hoahoa 1 (i te whārangi 15) i te noho mai o ngā ratonga e horahia ana e Te Taura Whiri i te Reo Māori ki ōna anō putanga e toru, me ngā rohenga hua mātāmua e rima o te MLS 2014.

Ko ngā putanga e whakaahua mai ana i te āhua o te reo Māori e wawatahia ana mō ngā rā kei te heke iho.

E whai ana ngā rohenga hua mātāmua o te MLS 2014 i tētahi anga i tāraia e tētahi tohunga o tāwāhi ki ngā āhuatanga reo-pāpori, e Joshua Fishman,¹² hei whakaatu me pēhea te huripoki i te pāhekeheke o tētahi reo.

Heoi, he kōtuitui katoa ngā āhuatanga kua tautohua e te ika paewai nei, e Fishman. Inā rā:

- kia mārama ake te iwi ki ngā mahi whakahauora i te reo, ka nui ake pea tōna mana, te kōrerotanga rānei o te reo
- kia nui ake te mana o te reo, ka tokomaha ake te hunga ako i te reo, te hunga ngākau

¹¹ Fishman, J.A. (1991), *Reversing language shift*, Clevedon: Multilingual Matters.

¹² Fishman, J.A. (1991), *Reversing language shift*, Clevedon: Multilingual Matters.

the language or develop supportive attitudes to language use in their communities.

- as confidence grows in acquiring the language, its use may also increase which, in turn, can lead to an increase in the number of places in communities where the language is spoken.
- as more speakers acquire and use the language, there may be a corresponding demand for increased language development and support for the maintenance of iwi dialects.

Te Taura Whiri i te Reo Māori will report progress towards achieving the MLS 2014 key result areas through the following performance measures

pai mai rānei ki te rere o te reo i ō rātou hapori

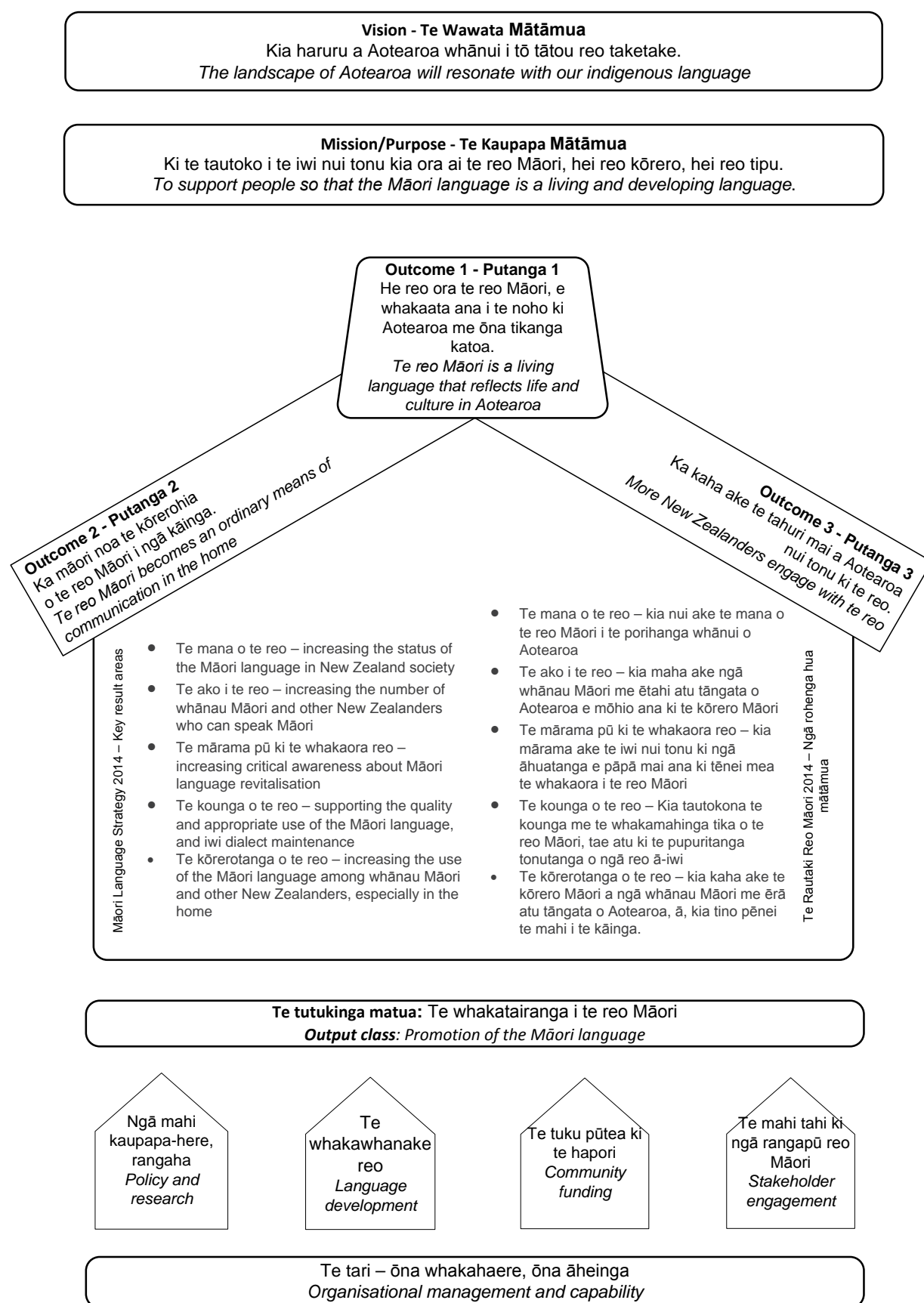
- kia māia ake te tangata e ako ana i te reo ki te kōrero, ka kaha ake pea te kōrerotia, me te aha, ka nui ake ngā wāhi i te hapori e kōriporipo ai te reo
- kia tokomaha ake te hunga kōrero i te reo, tērā e kaha ake te hiahia, te tono rānei kia whanake te reo, me te tautoko i te toitū o ngā reo ā-iwi.

Anei e whai ake nei ngā tohu ine ka whāia e Te Taura Whiri i te Reo Māori hei pūrongo i ngā mahi ka tutuki i tēnā, i tēnā rohenga hua mātāmua o te MLS 2014.

| MLS 2014 key result areas | Measures for key result areas | Ngā rohenga hua mātāmua o te MLS 2014 | Ngā tohu ine e hāngai ana ki ngā rohenga nei |
|---|---|--|--|
| Te mana o te reo Increasing the status of the Māori language in New Zealand society | Level of media commentary (sampled during specific periods of the year) that is positive towards Māori language | Te mana o te reo Kia nui ake te mana o te reo Māori i te porihanga o Aotearoa | Te rahi o ngā kōrero pāpāho (he mea tīpako i ōna wā anō o te tau) e ngākau pai mai ana ki te reo Māori |
| Te ako i te reo Increasing the number of whānau Māori and other New Zealanders who can speak Māori | The number of people engaged in Māori language courses (split per elementary, intermediate and advanced proficiency) The number of Māori language speakers | Te ako i te reo Kia maha ake ngā whānau Māori me ētahi atu tāngata o Aotearoa e mōhio ana ki te kōrero Māori | Te tokomaha o ngā tāngata e hari ana i ngā akoranga reo Māori (i te taumata tīmatanga noa, i te taumata o waenga, ā, i te taumata tiketike anō) Te tokomaha o te hunga kōrero Māori |
| Te mārama pū ki te whakaora reo Increasing critical awareness about Māori language revitalisation | The number of people accessing the e-library at He Puna Whakarauora to gather information about Māori language revitalisation | Te mārama pū ki te whakaora reo Kia mārama ake te iwi nui tonu ki ngā āhuatanga e pāpā mai ana ki tēnei mea te whakaora i te reo Māori | Te tokomaha e toro ana i te whare pukapuka-e i He Puna Whakarauora ki te kohikohi pārongo mō te whakaora ake i te reo Māori |
| Te kōunga o te reo Supporting the quality and appropriate use of the Māori language, and iwi dialect maintenance | The range of resources (including dictionaries, words lists and glossaries) which are available to learners and speakers of the Māori language | Te kōunga o te reo Kia tautokona te kōunga me te whakamahinga tika o te reo Māori, tae atu ki te pupuritanga tonutanga o ngā reo ā-iwi. | Te maha me te whānui o ngā rauemi (tae atu ki ngā papakupu me ngā rārangi kupu) e wātea ana ki te hunga ako me te hunga kōrero i te reo Māori |
| Te kōrerotanga o te reo Increasing the use of the Māori language among whānau Māori and other New Zealanders, especially in the home | Percentage of households where Māori language is spoken | Te kōrerotanga o te reo Kia kaha ake te kōrero Māori a ngā whānau Māori me ērā atu tāngata o Aotearoa, ā, kia tino pēnei te mahi i te kāinga. | Te ōrau o ngā kāinga e kōrerotia ana te reo Māori i reira |
| Other performance measures, which assess our performance in delivering our core services, are contained in our SPE, which is published as part of our Annual Report. We will report against the measures above, and those contained in the SPE, in our Annual Report. | | Arā ētahi atu tohu ine whakamahia ai hei ine i te tutuki o ā mātou mahi taketake, kei te SPE ka tāia tahitia me tā mātou Pūrongo ā-Tau. Ka tuhia he kōrero mō te kaha tutuki o ngā mahi i runga i ngā tohu ine o runga ake nei, me ō te SPE, i te Pūrongo ā-Tau. | |

Figure 1: Outcomes framework

Hoahoa 1: Te tīrewa putanga



PART TWO - ORGANISATIONAL FUNCTIONS

Governance

Te Taura Whiri i te Reo Māori is governed by a board of Commissioners, consisting of five members appointed by the Minister for Māori Development.

Current board members are:

Mr Erima Henare (Chairperson)

Mr Te Awanuiārangī Black (Commissioner)

Dr Katarina Edmonds (Commissioner)

Dr Poia Rewi (Commissioner)

There is one vacancy on the Board for a Commissioner.

The key responsibilities of the board include:

- confirming the strategic direction of Te Taura Whiri i te Reo Māori, setting strategies and priorities
- communicating with the Minister and other stakeholders to ensure their views are reflected in the organisation's strategies and priorities
- appointing the Chief Executive and delegating responsibility for achieving specific priorities
- monitoring organisational performance
- maintaining effective systems of internal control
- being accountable to the Minister for delivering agreed plans and services, and achieving priorities.

Te Taura Whiri i te Reo Māori Commissioners are appointed because of their extensive experience within the Māori language sector, and proven knowledge of issues affecting the Māori language on a local and regional basis

WĀHANGA TUARUA – NGĀ PĪKAUNGA A TĒNEI WHAKAHAERE

Te mana arataki

He mea arataki Te Taura Whiri i te Reo Māori e tōna anō tumu whakarae. Tokorima ngā Kaiwhiri o te poari nei, he mea tautapa tēnā me tēnā e te Minita mō ngā Take Māori.

Koia nei ko ngā Kaiwhiri o tēnei wā:

Mr Erima Henare (Toihau)

Mr Te Awanuiārangī Black (Kaiwhiri)

Tākuta Katarina Edmonds (Kaiwhiri)

Tākuta Poia Rewi (Kaiwhiri)

Kei te noho wātea tētahi o ngā tūranga Kaiwhiri.

Anei ngā kawenga matua a te poari:

- te whakaū i te ahunga rautaki o Te Taura Whiri i te Reo Māori, me te whakatakoto i ngā rautaki me ngā whāinga tōmua
- te kōrero tahi ki te Minita me ētahi atu o te rāngai reo Māori me te whai kia whakaataria mārireia ō rātou whakaaro i roto i ngā rautaki me ngā whāinga tōmua a tēnei whakahaere
- te kopou i te Kaiwhakahaere Matua, te āta tuku anō hoki i te mana ki a ia, ki ētahi kē rānei ki te kawae ake i ngā mahi e ea ai ngā whāinga tōmua
- te aroturuki i te tutuki haere o ngā mahi
- te hāpai i ngā pūnaha whaihua tonu hei taki i ngā whakahaere tara ā-whare
- te noho haepapa ki te Minita mō te whakatinanatanga o ngā mahere me ngā ratonga i whakaaetia, me te whakatutukinga o ngā whāinga tōmua.

He mea whakatū ngā Kaiwhiri o Te Taura Whiri i te Reo Māori i runga i ā rātou takahanga nui i te rāngai reo Māori, me tō rātou mōhio pai ki ngā take, ki ngā āhuatanga e pā mai ana ki te reo i tēnā kōwhao, i tēnā moka, i tēnā tuku o te motu.

Organisational capability

This section describes the way Te Taura Whiri i te Reo Māori will work towards the continuous improvement of its organisational health and capability requirements over the next four years.

Operating environment

In 2013/14, we reviewed our organisational structure and capability against the operational needs arising from the increase in baseline funding in Budget 2013. After consideration, the existing structure was maintained, and new positions created to work with the new funding streams together with a renewed commitment to building the capacity and capability of current staff.

People and partnerships

We acknowledge that our staff are central to the achievement of our vision and mission. We employ a range of programmes to ensure we continuously enhance our capability and that employees are offered challenging and satisfying work.

Our people initiatives include the following.

Sustainable and integrated workforce

- Recruitment and retention initiatives focused on attracting and retaining a workforce that reflects our vision for the Māori language – especially staff with high level Māori language proficiency and specialist technical and support roles.
- A safe work environment that reduces the impact of injury and illness on individuals and on our overall capability and capacity.
- Support for and enhancement of a reo speaking office environment.

Te hauora tara ā-whare

Ka whakaahuatua i konei ngā mahi ka kawea ake e Te Taura Whiri i te Reo Māori kia hauora ake ai a ia, kia pakari ake ai anō hoki te pounga o te hoe i ngā tau e whā e heke mai nei.

Te taiao whakahaere

I te tau 2013/14, ka arotakea te hanga o te tari me ngā mea ka pahure i a ia, me te tiroiro anō hoki ki ngā pīkaunga whakahaere ka hua ake i te whakarahinga ake o te Pūtea tūapapa i te tau 2013. Ka haere ngā whiriwhiri, ā, whakatauria ana me mau tonu ki te hanga o nāiane, engari me te whakarite tūranga hou hei kawe i ētahi o ngā mahi i ngā pekanga tuku pūtea hou, ā, me te whakapau kaha anō ki te whakapakari ake i ngā kaimahi o nāiane.

Te puna tangata me ngā taura tangata

E mōhiotia ana e kore rawa e tutuki te wawata me te kaupapa mātāmua a tēnei whakahaere ki te kore āna kaimahi. He maha ngā kaupapa e hāpaitia ana e mutunga kore ai te whītiki i ngā kaimahi, hei whakatara, hei whakapārekareka anō i a rātou i roto i ā rātou mahi.

Anei ētahi o ā mātou kaupapa manaaki tangata.

He tokomatua toitū, he tokomatua kōtuitui

- Ko ngā kaupapa kimi kaimahi, pupuri kaimahi, e whai ana kia kūmea mai, kia puritia roatia he tokomatua e whakaata ana i tō mātou wawata mō te reo Māori. E tino hāngai ana tēnei kōrero ki ngā tūranga me tino matatau te tangata e pahure ai i a ia āna mahi, tae atu ki ngā tūranga tohungatanga whāiti me ngā tūranga tautāwhi.
- He haumarua tonu te taiao mahi, e iti ai te pānga o te whara, o te māuiui ki ngā kaimahi takitahi, otirā ki te tokomatua whānui me tōna āhei ki te whakatutuki i ngā mahi.
- Te tautoko, te kōwhiwhiu i te rere o te reo Māori i te tari.

Engaged and committed workforce

- An organisational development programme designed to help build high performing teams.
- Engaging staff in business planning activities.
- Reviews of organisational values and policies, including staff consultation to develop employee programmes.
- Regular forums to work in partnership with workforce representative groups.
- A review of the support services and programmes provided to staff to support their overall health and welfare.

Accountable, capable and skilled workforce

- All staff being able to see how their individual contributions link to our organisational outcomes and performance.
- A code of standards aligned to the State Services Commission Standards of Integrity that promotes appropriate behaviour and ethical conduct.
- Training programmes to support staff throughout their careers, and ensure core skills are effectively maintained.
- Opportunities for staff to measure and develop their Māori language proficiency

Good employer

The initiatives outlined under the "people and partnerships" section above reflect the seven elements of "The Good Employer" set out in section 118 of the Crown Entities Act 2004.

1. Leadership, accountability and culture
2. Recruitment, selection and induction
3. Employee development, promotion and exit
4. Flexibility and work design
5. Remuneration, recognition and conditions

He tokomatua ngākau hihiri, ngākau titikaha

- Ka takoto he kaupapa whakapakari whakahaere, e tū mai ai ngā kāhui mahi e tino eke ana ā rātou mahi ki ngā taumata.
- Te tō mai i ngā kaimahi ki roto i ngā whiriwhiringa mahere mahi.
- Te arotake i ngā uara me ngā kaupapa-here whakahaere, me te whai wāhi mai a ngā kaimahi, ki te whakatakoto kaupapa poipoi kaimahi.
- Ka tū he hui i ōna wā anō e tika ana kia pai ai te mahi ngātahi ki ngā rōpū ko rātou ngā māngai o te tokomatua.
- Ka arotakea ngā ratonga me ngā kaupapa tautāwhi e tukuna ana ki ngā kaimahi ki te hāpai i tō rātou noho ora.

He tokomatua e noho haepapa ana, e taea ana e ia ngā mahi, e whai pūkenga ana

- Kia mātua kite ia kaimahi i te hua o āna mahi ki te tutukinga o ngā mahi me ngā putanga.
- Kia takoto he rārangi paerewa e ū ana ki ngā Paerewa Mahi Tōtika a Te Komihana o ngā Tari Kāwanatanga, hei tohu i te whanonga tika, i te kawenga matatika.
- Kia takoto he kaupapa whakangungu hei tautoko roa i ngā kaimahi i ō rātou aramahi, e āta poipoia tonutia ai ā rātou pūkenga taketake.
- Kia takoto he huarahi e āhei ai ngā kaimahi te ine me te whakapiki i tō rātou matatau ki te reo Māori.

Kia noho hei rangatira pai

Ko ngā kaupapa kua kōrerohia i te wāhanga "te puna tangata me ngā taura tangata" i runga ake nei, e whakaata ana i ngā āhuatanga e whitu e kīia ai te kaituku mahi he rangatira pai, i tohua i te wāhanga 118 o te Ture Hinonga Karauna 2004.

1. Te tū hei kaihautū, te noho haepapa me te ahurea
2. Te kimi / kōwhiri / whakauru kaimahi
3. Te whakapakari, te whakapiki kaimahi, tae atu ki te wehenga o ngā kaimahi

6. Harassment and bullying prevention
7. A safe and healthy workforce

Through these initiatives, Te Taura Whiri i te Reo Māori aims to sustain a motivated, competent and skilled workforce reflective of, and responsive to, the work to revitalise the Māori language.

4. Te noho tāwariwari me te hoahoatanga o ngā mahi
5. Te utu, te whakanui i ngā kaimahi, me ngā here kei runga i tēnā, i tēnā
6. Te ārai atu i ngā mahi whakatīwheta, whakaweti
7. He tokomatua noho haumarū, noho hauora

Mā roto i ēnei kaupapa, ka mahi Te Taura Whiri i te Reo Māori kia puritia āna kaimahi, kia tōia mai anō hoki he tāngata pai hei kaimahi hou. Ka mahi anō kia hihiri, kia matatau, kia pūkenga tana kāhui kaimahi, he kāhui e whakaata ana, e aro nui ana ki ngā kaupapa whakaora ake i te reo Māori.

Equal Employment Opportunities

As a good employer, Te Taura Whiri i te Reo Māori values the diverse talents of its employees and continuously strives towards excellence in providing equal employment opportunities. Best practice recognises that all employees should receive the same opportunities for development to maximise their career potential and aspirations.

Te Taura Whiri i te Reo Māori will seek to identify and take proactive steps to eliminate barriers to make sure everyone is treated fairly in employment and has the opportunity to perform to their maximum.

Te Taura Whiri i te Reo Māori is committed to the practice and promotion of equal employment opportunities throughout the organisation. The principles and practice of equal employment opportunities remain a core value, contributing to the integrity and high performance of Te Taura Whiri i te Reo Māori.

Reporting to the Minister for Māori Development

The matters on which Te Taura Whiri i te Reo Māori will report to the Minister for Māori Development and the frequency of that reporting is summarised below:

Kia Taurite ngā Huarahi Whiwhi Mahi

I tana tū hei rangatira pai, e kaingākauria ana e Te Taura Whiri i te Reo Māori ngā pūmanawa matahuhua o ana kaimahi, ā, ka oke tonu ia kia kairangi tonu tana whakatū kaimahi, tana whakapiki anō i ana kaimahi, i runga i te taurite, i te tautika. E ai ki ngā tauira ‘mahi papai’, me ōrite te āhua o ngā āwhina e wātea ana ki ngā kaimahi katoa e koke ai rātou i te aramahi, e tutuki ai ō rātou wawata, taha mahi nei.

Ka mahi Te Taura Whiri i te Reo Māori ki te tautohu, ki te turaki haere i ngā hanga e aukati ana i te neke whakamua, ka mahi anō hoki kia tautika te poipoia o ngā kaimahi katoa, me te āwhina kia eke tēnā me tēnā ki te tino taumata e taea ana e ia i roto i ngā mahi.

E whai mārire ana Te Taura Whiri i te Reo Māori kia taurite te āhua o tana awhi i āna kaimahi katoa, puta noa i te tari. Ka noho mai ngā mātāpono me ngā kawenga whakataurite huarahi whiwhi mahi hei uara matua nō tēnei whakahaere, ā, koia tētahi mea i kīia ai Te Taura Whiri i te Reo Māori he wāhi matatika, i kairangi ai ngā mahi e oti ana i a ia.

Te tāpae pūrongo ki te Minita mō ngā Take Māori

Kei raro nei te whakarāpopototanga o ngā kaupapa e whakatakoto kōrero atu ai Te Taura Whiri i te Reo Māori ki te Minita mō ngā Take Māori, me te auau o te tāpaenga atu:

- Annual Report – as per the Crown Entities Act 2004 and the Public Finance Act 1989 requirements
- reporting quarterly against the performance measures established in the SPE 2014/15 and against budget

advice and risk management – briefing papers to the Minister on opportunities or issues pertaining to the Māori language.

- Te Pūrongo ā-Tau – i runga anō i ngā whakahau a te Ture Hinonga Karauna 2004 me te Ture Pūtea Tūmatanui 1989
- Te tāpae pūrongo i ia toru marama e whakaatu ana i te tutuki haere o ngā mahi ina whakatairitea ki ngā tohu ine kei te SPE 2014/15 me ngā whakaritenga taha pūtea

Te tāpae whakamāherehere me te whakataki raru whatitata – he tuhi whakamārama ki te Minita mō ngā ara kia whāia me ngā take ka tūpono te ara ake e pā ana ki te reo Māori.

Appendix 1

UNESCO language vitality model

UNESCO (2003) assesses language health through attention to:

1. intergenerational transmission
2. absolute numbers of speakers;
3. proportion of speakers within whole population;
4. trends in existing language domains;
5. response to new domains and media;
6. materials for language education and literacy;
7. language attitudes and policies;
8. Governmental and institutional language attitudes and policies (including official status and use);
9. community members' attitudes towards their own language;
10. amount and quality of documentation.

Ethnologue (2014) language vitality model

Ethnologue (2014) provides a list of key indicators they use to assess language vitality:

1. the speaker population (count)
2. the number of those who connect their ethnic identity with the language (whether or not they speak the language)
3. the stability of and trends in that population size
4. residency and migration patterns of speakers
5. the use of second languages

Āpitihanga 1

Te tātaitanga a UNESCO mō te hauora o te reo

He mea aromatawai e UNESCO (2003) te hauora o tētahi reo mā te aro nui ki ēnei āhuatanga:

1. te tukunga, te whāngaitanga o te reo e tētahi whakatupuranga ki tētahi
2. te tokomaha o te hunga kōrero i te reo;
3. te ōrau o te iwi whānui he kōrero i te reo;
4. ngā ia whakamahi reo i tēnā, i tēnā whaitua reo;
5. te urupare ki ngā whaitua hou, ki ngā ara pāpāho, ara kōrerorero hou;
6. ngā rauemi mō te rere o te reo i te ao mātauranga, mō te ako ki te tuhi, ki te pānui ki te reo;
7. ngā waiaro ki te reo, ngā kaupapa-here mō te reo;
8. ngā waiaro me ngā kaupapa-here a te Kāwanatanga me ērā atu whakahaere ki te reo (tae atu ki tōna mana i raro i te ture me te āhua o te whakamahi i te reo);
9. ngā waiaro o te hāpori ki tō rātou nā reo;
10. te rahi me te pai o ngā tuhinga, o ngā tānga kōrero.

Te tātaitanga a Ethnologue (2014) mō te tūhauora o te reo

Kua takoto i a Ethnologue (2014) ētahi waitohu matua whakamahia ai e rātou hei aromatawai i te tūhauora o te reo:

1. te tokomaha o te hunga kōrero
2. te tokomaha e hono ana i tō rātou tuakiri ā-iwi ki te reo (arā, kei te kōrero rānei i te reo, karekau rānei)
3. te kaha pūmau, te kaha pāhekeheke rānei o taua tokopae, me ngā ia o roto i a ia
4. ngā tauira rarau, rere rānei o te hunga kōrero (te rarau o te noho ki tētahi whenua, te rere rānei ki whenua kē noho ai)
5. te whakamahia o ētahi reo tuarua

- | | |
|---|---|
| 6. the use of the language by others as a second language 7. language attitudes within the community 8. the age range of the speakers 9. the domains of use of the language 10. official recognition of languages within the nation or region 11. means of transmission (whether children are learning the language at home or being taught the language in schools) 12. non-linguistic factors such as economic opportunity or the lack thereof. | 6. te whakamahia o te reo e ētahi atu, hei reo tuarua mō rātou 7. ngā waiaro o roto i te hāpori ki tō rātou reo 8. te whānui o te taipakeke o te hunga kōrero 9. ngā whaitua e whakamahia ai te reo 10. te mana ā-ture o ngā reo o taua whenua, o taua takiwā 11. te ara tuku, te ara whāngai i te reo (āe rānei e ako ana ngā tamariki i te reo i te kāinga, he mea whakaako rānei ki a rātou i te kura) 12. ētahi āhuatanga a waho atu o te reo, pērā i ngā painga ohaoaha, ngā taumahatanga ohaoaha rānei. |
|---|---|

Ethnologue has also adopted Lewis and Simons (2010) language status scale developed from Fishman's 1991 Graded Generational Interruption Scale.

Kei te whakamahia anō hoki e Ethnologue tētahi āwhata ine i te mana o te reo, he mea whakarite nā Lewis and Simons (2010), i runga anō i te āhua o tā Fishman Graded Generational Interruption Scale o te tau 1991.

Table 1: Expanded Graded Intergenerational Disruption Scale

Tūtohi 2: Te Whakarohatanga o te Āwhata Whakaatu i te Tāwekowane o ngā Hono ā-Whakatupuranga

| Level | Label | Description |
|-------|-----------------------|--|
| 0 | International | The language is widely used between nations in trade, knowledge exchange, and international policy. |
| | Kei te ao nui tonu | He rangiwhāwhā te rere o te reo i waenganui i ngā whenua o te ao, mō te hokohoko, te whakawhiti mātauranga, me ngā kaupapa-here o te ao. |
| 1 | National | The language is used in education, work, mass media, and government at the national level. |
| | Ā-motu | Whakamahia ai te reo i te ao mātauranga, i te mahi, i ngā ara pāpāho nui, i ngā mahi kāwanatanga ā-motu anō hoki. |
| 2 | Provincial | The language is used in education, work, mass media, and government within major administrative subdivisions of a nation. |
| | Ā-Rohe | Whakamahia ai te reo i te ao mātauranga, i te mahi, i ngā ara pāpāho nui, me ngā mahi kāwanatanga i ngā rohe whakahaere matua o te motu. |
| 3 | Wider communication | The language is used in work and mass media without official status to transcend language differences across a region. |
| | Whakapāpātanga whānui | Whakamahia ai te reo i te mahi me ngā ara pāpāho nui o tētahi rohe, ahakoa kāore ōna mana i raro i te ture, hei karo i ngā raruraru tērā e ara ake i ngā rerekētanga reo o roto i taua rohe. |

| Level | Label | Description |
|-------|------------------|---|
| 4 | Educational | The language is in vigorous use, with standardization and literature being sustained through a widespread system of institutionally supported education. |
| | Ao mātauranga | E haukori ana te rere o te reo, kua poua he tikanga whakakotahi, kua takoto ngā tuhituhinga maha, mā roto i tētahi pūnaha tuku mātauranga nui tonu, me ōna anō whare tuku. |
| 5 | Developing | The language is in vigorous use, with literature in a standardized form being used by some though this is not yet widespread or sustainable. |
| | Whanake | E haukori ana te rere o te reo, kua kotahi te āhua o te tuhi i te reo, ā, e whakamahia ana ngā tuhituhinga e ētahi, engari kāore anō kia whānui te hora, ā, kāore anō kia toitū te puta o ēnei tū rauemi. |
| 6a | Vigorous | The language is used for face-to-face communication by all generations and the situation is sustainable. |
| | Haukori | Whakamahia ai te reo e ngā whakatupuranga katoa mō ngā kōrerorero kanohi ki te kanohi, ka mutu, ka toitū tonu tēnei āhua. |
| 6b | Threatened | The language is used for face-to-face communication within all generations, but it is losing users. |
| | Mōrearea | Whakamahia ai te reo e ngā whakatupuranga katoa mō ngā kōrerorero kanohi ki te kanohi, engari kei te paheke haere te tokopae kōrero i te reo. |
| 7 | Shifting | The child-bearing generation can use the language among themselves, but it is not being transmitted to children. |
| | Pānekeneke | E āhei ana te reanga whakaputa uri te kōrero i te reo i waenganui i a rātou, engari kāore e tukuna ana ki ā rātou tamariki. |
| 8a | Moribund | The only remaining active users of the language are members of the grandparent generation and older. |
| | Whakahemohemo | Heoi anō te hunga e kōrerorero tonu ana i te reo, ko te reanga kaumātua. |
| 8b | Nearly extinct | The only remaining users of the language are members of the grandparent generation or older who have little opportunity to use the language. |
| | Kua tata te mate | Heoi anō te hunga e kōrerorero tonu ana i te reo, ko te reanga kaumātua, ka mutu, kua tino whāiti ngā wāhi, ngā kaupapa e kōrero ai rātou i te reo. |
| 9 | Dormant | The language serves as a reminder of heritage identity for an ethnic community, but no one has more than symbolic proficiency. |
| | Tuamatangi | He tohu whakamahara noa iho te reo ki ngā tikanga tuku iho, ki te tuakiri taketake o te iwi. He maramara reo noa e mau tonu ana, he whakataruna, he whakatau noa iho. |
| 10 | Extinct | The language is no longer used and no one retains a sense of ethnic identity associated with the language. |
| | Kua mate ā-moa | Kua tino kore nei e rangona te reo, kua kore te iwi e whakaaro ki te reo hei ara e mau tonu ai ā rātou tikanga, tō rātou tuakiri ā-iwi, kua riro ki tua o mahara. |

